

BEYOND PURCHASE INTENTION: UNDERSTANDING ORGANIC FOOD CONSUMER BEHAVIOUR THROUGH AN EXTENDED THEORY OF PLANNED BEHAVIOUR

Harmandeep Kaur, Research Scholar, Department of Applied Sciences and Humanities, Shaheed Bhagat Singh State University, Ferozepur, Punjab, India

Dr Raminder Pal Singh, Professor, Department of Applied Sciences and Humanities, Shaheed Bhagat Singh State University, Ferozepur, Punjab, India

Dr Kiranjeet Kaur, Professor, Department of Applied Sciences and Humanities, Shaheed Bhagat Singh State University, Ferozepur, Punjab, India

ABSTRACT

Growing consumer demand for organic food has increased the need for understanding the factors that influence consumer purchasing decisions. Health consciousness, consumer knowledge, and consumer trust are examined in this study to determine the impact of consumer behavior on organic food consumption, with perceived behavioural control (PBC) acting as a moderator and purchase intention acting as a mediator, based upon the Extended Theory of Planned Behaviour. Using PLS-SEM with SmartPLS 4, data were collected from 730 organic food consumers in Punjab. A significant relationship has been found between health consciousness, consumer knowledge, and consumer trust, as well as a significant relationship between purchase intention and consumer behaviour. According to the mediation analysis, purchase intention mediates the relationship between the three antecedents and the consumer behaviour. Despite this, perceived behavioural control has no significant moderating effect on the relationship between purchase intention and consumer behaviour. The current study extends the TPB by demonstrating how psychological factors influence the purchase of organic foods indirectly. This study offers valuable implications for researchers, marketers, and policymakers seeking to promote sustainable food consumption.

Keywords: Organic Food, Theory Of Planned Behaviour, Consumer Behaviour, Purchase Intention

INTRODUCTION

The consumer's decision-making process in the food sector has become increasingly complex due to the necessity of evaluating not only the functional aspects of a food product, but also the implications it has for health, the environment, and social responsibility (Asioli et al., 2017; Hartmann & Siegrist, 2017; Al-Swidi, Faiz & Gelaidan, 2019). In addition to taste, affordability, and availability, consumers are increasingly influenced by perceptions of

safety, authenticity, nutritional value, and production methods associated with food (Grunert, 2005; Kushwah et al., 2019; Hashemi et al., 2024). In this context, organic food has gained traction as a product category that combines personal health benefits with environmental responsibility and sustainable consumption principles (Hughner et al., 2007; Rana & Paul, 2017). Even though organic foods are becoming increasingly recognised as beneficial, understanding what motivates consumers to choose organic foods or to avoid them continues to be an important research challenge due to the persistent gap between positive perceptions, purchase intentions, and actual consumption behaviour (Kushwah et al., 2019; Nguyen et al., 2019).

Identifying and explaining why consumers who express favourable attitudes and intentions toward organic products do not always engage in actual purchasing behavior is one of the major challenges in organic food research (Liu et al., 2024; Carrington, Neville & Whitwell, 2014). The intention-behaviour gap is becoming an increasingly important issue in sustainable consumption research since consumers' positive evaluations and willingness to purchase are not always reflected in actual market behavior (Chakraborty et al., 2024). While consumers may recognise the benefits of organic food in terms of health and the environment, they may still hesitate to purchase it due to barriers related to product availability, affordability, trust, and uncertainty regarding the validity of any certification claims (Bazhan et al., 2024; Kushwah et al., 2019). Consequently, it remains crucial to identify the mechanisms that facilitate the transformation of purchase intentions into actual purchasing behaviours to develop deeper understanding of organic food adoption (Painuly & Pachauri, 2024; Yadav & Pathak, 2016).

Several studies have demonstrated that psychological factors influence consumers' perceptions about and purchases of organic foods, with health consciousness, consumer knowledge, and trust consistently exhibiting importance in influencing purchase intentions (Nardi et al., 2018; Wang et al., 2023; Bazhan et al., 2024). Thus, integrating health consciousness, consumer knowledge, and consumer trust within one framework provides a more comprehensive understanding of consumer purchasing decisions regarding organic food (Nardi et al., 2018; Chakraborty et al., 2024).

There remain several important research limitations regarding the consumption of organic foods despite the substantial advances made in the understanding of organic food consumption through existing studies (Pant et al., 2024). Previous research has focused primarily on purchase intentions rather than actual consumer behavior, resulting in limited knowledge about whether consumers translate their intentions into actual purchases (Anand et al., 2024; Kalam et al., 2025). The results of previous studies have often focused on individual determinants of organic food purchase without taking into account the combined influence they have within an integrated behavioural framework (Pant et al., 2024; Ho et al., 2024). In the context of organic food consumption, more empirical research is needed to determine whether perceived behavioral control can effectively lead consumers' purchase intentions into actual purchase behaviour (Serebrennikov et al., 2024; Pandey et al., 2024). This study attempts to address these limitations through the development of an integrated framework for examining organic food consumer behavior. Specifically, the study examines the influence of health consciousness, consumer knowledge, and consumer trust on consumer purchase intentions and the extent to which purchase intentions contribute to actual organic food consumption. Furthermore, the study analyses the moderating role perceived behavioral control plays in strengthening or weakening the relationship between purchase intentions and actual consumer behaviour.

This paper is organised as follows. Section 2 reviews the relevant literature, presents the theoretical foundation, and develops research hypotheses. Section 3 describes the research methodology, including the research design, sampling procedure, measurement of constructs,

and analytical techniques. Section 4 presents results, and Section 5 discusses the findings in the context of existing literature. Lastly, Section 6 concludes the study by summarising the key findings, outlining the theoretical and managerial implications, as well as the study's limitations and future directions.

