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Perception, Intention, and Buying Behavior of Vietnamese Consumers of Organic Food Products

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Abstract: This study aimed to explore how consumers perceive organic food products, their behavioral intentions, and actual purchasing behavior toward organic products. This study reviewed the literature on planned behavior theory, emphasizing the link between beliefs and behavior. It has been applied to studies of the relationship between ideas, perception, behavioral intentions, and buying behavior, which is described in the article - the research use of the theory of planned behavior on organic food products. The data used in the study were collected through 344 questionnaires conducted at supermarkets in the Hanoi and HCMC areas using the convenience sampling method. Exploratory factor analysis (EFA) using principal ingredient extraction and varimax rotation was performed to assess consumer perception of organic products. Confirmatory Factor Analysis (CFA) then confirmed four aspects of organic food products perceived by consumers, with a total Variation explained. The findings show that consumers' perceptions of the product safety, health, environmental friendliness, and animal welfare greatly influence their intention to buy organic food. In contrast, consumers' perceived quality of organic food products has a negligible impact on their purchase intentions. The actual purchase behavior of organic food products is significantly influenced by the intent to purchase the product. The findings of this study provide valuable information to help marketers develop effective marketing strategies to convince consumers to be interested in organic food and enhance environmentally friendly purchasing behavior in Vietnam.

Keywords: customer's perception, purchase intention, purchase behavior, organic food products.

太阳能电池用硫族化物薄膜的光学特性

摘要：本研究旨在探讨消费者如何看待有机食品、他们的行为意图以及对有机产品的实际购买行为。本研究回顾了计划行为理论的文献，强调了信念与行为之间的联系。它已被应用于研究想法、感知、行为意图和购买行为之间的关系，这在文章中进行了描述——计划行为理论在有机食品上的研究应用。研究中使用的数据是通过便利抽样方法在河内和胡志明市地区的超市进行的344份问卷调查中收集的。使用主要成分提取和最大方差旋转进行探索性因素分析（全民教育），以评估消费者对有机产品的看法。然后验证性因素分析（特许金融分析师）确认了消费者感知的有机食品的四方面，并解释了总变异。研究结果表明，消费者对产品安全、健康、环境友好和动物福利的看法极大地影响了他们购买有机食品的行为。

意愿。相比之下，消费者对有机食品质量的感知对其购买意愿的影响可以忽略不计。有机食品的实际购买行为很大程度上受到购买产品意图的影响。这项研究的结果提供了有价值的信息，可帮助营销人员制定有效的营销策略，说服消费者对有机食品感兴趣，并增强越南的环保购买行为。

关键词：顾客感知、购买意愿、购买行为、有机食品。

Introduction

Solar Organic products are increasingly attracting consumers' attention worldwide due to concerns about food safety risks and human health. Demand for organic food products is increasing as people become more affluent and health-educated, leading to greater awareness of food choices. Van Nguyen et al. [1] shows that organic food demand is increasing in all markets. However, locally produced organic food remains a significant supply source for supermarkets. Moreover, organic food products are imported, so a label must be carried out that ensures the trustworthiness of "certified organic" from the source of the exporting country. Therefore, the research to understand consumers' perceptions and buying behavior will help organic food producers increase their supply to major cities in Vietnam.

The use of organic products shows the level of awareness of consumers about the benefits of products in protecting the environment and ecosystems [2, 3]. Using organic products also promotes consumer social responsibility with environmental sensitivities [4]. In addition, the researchers also recognized the benefits of organic products in enhancing the competitiveness of enterprises [5, 6], improving brand awareness of enterprises in the market [7], acting responsibly more socially [8], creating a healthier working environment [9], reducing obesity [10], increasing efficiency in the planning process [11], and providing the opportunity to access new sources of finance.

Organic food or green food generally refers to food that is safe to consume, is of good quality, is treated humanely to animals, is nutritious, and is produced according to the principles of development sustainability [12]. Green consumers are conscious and interested in ecological issues [13]. Consumers perceive and believe that all products and services impact the environment; therefore, they want to minimize their negative environmental impact as much as possible. They are also willing to change their shopping and consumption behavior toward more environmentally friendly products and are willing to pay more for organic products. Most consumers favor organic products [1]. However, consumers still face some barriers in consuming organic products. Organic food often has a high price and availability. To a lesser extent, there is information on the quality of organic

certification [14]. According to Van Nguyen et al. [1], price consideration is the first criterion that plays an important role when consumers buy organic products. Therefore, the objective of this study is to explore how consumers perceive organic food products and their behavioral intentions and actual purchasing behavior toward organic products.