LITERATURE REVIEW

Theoretical Foundation

Theory of Planned Behaviour (TPB)

Theory of Planned Behaviour (TPB), proposed by (Ajzen, 1991), is one of the most widely adopted frameworks to understand individual decision-making and behaviour. The Theory of Planned Behaviour (TPB) suggests that individual behaviour is primarily determined by their behavioural intentions, which reflect their motivation and willingness to engage in a particular behaviour (Ajzen, 1991; Rozenkowska, 2023). Even though behavioural intention is considered an immediate antecedent to behaviour, it may be constrained by factors that limit an individual's ability to perform the intended behaviour. Consequently, perceived behavioural control is incorporated into TPB to identify consumers' perceived capability and control over their behaviour, thereby improving the ability to predict actual behaviour (Pandey et al., 2024; Serebrennikov et al., 2024).

The TPB has been broadly examined in the domain of sustainable food consumption to explain consumers' intentions to purchase organic food and their subsequent purchasing behaviour. This demonstrates its usefulness in predicting sustainable consumption decisions. (Dangi et al., 2020; Ho et al., 2024). Several studies have demonstrated that TPB-related constructs effectively explain environmentally responsible consumption patterns, including organic food adoption, green purchasing, and sustainable dietary habits (Al Mamun et al., 2024; Yadav et al., 2024; Nguyen & Nguyen, 2024). Although the traditional TPB framework has been criticised for its limited ability to fully explain complex consumption decisions. Therefore, it focuses solely on rational cognitive processes and gives relatively limited attention to contextual psychological and situational influences. Recent studies therefore recommend extending the TPB framework by incorporating additional consumer-related factors to improve its explanatory and predictive power, particularly in sustainable and organic food consumption contexts (Rozenkowska, 2023; Randall et al., 2024).

Using the TPB perspective, the present study examines additional consumer factors that influence organic food purchase intentions and examines the role that perceived behavioral control plays in enhancing the relationship between intention and actual behavior. Using this approach, it is possible to gain a deeper understanding of why consumers with similar intentions might exhibit different outcomes in their purchases.

Hypothesis Development

Health Consciousness and Purchase Intention

In recent years, health-related concerns have become a key factor influencing consumer food choices (Ho et al., 2024; Uikey et al., 2024). Food products are increasingly evaluated by consumers on the basis of their perceived contribution to their health, disease prevention, and overall well-being (Devi et al., 2023). In the context of organic food, health

consciousness refers to consumers' tendency to consider health consequences when making food purchase decisions (Chakraborty et al., 2024; Liu et al., 2024).

Health-conscious consumers are more likely to perceive organic food as a healthier alternative than conventionally produced food (Parashar et al., 2023). Consumers are generally more motivated to seek products with natural ingredients, reduce chemical exposure, and improve food safety (Pan & Wu, 2024). Consequently, health consciousness can contribute to favourable evaluations of organic products and increase consumers' willingness to purchase them (Bazhan et al., 2024; Parashar et al., 2023).

The following hypothesis is proposed in light of these arguments:

H1: *Health consciousness positively influences purchase intention toward organic food products.*

Consumer Knowledge and Purchase Intention

Consumer knowledge refers to the extent to which individuals comprehend product characteristics, production processes, and relevant market information (Barua et al., 2023). As the organic food market evolves, knowledge becomes increasingly relevant since consumers often face difficulties in evaluating the authenticity of organic products and distinguishing them from conventional alternatives (Yuan, Jin & Wu, 2024; Iwatani et al., 2022).

It has been demonstrated that consumers who are more knowledgeable about organic farming practices, certification systems, and natural benefits are better able to process information and make more confident purchase decisions (Nautiyal & Lal, 2025). However, insufficient knowledge may result in uncertainty and reduce consumers' willingness to purchase organic products (Yilmaz & Aydemir, 2024; Uikey et al., 2024). In this regard, consumer knowledge is expected to have a significant impact on consumers' confidence and intention towards purchasing organic foods.

Therefore, the following hypothesis is proposed:

H2: *Consumer knowledge positively influences purchase intention toward organic food products.*

Consumer Trust and Purchase Intention

Trust is a vital component of any market in which consumers cannot directly verify product claims. The organic food market represents such a market, since many important attributes, such as production standards and certification compliance, may be difficult for consumers to assess independently (Nagy et al., 2023; Murphy et al., 2022). Thus, trust is an important mechanism for reducing uncertainty and supporting purchasing decisions (Ladwein et al., 2021).

Organic food consumers who trust organic producers, certification systems, retailers, and product information have more favourable intentions and are more likely to purchase organic food (Yuan, Jin & Wu, 2024). Several studies have demonstrated that lack of trust is one of the major barriers to organic food purchase, while strong trust enhances consumer confidence and willingness to pay for organic food products (Hu et al., 2024; Al Falaha, Sughayir & Albarq, 2024).

Accordingly, the following hypothesis is proposed:

H3: *Consumer trust positively influences purchase intention toward organic food products.*

Purchase Intention and Consumer Behaviour

Purchase intention constitutes a significant psychological stage prior to actual purchasing behaviour (Pant et al., 2024). According to behavioural theories, individuals who develop stronger intentions are more likely to engage in the corresponding behavior (Ajzen, 1991). In organic food consumption, purchase intention represents consumers' willingness to purchase organic food products, while consumer behaviour represents actual purchase decisions (Ylmaz & Aydemir, 2024; Anand et al., 2024; Bas et al., 2024).

While intention is considered to be a strong predictor of behaviour, the relationship must be further examined because organic food consumption is frequently associated with practical challenges (Nguyen et al., 2024; Liu et al., 2022). Studies have demonstrated that understanding actual behaviour rather than relying only on intentions provides a more accurate perspective on sustainable consumption patterns (Pant et al., 2024; Liu et al., 2024). Therefore, the following hypothesis is proposed:

H4: *Purchase intention positively influences consumer behaviour toward organic food products.*

Mediating Role of Purchase Intention

According to the Theory of Planned Behavior, behavioural intention serves as a mechanism for converting beliefs and perceptions into actual behaviour (Ajzen, 2020). According to recent studies, purchase intention mediates the relationship between psychological characteristics and sustainable purchasing behaviour among consumers, demonstrating that favourable evaluations are translated first into purchase intentions before resulting in actual behaviour (Kushwah et al., 2024; Canova et al., 2020; Wang et al., 2024). In this regard, consumer knowledge, health consciousness, and consumer trust are supposed to influence consumer behaviour indirectly by enhancing consumer purchase intentions.

Consumers with a health-conscious attitude are more likely to develop favourable purchase intentions as they perceive organic food as healthier and safer (Wang et al., 2023; Mehdi et al., 2024). Additionally, consumers with greater knowledge of organic food are better able to evaluate product quality and certification, which enhances their purchase intentions, which ultimately lead to purchases (Nagy et al., 2022; Schrobback et al., 2023; Majid et al., 2024). Furthermore, consumer trust reduces uncertainty associated with organic food attributes and enhances purchase intentions, which serves as a mechanism through which trust influences consumer behaviour (Majid et al., 2024; Yang et al., 2023).

Taking into consideration the above theoretical arguments and empirical evidence, purchase intention is proposed as a mediator between health consciousness, consumer knowledge, consumer trust, and consumer behaviour.

H5a: *Purchase intention positively mediates the relationship between health consciousness and consumer behaviour.*

H5b: *Purchase intention positively mediates the relationship between consumer knowledge and consumer behaviour.*

H5c: *Purchase intention positively mediates the relationship between consumer trust and consumer behaviour.*

Moderating Role of Perceived Behavioural Control

Perceived behavioural control pertains to consumers' perceptions regarding their willingness to perform a particular behaviour (Rozenkowska, 2023). Despite having favourable intentions, consumers may not act on them if they perceive barriers, such as

limited availability, higher prices, or difficulty accessing organic products (Painuly & Pachauri, 2024; Pandey et al., 2024).

In accordance with TPB, perceptions of behavioural control influence whether intentions are effectively translated into actions. Serebrennikov et al. (2024) found that consumers who feel that they have a greater degree of control over their purchasing decisions are more likely to convert their intentions into actual actions. Therefore, perceived behavioural control may play a significant role in the relationship between purchase intention and organic food consumption behavior (Painuly & Pachauri, 2024; Randall et al., 2024).

Accordingly, the following hypothesis is proposed:

H6: *Perceived behavioural control positively moderates the relationship between purchase intention and organic food consumer behaviour.*

RESEARCH METHODOLOGY

Data Collection

The sample was collected using a non-probability convenience sampling technique to ensure efficient access to consumers who were aware of or familiar with organic food products in Punjab. G-Power software determined that 119 samples would be required, along with an effect size of 0.15, a power rate of 0.95, and a significance level of 0.05 for a total of three predictors (Faul et al., 2009). The sample consisted of 730 consumers.

Measurement development

Data were collected using a standardised questionnaire in order to test the hypotheses. In a quantitative research approach, a questionnaire was constructed using previously validated scales from the marketing literature. To measure consumer trust, five items are borrowed from (Yang et al., 2023). The items for the construct 'consumer knowledge and health consciousness' were derived from (Bazhan et al., 2023), and for the construct 'perceived behavioral control', six items were derived from (Al Swidi et al., 2013). Additionally, the items used to measure consumer purchase intentions and consumer behavior are adapted from (Wee et al., 2014). As part of this study, a 5-point Likert scale was used, where responses varied from strongly agree to strongly disagree (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree).

RESULTS

Descriptive statistics

Table 1 outlines the demographic characteristics of the 730 respondents. Among participants, 60.3% were females and 39.7% males. The majority of participants were aged 21–31 years (34.1%), followed by 32–42 years (26.3%), 43–61 years (22.7%), and over 62 years (16.8%). The majority of participants (61.9%) were postgraduates, followed by graduates (27.1%), while only a small proportion held a secondary education, a high school diploma, or a master's or doctoral degree. Regarding monthly income, 40.0% of participants earned ₹40,001–₹60,000, accompanied by 27.8% earning ₹20,001–₹40,000. The other participants reported incomes of above ₹80,000 (11.6%), less than ₹20,000 (10.8%), and ₹60,001–₹80,000 (9.7%).

TABLE 1 THE SUMMARY OF THE DEMOGRAPHIC PROFILES OF THE RESPONDENTS.		
Characteristic	Frequency	Percent (%)
Gender		
Male	290	39.7
Female	440	60.3
Age		
21-31	249	34.1
32-42	192	26.3
43-61	166	22.7
Above 62	123	16.8
Highest Academic Qualification		
High School	8	1.1
Secondary School	35	4.8
Graduation	198	27.1
Post-Graduation	452	61.9
MPhil/PhD	37	5.1
Monthly Income		
Less than 20,000	79	10.8
20,001 – 40,000	203	27.8
40,001 – 60,000	292	40
60,001 – 80,000	71	9.7
Above 80,000	85	11.6

Assessment of Measurement Model

Based on SmartPLS version 4.1.1.8, the model reliability, internal consistency reliability, convergent validity, discriminant validity, and collinearity were assessed. Considering (Hair & Alamer, 2022) recommendations, Cronbach's alpha, Composite Reliability (CR), Average Variance Extracted (AVE), outer loadings, and Variance Inflation Factor (VIF) were used to evaluate the quality of the measurement model.

Using the full collinearity variance inflation factor (VIF) approach proposed by (Kock Berbekova & Assaf ,2021), the possibility of common method bias (CMB) was examined prior to the assessment of the measurement model. In the present study, the inner VIF values ranged from 1.651 to 2.026, which are well below the recommended threshold of 3.3, indicating that there were no major concerns regarding common method bias and multicollinearity.

The outer loadings of all measurement items ranged from 0.693 to 0.855, exceeding the recommended threshold of 0.70, and one loading (0.693) has been retained since it demonstrates adequate composite reliability and AVE. Alpha values ranged from 0.842 to 0.911, and composite reliability values ranged from 0.887 to 0.928, exceeding the recommended threshold of 0.70, therefore indicating satisfactory internal consistency reliability.