Purchaser intention toward organic food is the first step in the growing demand for organic food products. In the five steps of the consumer decision-making process [15], buyers go through all the stages when considering buying a product, particularly organic products. In the second stage, i.e., Information Seeking for decision making, the information search is tied to perception as it presents the information to the customer, creating consciousness and attention. What do customers notice and pay attention to? Availability, where they can buy, and why they should buy organic food products [15]. How they perceive and believe product information will influence the following stages, i.e., evaluation of alternatives and purchase decisions. The theory of planned behavior, developed by Ajzen [16], has been applied to study the relationship between perceptions, attitudes, behavioral intentions, and behavior in various fields such as health care, information systems, and advertising [16]. Therefore, consumers' use of the theory of planned behavior on organic food products is an exciting research topic.

1. Literature Review and Proposed Research Model

1.1. Organic Food and Consumer Behavior

In research examining consumer-related behavior toward organic food products has been conducted by many researchers [1-3, 12, 15]. Most studies have found that organic food buyers' customs and traditions significantly impact their purchasing behavior. Consumers perceive organic products compared to conventional products, and their characteristics are considered behavioral product indicators [17]. However, consumers evaluate and make purchasing decisions mainly influenced by their perceptions, so studying how they perceive the product is essential.

The indiscriminate use of chemicals in agricultural

production has led to the degradation of the living environment and significantly affected consumers' health [18]. In addition, commercial and profit purposes have led to the uncontrolled use of toxic pesticides and chemical fertilizers on farms [19]. This means that consumers are buying and consuming foods unsafe for their health and do not have any nutritional value. The increasing incidence of diseases caused by hazardous products, such as diabetes and cardiovascular disorders, has raised alarm bells, making consumers aware of the importance of substance quality and food safety in organic products [20, 21]. Today, many consumers believe in organically produced products - a perception that has contributed significantly to the increased demand for this safe food. Both consumers and farmers are considering returning to organic and environmentally friendly products. Organic food is gaining acceptance in developed countries such as Europe and America and developing countries such as Vietnam [22].

The change in consumer behavior with organic food has shown the desire and expectation of consumers for safe and healthy products [23]. In addition, consumer income is increasing. As a result, they are increasingly able and willing to buy organic food for a better quality of life commensurate with their disposable income [24, 25]. This has led some businesses to focus on marketing and promoting their products in a healthy, safe way for consumers, which is different from other conventional food-related advertising efforts. They argue that adopting new marketing methods will promote beneficial changes in consumers' eating habits and help manufacturers focus more on better products for consumer health [26-28]. To do this well, marketers must be aware of trends, consumer perceptions, and their behavior toward organic food.

Generally, when purchasing organic food products, consumers go through five steps in their decision-making: recognition, information search, evaluation of alternatives, decision purchase intention, and ultimately post-purchase behavior [15]. Perception is one of the psychological factors that can significantly influence consumers' buying behavior. It is the process by which

an individual selects, organizes, and interprets the information he or she receives from the outside [13]. What consumers think will influence their actions, buying habits, etc.; therefore, perception has strategic significance for marketers as consumers decide based on what they perceive rather than on objective reality [13]. Once the information is complete, the consumer determines the decision attributes to compare alternatives. For example, consumers can look for attributes such as cost, quality, and value before purchasing an organic product and use these or other product attributes to make evaluation criteria. Thus, their perceptions and beliefs about the relative importance of organic versus non-organic food product attributes may influence their purchase of organic products. In the decision-making process, consumers often rely on various product attributes [29] before deciding to purchase or consume organic food products. After purchasing the product, the consumer is either satisfied or dissatisfied with it and engages in post-by behavior.

The theory of planned behavior [16] emphasizes the link between beliefs and behavior. It has been applied to studies of the relationship among ideas, attitudes, behavioral intentions, and behavior. Behavioral intention indicates an individual's willingness to perform a specific behavior based on attitudes toward the behavior, subjective norms, and perceived behavioral control and is considered an immediate antecedent continuation of the behavior. Behavior is the observable response of an individual to a given situation with a particular goal [16]. Ajzen [16] suggested that behavior is a function of compatible intention and perceived behavioral control. The theory of planned behavior is presented in Figure 1, and it is used in this study to examine consumers' behavioral intentions and purchase behavior toward organic food products. These behaviors are analyzed for consumers' perception of safety, health, environmental factors, animal welfare, and organic food quality, as discussed in the previous year consumer decision-making process [15].