The Average Variance Extracted (AVE) was used to evaluate the convergence validity. In this study, AVE values ranged from 0.519 to 0.671, all exceeding the minimum recommended value of 0.50, indicating that each construct explained more than 50% of the variance of its indicators and therefore demonstrated adequate convergent validity (TABLE 2).

In order to assess discriminant validity, both the Fornell-Larcker criterion and the Heterotrait-Monotrait ratio (HTMT) were used. Table 3 indicates that for each construct, the square root of the AVE exceeded its correlation with other constructs, thus meeting the Fornell-Larcker criteria. Accordingly, all HTMT values ranged from 0.577 to 0.832, remaining below the recommended threshold of 0.85, thereby showing adequate discriminant validity. In general, the results indicate that the measurement model is reliable and valid.

TABLE 2 RESULTS OF VALIDITY AND RELIABILITY ANALYSES						
Constructs	Items	Loadings	VIF	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Consumer Knowledge (CK)	CK 1	0.705	1.651	0.897	0.915	0.519
	CK 2	0.748				
	CK 3	0.71				
	CK 4	0.751				
	CK 5	0.709				
	CK 6	0.716				
	CK 7	0.71				
	CK 8	0.715				
	CK 9	0.72				
	CK 10	0.716				
Health Consciousness (HC)	HC1	0.736	2.026	0.911	0.928	0.617
	HC2	0.81				
	HC3	0.772				
	HC4	0.795				
	HC5	0.789				
	HC6	0.825				
	HC7	0.798				
	HC8	0.758				
Consumer Trust (CT)	CT1	0.734	1.97	0.842	0.888	0.614
	CT2	0.708				
	CT3	0.827				
	CT4	0.836				
	CT5	0.804				
Perceived Behavioural Control (PBC)	PBC1	0.714	1.936	0.847	0.887	0.567
	PBC2	0.745				
	PBC3	0.787				

	PBC4	0.785				
	PBC5	0.693				
	PBC6	0.79				
Purchase Intention (PI)	PI1	0.796	1.983	0.901	0.924	0.671
	PI2	0.827				
	PI3	0.844				
	PI4	0.823				
	PI5	0.855				
	PI6	0.765				
Consumer Behaviour (CB)	CB1	0.799		0.87	0.902	0.605
	CB2	0.774				
	CB3	0.798				
	CB4	0.729				
	CB5	0.793				
	CB6	0.774				

TABLE 3 DISCRIMINANT VALIDITY OF MEASUREMENTS						
Construct	HC	CK	CT	PI	PBC	CB
Fornell – Larcker Criterion						
HC	0.785					
CK	0.581	0.72				
CT	0.667	0.565	0.784			
PI	0.684	0.6	0.719	0.819		
PBC	0.626	0.508	0.666	0.695	0.753	
CB	0.655	0.544	0.662	0.742	0.698	0.778
Heterotrait – Monotrait Ratio (HTMT)						
HC						
CK	0.639					
CT	0.762	0.647				
PI	0.754	0.665	0.821			
PBC	0.711	0.577	0.792	0.796		
CB	0.734	0.613	0.771	0.832	0.807	

TABLE 4 PATH COEFFICIENT						
Hypotheses	Path	Beta	Standard deviation	t-value	p-value	R2
H1	HC → PI	0.295	0.036	8.233	0	
H2	CK → PI	0.659	0.104	6.311	0	
H3	CT → PI	0.412	0.035	11.804	0	0.615

H4	PI→CB	0.501	0.037	13.629	0	0.615
-----------	--------------	-------	-------	--------	---	-------

TABLE 5 INDIRECT EFFECTS (MEDIATION AND MODERATION ANALYSIS)					
Hypotheses	Path	Beta	Standard deviation	t-value	p-value
H5a	HC→PI→CB	0.148	0.023	6.561	0.000
H5b	CK →PI→CB	0.330	0.055	5.954	0.000
H5c	CT →PI→CB	0.206	0.023	9.137	0.000
H6	PI × PBC → CB	0.010	0.017	0.582	0.560

An evaluation of the structural model was carried out using 10,000 bootstrapping samples (Hair & Alamer, 2022). The structural model was evaluated based on path coefficients, t-values, p-values, and coefficient of determination (R^2).

Based on the coefficient of determination (R^2) for purchase intention, health consciousness, consumer knowledge, and consumer trust, explain 61.5% of the variance in purchase intention. In addition, the R^2 value for consumer behaviour was 0.615, indicating a moderate level of explanatory power.

In Table 4, health consciousness has a significant positive effect on purchase intention ($\beta = 0.295$, $t = 8.233$, $p < 0.001$), supporting H1. Furthermore, consumer knowledge significantly influences purchase intention ($\beta = 0.659$, $t = 6.311$, $p < 0.001$), supporting H2. Consumer trust also has a significant positive influence on purchase intention ($\beta = 0.412$, $t = 11.804$, $p < 0.001$), supporting H3. Moreover, purchase intention significantly influences consumer behaviour ($\beta = 0.501$, $t = 13.629$, $p < 0.001$), thereby supporting H4.