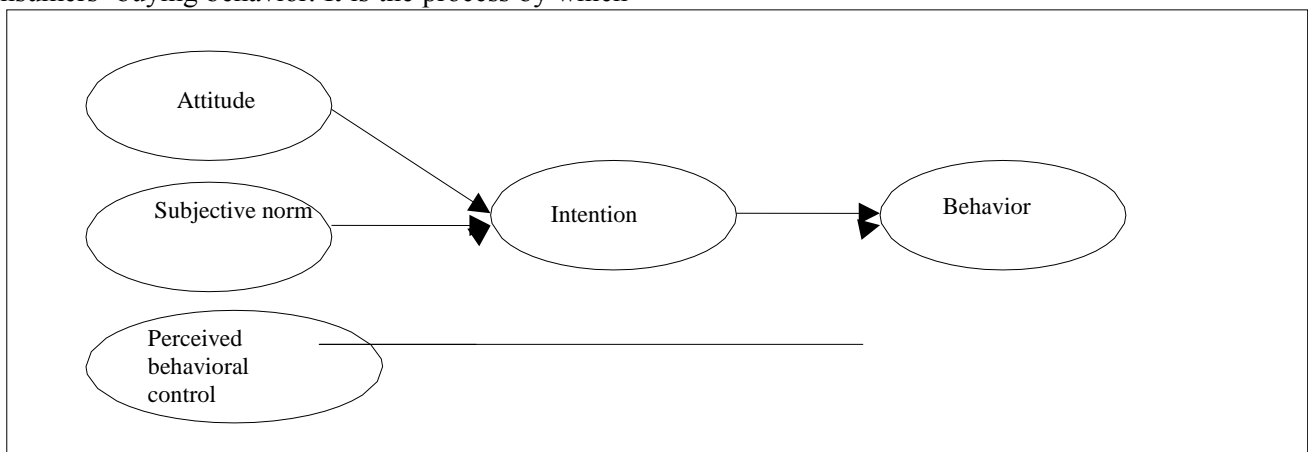


Fig. 1 Theory of planned behavior [16]

In general, organic production emphasizes the use of renewable resources, conservation of energy and resources, and environmental protection without using chemical fertilizers and pesticides. Organically produced foods are generally considered healthier, safer, tastier, and more nutritious than conventionally produced foods [30]. It is also often considered a chemical-free, centrally produced, and naturally grown product [1]. This has been reflected in the growing demand for organic produce, which is considered less harmful to the environment and better for health than conventional foods [13]. In the case of domesticated animals, consumers often think that improvements in animal husbandry techniques will result in better, healthier, safer food and fewer environmental problems. [30]. Previous studies have shown that consumers perceive organic food as higher quality, safer, and fresher [13]. Usually, consumers buy organic food because they think that organic food is considered healthier, more nutritious, and safer; no chemicals are used, and organic farming is better for the environment and has better quality than conventional food products [12, 13]. According to Kareklas et al. [31], consumers believe that organic farming is less harmful to the environment and positively affects their attitudes and intentions to buy organic food. Therefore, perception will influence the intention to buy organic products; therefore, examining which variable has the most decisive impact is necessary.

Intention to buy represents what consumers think they will buy [32]; consumers who intend to buy a particular product will have a higher percentage of actual purchases than those who do not intend to buy. Consumers' intention to buy organic food is the first step in developing demand for organic food. However, intent is not necessarily synonymous with actual purchase. According to Radulescu et al. [33], there is a large gap between actual and actual buying behavior in the case of organic food. Their research shows that 60% of consumers say they buy organic products; however, only 16% decide to buy what they say. As several researchers are exploring actual purchasing behavior in the context of organic food products, it is crucial to discover the actual purchasing behavior of consumers in this study.

1.2. Proposed Research Model

Empirical studies have shown that consumers' perceptions influence their intention to buy organic products. For example, Radulescu et al. [33] conclude that clients buy organic products because of the perception that the products are harmless, healthier, and more environmentally friendly than conventionally produced ones. Consumer health is a positive factor for organic product consumption and a good starting point for stimulating organic food consumption behavior. According to Asioli et al. [26], product quality dramatically impacts human health, and is a significant

determinant of consumers' intention and conduct to buy organic products. The more favorable an individual healthy attitude toward organic products, the stronger their intention to purchase them.

Health concerns are the most crucial reason consumers buy and consume organic food [12, 33]. Similarly, Malissiova et al. [34] also found that health consciousness is the primary reason consumers buy organic food, especially concerning chemical residues used in agriculture. Through a review of related research, attitudes toward attributes of organic food, including taste, health, food safety, nutritional concerns, and environmental friendliness, have been identified as the primary antecedent influencing consumer decision-making regarding organic food consumption [12, 13, 15]. Therefore, consumer perception of health factors significantly affects their intention to buy organic food. Thus, this study hypothesized the following:

H1: Perceived health of organic food products positively affects the purchase intention.

Safety is an issue that has driven consumers to seek safer foods with guaranteed quality [35]. Food safety motivates consumers to buy organic food [13]. Williams and Hammitt [36] stated that consumers believe grown organic products pose less risk than conventional products. Mesías et al. [37] also found that people who buy organic products are so concerned about food safety that they are willing to spend more for health safety, hence, the perception of the safety of organic food products and their positive impact on behavioral intention [38]. In addition, in modern consumption trends, consumers are increasingly concerned about how food production impacts the environment. They demand healthy and environmentally sustainable food products [39, 40]. They believe that when consumers are more concerned about health and environmental protection, they will have a more positive attitude toward organic food. Therefore, the following hypothesis is proposed.

H2: The perceived safety of organic food products will certainly affect the purchase intention.

The growing awareness of environmental protection has profoundly impacted consumer behavior and the expansion of the green product market [41]. There is a growing consumer demand for agricultural products produced by methods with less impact on the environment, especially for organic products [37]. According to Radulescu et al. [33], the humane treatment of animals has become an essential ingredient in motivating consumers to buy products from organic farms that offer animal-friendly living conditions. Environmental and animal welfare issues strongly influence attitudes and behavioral intentions toward organic food.

Consumers are increasingly concerned about environmental issues, which is one factor that strongly influences the trend of consuming organic products.

Organic farming offers several environmental benefits, such as reducing soil fertility and protecting water resources (including groundwater and surface water). Organic agriculture also facilitates external production resources and does not use chemical fertilizers, pesticides, or antibiotics for animals [21] – instead, organic farming methods use natural fertilizers and pesticides that are safe for human and animal health. As a result, the interest in environmental sustainability and animals has driven consumers toward consuming organic food [42]. Consumer health and ecological concerns are the two most commonly cited motivations for buying organic food. Several consumer studies have determined that environmental protection and animal rights have impacted consumers' positive empathy for organic food [43, 44]. Therefore, ecological concerns remain one of the reasons for the intention to buy organic. Therefore, H3 is suggested:

H3: Environmental awareness and animal welfare of organic food products will absolutely affect the purchase intention.

Consumers' perceived quality of organic food has become increasingly important in their purchasing decisions [34]. The perceived quality of organic products can be considered as consumers' evaluation of the excellence or superiority of organic food over conventional food, which positively affects the value of organic food perception and increases customers' intention to buy organic products. Many researchers have concluded that as an antecedent, perceived quality has a positive impact on perceived value [13, 39, 40]. Perceived quality of organic products is defined as the consumer' subjective assessment of organic food actual function and benefits to bring satisfaction compared to available alternatives [12]. In another study, consumers' evaluation of the quality of organic products was considered an attitude judgment of their assessment of a product and how well it meets their expectations [26, 27]. Therefore, the perceived quality of organic food in the minds of consumers is one of the essential intermediate variables measuring the purchasing behavior of Vietnamese food consumers. Most clients purchase organic products because of the perception that these products have unique attributes (and is superior in some cases) to conventionally grown alternatives [33]. Therefore, H4 is the proposed output:

H4: The perceived quality of organic food products will definitely affect the purchase intention.

Intention is a perceived representation of a personal willingness to perform a specific behavior; therefore, intention is the best predictor of behavior. According to the Theory of Rational Action, the more robust an individual intention to perform a particular behavior, the more remarkable that specific behavior will be performed [16]. According to Malissiova et al. [34], if consumers intend to buy a particular product, the actual purchase rate will be higher than those customers who do not intend to buy. The results of many studies have

demonstrated that the path from organic food purchase intention to actual purchase behavior is positive and important [33, 37]. In addition, Rustam et al. [12] found that uncertainty about organic food has a direct negative effect on the intention to purchase organic food and a negative effect on switching from the intention to buying organic food to the actual buying behavior itself. Based on this evidence, hypothesis H5 is proposed:

H5: Intention to buy organic food products has a positive and significant impact on the actual purchase behavior of the product.