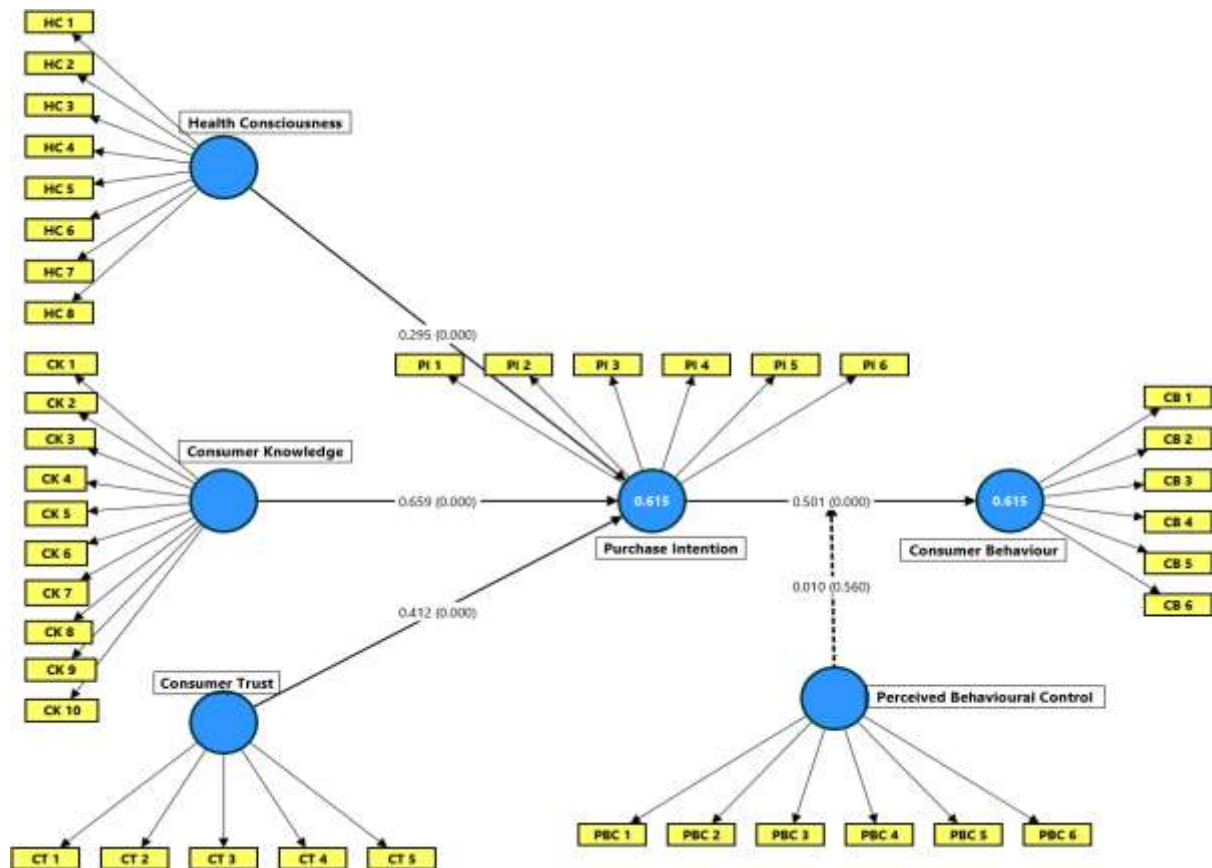


FIGURE 2 STRUCTURAL EQUATION MODELLING RESULTS

Mediation and Moderation Analysis

Table 5 shows that purchase intention significantly mediates the relationship between health consciousness, consumer knowledge, consumer trust, and consumer behaviour. Health consciousness indirectly influenced consumer behaviour through purchase intention ($\beta = 0.148$, $t = 6.561$, $p < 0.001$), supporting H5a. Also, consumer knowledge exhibited a significant indirect effect on consumer behaviour through purchase intention ($\beta = 0.330$, $t = 5.954$, $p < 0.001$), confirming H5b. Similarly, consumer trust had a significant positive indirect effect on consumer behaviour through purchase intention ($\beta = 0.206$, $t = 9.137$, $p < 0.001$), supporting H5c. In this study, the interaction between purchase intention and perceived behavioural control was positive but not statistically significant ($\beta = 0.010$, $t = 0.582$, $p = 0.560$). Thus, H6 is not supported. Hence, perceived behavioural control does not significantly moderate the relationship between purchase intention and consumer behaviour.

DISCUSSION

Through the application of the Theory of Planned Behavior (TPB), the present study examined the influence of health consciousness, consumer knowledge, and consumer trust on organic food consumer behaviour. It has been shown that health consciousness positively influences purchase intention, indicating that consumers who place greater importance on maintaining a healthy lifestyle are more likely to purchase organic products. The findings are consistent with previous studies indicating that health consciousness is a significant motivator for organic food consumption (Tandon et al., 2020; Dangi et al., 2020; Testa et al., 2021).

Moreover, recent studies have found that healthy consumers are more likely to adopt sustainable food choices, as they perceive organic food to be safer and more beneficial for their health in the long run (Kushwah et al., 2024).

Consumer knowledge was the strongest antecedent variable influencing purchase intention. When consumers possess adequate knowledge about organic farming methods, certification systems, and product attributes, they are in a better position to evaluate organic products and make informed purchasing decisions. The findings of this study are consistent with findings from previous studies demonstrating the importance of product knowledge in enhancing consumers' confidence and positively influencing their intention to purchase organic foods (Pino et al., 2012; Yadav & Pathak, 2016). Additionally, recent studies have suggested that improving consumer knowledge plays a vital role in promoting sustainable food choices and reducing perceived purchasing risks (Nagy et al., 2022; Schrobback et al., 2023).

Furthermore, the results demonstrate that consumer trust significantly enhances purchase intentions. Because consumers cannot verify production practices or certification claims directly, trust plays a particularly important role in organic food markets. Consequently, customers are more likely to make a purchase decision when they have confidence in certification labels, producers, and retailers. Earlier research has identified trust as a critical determinant of organic food purchases (Lodhi & Singh, 2026; Chen, Lobo & Rajendran, 2014; Konuk, 2018). In addition, recent research suggests that transparent certification systems and reliable product information enhance consumer confidence and stimulate demand for organic products (Chatterjee et al., 2022).

According to the Theory of planned behaviour, purchase intention is a significant predictor of consumer behavior. It has been shown that consumers with favourable purchase intentions have a greater likelihood of converting their intentions into actual purchases. The results of this study confirm the central proposition of TPB, which states that behaviour is preceded by behavioural intention (Ajzen, 1991). In organic food studies, similar conclusions have been drawn where purchase intentions are consistently correlated with actual purchase decisions (Rana & Paul, 2017; Kaur & Paul, 2024).