Based on the above discussion, the proposed research model is defined as follows.

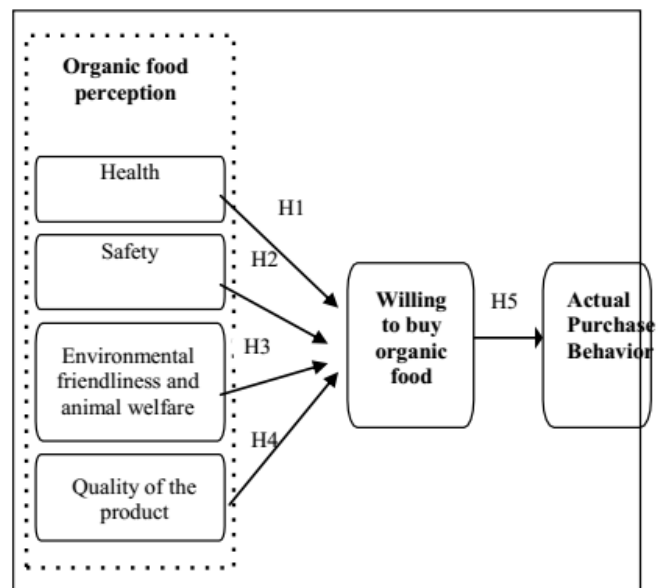


Fig. 2 Proposed research model

2. Research Methods

2.1. Measurement and Sampling Procedures

The questionnaire used in this study examines how consumer perception of organic food products influences their behavior and purchase intention. The questionnaire was designed with 18 questions to collect respondents' views on different aspects of organic food products. Specifically; Four items to measure consumers' perceived health of organic food products adapted from Emma Lea and Tony Worsley [45] and Wang et al. [30], four items for safety overall perception of the product [46], six items on perceived environmental and animal friendliness [47], and four questions on the perceived quality of products [48]. Six categories of behavioral intention to buy organic food products are built on the research of Wang et al. [30] and Golnaz et al. [47]. The six items measuring respondents' actual buying behavior are adapted from the research findings of Kaman [49].

All items were measured using a 5-point Likert scale (1 being low and 5 being high). The survey was conducted among individuals at shopping supermarkets in Hanoi and Ho Chi Minh City. The respondents were

randomly selected from supermarkets in central districts and surrounding areas for one month. Prior to data collection, the availability of organic food products at these locations was confirmed. According to Hill [50], the sample size needed in multivariate studies should be 5 to 10 times the variables for margins of error of 10% and 5%. In this study, the total number of questions in the questionnaire constructed was 30, and therefore, the sample size should be 400 with a margin of error of 9%. Only 344 questionnaires were fully answered and completed by the respondents. The response rate for the questionnaire was 87%.

2.2. Validity and Reliability Assessment

For consumer perception of organic products, the first round of exploratory factor analysis (EFA) using principal ingredient extraction and Varimax rotation was performed (KMO score of 0.848, Experimental). Bartlett $p = 0,000$ ($p < 0,05$) Load factors for all 17 suggested items are above 0.5. However, one item has perceived quality, i.e., “Organic food products taste

better and fresherer than conventional food,” again less than 0.5. Therefore, this item was excluded from further data analysis. The second round of EFA was performed on the remaining 17 items. The results confirmed that all remaining items were accepted with a load factor greater than 0.5 with the four dimensions extracted.

Furthermore, confirmatory factor analysis (CFA) confirmed four aspects of organic food products perceived by consumers, with a total variation explained as 74.193%, as presented in Table 1. The KMO measure of the sample adequacy tests for behavioral intention and actual buying behavior was 0.876 and 0.912, respectively (Bartlett test $p = 0,000$ ($p < 0,05$) in Tables 2 and 3, all items of behavioral intention and actual buying behavior are accepted based on a load factor of 0.5, with one component extracted for each variable. Likes for behavioral intention are 69.738% and 82.896% for actual buying behavior.