A mediation analysis also indicated that purchase intention significantly mediates the relationship between health consciousness, consumer knowledge, consumer trust, and consumer behaviour. It appears that the three antecedent variables have a greater influence on consumer behaviour through strengthening consumers' purchase intentions than through exerting direct behavioural effects. Consumer knowledge, followed by consumer trust and health consciousness, exhibited the strongest mediating effect among indirect effects. This indicates that consumers' understanding of organic foods is particularly effective at translating positive intention into actual purchase decisions. It is consistent with previous studies that have found that behavioural intentions are a major mediator between psychological factors and sustainable consumption behaviour (Testa et al., 2021; Singh & Verma, 2017).

There was no statistically significant moderating effect of perceived behavioural control on the relationship between purchase intention and consumer behaviour. Accordingly, consumers with favourable purchase intentions are more likely to purchase organic food regardless of their perceived ability to perform the behavior. As organic products have become more available in supermarkets, speciality stores, and online retail platforms, many of the barriers associated with purchasing organic food may have been reduced (Schrobback et al., 2023; Bazhan, 2024). Thus, once consumers have formed strong purchase intentions, perceived behavioural control has less influence. Several recent TPB studies have reported similar results, where perceived behavioural control exerted only a limited influence under favourable purchasing conditions (Scalco et al., 2017; Ajzen, 2020).

As a result of the findings, it is evident that consumers' health consciousness, their knowledge and their trust are critical psychological factors that influence their purchase intention, which in turn influences their actual purchase behavior. The study provides a more comprehensive explanation of consumer decision-making by integrating these constructs into the Theory of planned behaviour and contributes to the advancement of research on sustainable consumer behaviour in emerging economies.

CONCLUSION

This study examined the influence of health consciousness, consumer knowledge, and consumer trust on organic food consumer behaviour by extending the Theory of Planned Behaviour (TPB). In the study, all three antecedents were found to have a positive effect on purchase intention, which is the primary driver for consumer behaviour. The relationship between health consciousness, consumer knowledge, consumer trust, and consumer behaviour is also significantly mediated by purchase intention. Nevertheless, the moderating effect of perceived behavioural control on the relationship between purchase intention and purchase behaviour was not found to be significant.

According to the study's findings, consumers' health concerns, product knowledge, and trust do not directly translate into purchasing behaviour. Instead, they function primarily through the formation of purchase intentions. This study provides an integrated explanation of organic food purchasing behaviour by incorporating psychological determinants into the TPB framework, which provides empirical evidence in Punjab, a region where there is a limited amount of research on sustainable food consumption.

The study concludes that educating consumers about organic food, enhancing trust in certification and product claims, and promoting awareness of the health benefits of organic food are all critical for encouraging the adoption of organic foods. By proposing this framework, a robust basis is laid for understanding consumer decision-making in the organic food market and contributes to the growing body of research on sustainable consumption in emerging markets.

IMPLICATIONS

This study provides several important theoretical and practical implications. In the context of organic food consumption, the study extends the Theory of Planned Behaviour (TPB) by including health consciousness, consumer knowledge, and consumer trust as key antecedents of purchase intention. Through the integration of these constructs into a single framework, the study expands the explanatory scope of TPB and provides empirical evidence regarding the cognitive and psychological factors that underlie sustainable purchase decisions in emerging markets.

From a management perspective, these findings indicate that marketers and organic food producers need to focus on enhancing consumers' knowledge and trust regarding certification, product traceability, production practices, and quality assurance. Furthermore, retailers should increase the visibility and accessibility of certified organic products while maintaining a consistent level of product quality to enhance consumer confidence. In addition, policymakers and certification agencies should develop awareness programmes that promote credible organic certification systems and encourage informed purchasing decisions. Taking such initiatives will enhance consumer confidence in organic products and help sustain the long-term growth of the organic food industry.

LIMITATIONS AND FUTURE SCOPE

Although this study makes some contributions, it has some limitations. To begin with, this study was limited to organic food products; consequently, the findings may not be directly applicable to other categories of sustainable products. The proposed framework could be validated across a variety of green product categories in future studies.

The study relied on self-reported responses, which may not accurately reflect consumers' actual purchasing behaviour. More robust evidence can be provided through future research utilising observational, experimental, or retail purchase data.

Lastly, this study examined consumer behaviour using a quantitative approach. For future research, qualitative or mixed-methods designs may be employed to gain a deeper understanding of consumers' motivations and decision-making processes regarding organic food consumption. Providing such efforts would contribute to a deeper understanding of sustainable consumer behaviour.

ACKNOWLEDGEMENT

This research was conducted in the Department of Applied Sciences and Humanities at Shaheed Bhagat Singh State University, Ferozepur, India

REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Ajzen, I. (2020). [The theory of planned behavior: Frequently asked questions](#). *Human behavior and emerging technologies*, 2(4), 314-324.
- Al Falah, K., Al Sughayir, A., & Albarq, A. N. (2024). [The importance of environmental concern, trust and convenience in consumers' purchase intentions of organic foods in a developing country](#). *Cogent Business & Management*, 11(1), 2361319.
- Al Mamun, A., Ma, Y., Reza, M. N. H., Ahmad, J., Wan, H. W. M. H., & Lili, Z. (2024). [Predicting attitude and intention to reduce food waste using the environmental values-beliefs-norms model and the theory of planned behavior](#). *Food quality and preference*, 120, 105247.
- Al-Swidi, A., Faiz, G., & Gelaidan, H. (2019). [Total quality management and the organisational performance: the mediating role of market orientation](#). *International Journal of Business Process Integration and Management*, 9(4), 245-257.
- Anand, A., Jangra, S., Gupta, A., & Tewary, T. (2024). [What drives actual buying behaviour for organic food consumers?: Insights from SOBC framework in emerging economies](#). *FIIB Business Review*, 23197145241284080.
- Asioli, D., Aschemann-Witzel, J., Caputo, V., Vecchio, R., Annunziata, A., Næs, T., & Varela, P. (2017). [Making sense of the "clean label" trends: A review of consumer food choice behavior and discussion of industry implications](#). *Food research international*, 99, 58-71.
- Barua, S., Satyapriya, Kumar, R., Sangeetha, V., Muralikrishnan, L., & Wason, M. (2023). [Knowledgeability about organic food consumption and the factors behind it](#). *Frontiers in Nutrition*, 10, 1125323.
- Bas, M., Kahrman, M., Çakir Biçer, N., & Seçkiner, S. (2024). [Results from Türkiye: which factors drive consumers to buy organic food?](#). *Foods*, 13(2), 302.
- Bazhan, M., Shafiei Sabet, F., & Borumandnia, N. (2023). [Development and validation of a questionnaire to examine determinants of consumer intentions to purchase organic food](#). *BMC nutrition*, 9(1), 74.
- Bazhan, M., Shafiei Sabet, F., & Borumandnia, N. (2024). [Factors affecting purchase intention of organic food products: Evidence from a developing nation context](#). *Food Science & Nutrition*, 12(5), 3469-3482.
- Canova, L., Bobbio, A., & Manganelli, A. M. (2020). [Buying organic food products: the role of trust in the theory of planned behavior](#). *Frontiers in psychology*, 11, 575820.
- Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2014). [Lost in translation: Exploring the ethical consumer intention-behavior gap](#). *Journal of business research*, 67(1), 2759-2767.

- Chakraborty, D., Choubey, V., Joshi, P., Dash, G., Camilleri, M. A., & Zhang, J. (2024). [Navigating barriers to organic food purchase intention: a mixed method longitudinal approach in emerging market](#). *British Food Journal*, 126(10), 3756-3778.
- Chen, J., Lobo, A., & Rajendran, N. (2014). [Drivers of organic food purchase intentions in mainland China—evaluating potential customers' attitudes, demographics and segmentation](#). *International Journal of Consumer Studies*, 38(4), 346-356.
- Dangi, N., Narula, S. A., & Gupta, S. K. (2020). [Influences on purchase intentions of organic food consumers in an emerging economy](#). *Journal of Asia Business Studies*, 14(5), 599-620.
- Devi, K., Singh, G., Roy, S. K., & Cúg, J. (2023). [Determinants of organic food purchase intention: the moderating role of health consciousness](#). *British Food Journal*, 125(11), 4092-4122.
- Grunert, K. G. (2005). [Food quality and safety: consumer perception and demand](#). *European review of agricultural economics*, 32(3), 369-391.
- Hair, J., & Alamer, A. (2022). [Partial Least Squares Structural Equation Modeling \(PLS-SEM\) in second language and education research: Guidelines using an applied example](#). *Research methods in applied linguistics*, 1(3), 100027.
- Hartmann, C., & Siegrist, M. (2017). [Consumer perception and behaviour regarding sustainable protein consumption: A systematic review](#). *Trends in Food Science & Technology*, 61, 11-25.
- Hashemi, F., Mogensen, L., van der Werf, H. M., Cederberg, C., & Knudsen, M. T. (2024). [Organic food has lower environmental impacts per area unit and similar climate impacts per mass unit compared to conventional](#). *Communications Earth & Environment*, 5(1), 250.
- Ho, B. D., Duong, D. C., Ngo, V. N. T., Nguyen, H. M., & Bui, V. T. (2025). [How blockchain-enabled drivers stimulate consumers' organic food purchase intention: An integrated framework of information systems success model within stimulus-organism-response theory in the context of Vietnam](#). *International Journal of Human–Computer Interaction*, 41(13), 8246-8264.
- Hu, T., Al Mamun, A., Reza, M. N. H., Wu, M., & Yang, Q. (2024). [Examining consumers' willingness to pay premium price for organic food](#). *Humanities and Social Sciences Communications*, 11(1), 1249.
- Iwatani, S., Honda, H., Otaki, Y., & Ueda, K. (2023). [Effect of asking questions and providing knowledge on attitudes toward organic foods among Japanese consumers](#). *Frontiers in Psychology*, 14, 1274446.
- Kalam, A., Islam, S. M., & Akterujjaman, S. M. (2025). [Momentum for organic food purchase intention and actual adoption-moderating effects of social media influencer and celebrity endorser](#). *Food Quality and Preference*, 122, 105307.
- Kaur, S., & Paul, J. (2024). [The gamut of technology, social media and avatar in the organic food market](#). *British Food Journal*, 126(12), 4357-4374.
- Kock, F., Berbekova, A., & Assaf, A. G. (2021). [Understanding and managing the threat of common method bias: Detection, prevention and control](#). *Tourism management*, 86, 104330.
- Konuk, F. A. (2018). [Price fairness, satisfaction, and trust as antecedents of purchase intentions towards organic food](#). *Journal of Consumer Behaviour*, 17(2), 141-148.
- Kushwah, S., Dhir, A., Sagar, M., & Gupta, B. (2019). [Determinants of organic food consumption. A systematic literature review on motives and barriers](#). *Appetite*, 143, 104402.
- Ladwein, R., & Romero, A. M. S. (2021). [The role of trust in the relationship between consumers, producers and retailers of organic food: A sector-based approach](#). *Journal of Retailing and Consumer Services*, 60, 102508.
- Liu, Y., Wang, P., Zhang, M., Chen, X., Li, K., & Qu, J. (2024). [Bridging the intention–behavior gap in organic food consumption: empirical evidence from China](#). *Foods*, 13(14), 2239.
- Lodhi, K., & Singh, H. (2026). [Trust as the Missing Link: Mapping Determinants Influencing Organic Food Purchase Intention](#). *Global Business Review*, 09721509251411108.
- Murphy, B., Martini, M., Fedi, A., Loera, B. L., Elliott, C. T., & Dean, M. (2022). [Consumer trust in organic food and organic certifications in four European countries](#). *Food Control*, 133, 108484.
- Nagy, L. B., Lakner, Z., & Temesi, Á. (2022). [Is it really organic? Credibility factors of organic food—A systematic review and bibliometric analysis](#). *Plos one*, 17(4), e0266855.
- Nagy, L. B., Unger-Plasek, B., Lakner, Z., & Temesi, Á. (2023). [Confidence in organic food: a cross-country choice based conjoint analysis of credibility factors](#). *Humanities and Social Sciences Communications*, 10(1), 762.
- Nardi, V. A. M., Massey, M., O'Cass, A., & Otahal, P. (2018). [A meta-analytic study of the factors driving the purchase of organic food](#). *Appetite*, 125, 418-427.
- Nautiyal, S., & Lal, C. (2025). [Eager or passive? Decoding potential consumer profiles based on knowledge and perceptions regarding organic food products](#). *Food Quality and Preference*, 123, 105345.
- Nguyen, P. M., & Vo, N. D. (2023). [Exploring organic food purchase behaviors of gen Z: an application of TPB and MOA model in a transition country](#). *Foundations of Management*, 15(1), 35-50.

- Painuly, P., & Pachaury, P. (2024). [Role of availability on actual purchase behavior of organic food products: an application of theory of planned behavior](#). *Current Nutrition & Food Science*, 20(10), 1222-1230.
- Pan, J., & Wu, K. S. (2024). [A sequential mediation model for the effect of food safety consciousness on the intention to purchase organic food](#). *Frontiers in Sustainable Food Systems*, 8, 1402286.
- Pandey, D., Kakkar, A., Pandey, M., & Farhan, M. (2024). [Understanding the actual buying behaviour of organic food users in India: a PLS-SEM approach](#). *International Journal of Economic Policy in Emerging Economies*, 19(1), 39-55.
- Pant, S. C., Saxena, R., Pant, D. K., & Singh, R. (2024). [Organic food consumption: A bibliometric-content analysis](#). *Journal of Consumer Behaviour*, 23(5), 2730-2750.
- Parashar, S., Singh, S., & Sood, G. (2023). [Examining the role of health consciousness, environmental awareness and intention on purchase of organic food: A moderated model of attitude](#). *Journal of Cleaner Production*, 386, 135553.
- Pino, G., Peluso, A. M., & Guido, G. (2012). [Determinants of regular and occasional consumers' intentions to buy organic food](#). *Journal of Consumer Affairs*, 46(1), 157-169.
- Rana, J., & Paul, J. (2017). [Consumer behavior and purchase intention for organic food: A review and research agenda](#). *Journal of retailing and consumer services*, 38, 157-165.
- Randall, T., Cousins, A. L., Neilson, L., Price, M., Hardman, C. A., & Wilkinson, L. L. (2024). [Sustainable food consumption across Western and Non-Western cultures: A scoping review considering the theory of planned behaviour](#). *Food Quality and Preference*, 114, 105086.
- Rozenkowska, K. (2023). [Theory of planned behavior in consumer behavior research: A systematic literature review](#). *International Journal of Consumer Studies*, 47(6), 2670-2700. [Indexed at Google scholar](#), [Cross Ref](#)
- Scalco, A., Noventa, S., Sartori, R., & Ceschi, A. (2017). [Predicting organic food consumption: A meta-analytic structural equation model based on the theory of planned behavior](#). *Appetite*, 112, 235-248.
- Schrobback, P., Zhang, A., Loechel, B., Ricketts, K., & Ingham, A. (2023). [Food credence attributes: A conceptual framework of supply chain stakeholders, their motives, and mechanisms to address information asymmetry](#). *Foods*, 12(3), 538.
- Serebrennikov, D., Kallas, Z., Thorne, F., Ornelas Herrera, S. I., & McCarthy, S. N. (2024). [Determinants of organic food purchase behaviour in the European Union: a cross-country analysis guided by the theory of planned behavior](#). *British Food Journal*, 126(8), 3017-3036.
- Singh, A., & Verma, P. (2017). [Factors influencing Indian consumers' actual buying behaviour towards organic food products](#). *Journal of cleaner production*, 167, 473-483.
- Uikey, A. A., Marak, Z., AlSaleh, D., & Baber, R. (2024). [Decoding intentions to purchase organic food products in an emerging economy via artificial neural networks](#). *Agricultural and Resource Economics: International Scientific E-Journal*, 10(4), 301-328.
- Wang, C., Guo, J., Huang, W., Tang, Y., Li, R. Y. M., & Yue, X. (2024). [Health-driven mechanism of organic food consumption: A structural equation modelling approach](#). *Heliyon*, 10(5).
- Wang, J., Xue, Y., & Liu, T. (2023). [Consumer motivation for organic food consumption: Health consciousness or herd mentality](#). *Frontiers in public health*, 10, 1042535.
- Wee, C. S., Ariff, M. S. B. M., Zakuan, N., Tajudin, M. N. M., Ismail, K., & Ishak, N. (2014). [Consumers perception, purchase intention and actual purchase behavior of organic food products](#). *Review of integrative business and economics research*, 3(2), 378.
- Yadav, R., & Pathak, G. S. (2016). [Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior](#). *Journal of cleaner production*, 135, 732-739.
- Yang, Q., Al Mamun, A., Naznen, F., Siyu, L., & Makhbul, Z. K. M. (2023). [Modelling the significance of health values, beliefs and norms on the intention to consume and the consumption of organic foods](#). *Heliyon*, 9(6).
- Yuan, R., Jin, S., & Wu, W. (2024). [Interactive effects of information and trust on consumer choices of organic food: evidence from China](#). *Appetite*, 192, 107115.

Received: 20-Aug-2026, Manuscript No. AMSJ-26-17367; **Editor assigned:** 20-Aug-2026, PreQC No. AMSJ-26-17367(PQ); **Reviewed:** 03-Sep-2026, QC No. AMSJ-26-17367; **Revised:** 10-Sep-2026, Manuscript No. AMSJ-26-17367(R); **Published:** 18-Sep-2026