Table 1 Results of the factor Rotated Component Matrix for the perception of organic food products (Developed by the author)

Organic food product perceptions	Components			
	1	2	3	4
Health				
Organic food products contain more vitamins and minerals.	.091	.268	.861	.061
Organic food is better for health.	.121	.095	.882	.091
Organic food products are healthier than conventional foods because they are prepared without preservatives or artificial colors.	.141	.158	.764	.051
Choosing organic food is appropriate to ensure health.	.159	.324	.724	.071
Safe				
Organic farming is the most convincing way to ensure food safety.	.263	.848	.223	-.058
Organic foods are safer to eat.	.265	.851	.241	-.062
Organic food products without chemicals.	.226	.724	.179	.058
Organic produce can reduce the risk of food poisoning.	.261	.771	.251	.061
Environmentally friendly and animal welfare				
Environmentally friendly organic farming.	.837	.437	.248	.145
Organic farming can prevent contamination of soil, air, water, and food supplies.	.853	.172	.211	.067
Organic farming uses less energy.	.861	.181	.167	.097
Organic farming can protect the environment without the need for harmful synthetic chemical fertilizers and pesticides.	.837	.183	.168	.033
Organic farming treats animals humanely.	.831	.168	.094	.061
Organic farming always considers the health of animals.	.781	.182	-.019	.141
Quality				
Organic food products of outstanding quality.	.126	.053	.022	.786

Continuation of Table 1				
Organic food products are better than conventional food.	.028	-.018	.058	.821
Organic produce is of better quality and is less associated with health risks.	.078	-.042	.131	.767
Total variation explained	74.193%			
Cronbach's Alpha	0.889			
Kaiser –Meyer–Olkin Measure of Sampling Adequacy	.848			
<i>Barlett' Test of Sphericity:</i>				
Appox. Chi-Square	3261.418			
DF	129			
Significance	.000			

For reliability analysis, as shown in Tables 1, 2, and 3, all Cronbach's alpha results are above 0.7. For organic food products, according to consumers' perception, Cronbach's alpha score is 0.889 (perception), 0.913 (purchase intention), and 0.952 (perceived quality of products). Therefore, all aspects of the perceived organic food product, behavioral intention, and actual purchase behavior of the product are valid and reliable for subsequent inferential analyses.

Table 2 Results of the components matrix for organic food product purchase intention (Developed by the author)

Intention to buy organic food products	Components
	1
I will buy organic food products shortly.	.801
I plan to buy organic food products regularly.	.836
I plan to buy organic food products for the sake of my long-term health.	.815
I plan to buy organic food because I care more about food safety.	.837
I plan to buy organic food products because they are more eco-friendly.	.823
I intend to buy organic food products because I care about animal welfare.	.822
Total variation explained	69.738
Cronbach's Alpha	0.913
Kaiser –Meyer–Olkin Measure of Sampling Adequacy	.876
<i>Barlett' Test of Sphericity:</i>	
Appox. Chi-Square	1127.621
DF	16
Significance	.000

Table 3 Results of the components matrix for the actual purchase behavior of organic food products (Developed by the author)

Actual purchase behavior of organic food products	Components
	1
I usually purchase organic food products.	.915

I usually purchase organic food products regularly.	.941
I usually purchase organic food products because they are more eco-friendly.	.896
I usually purchase organic food products resistant to animal testing.	.922
I usually purchase organic food products that are safe to consume.	.921
I usually purchase organic food products for my health.	.833
Total variation explained	82.896
Cronbach's Alpha	0.952
Kaiser –Meyer–Olkin Measure of Sampling Adequacy	.912
<i>Barlett' Test of Sphericity:</i>	
Appox. Chi-Square	1893.232
DF	16
Significance	.000

3. Findings

This study used descriptive analysis to describe the demographic and sociodemographic profiles of the respondents. In this study, most respondents were 221 females (64.2%) compared with 123 (35.8%) males; the number of respondents living in urban areas was 243 people (70.6%), and in rural areas, 101 people (29.4%). The majority of respondents were in the age group of 20-40 (41.6%), followed by 40-60 years old (25.4%), under 20 years old (20.1%), and over 60 years old (12.9%). Regarding income distribution, 25.8% of respondents earn less than 15 million VND per month, and 22.8 % have an income of 16-20 million Vietnam dong. Furthermore, 25.5% of the respondents have an income of 21-25 million VND, 21.1% belong to the income group 26-30 million VND, and a smaller proportion of the respondents (4.8%) have an income of over 30 million VND. The education level of the respondents was classified into four categories. 21% of respondents were below the high school level, 35.4% were high school diploma holders, 32.5 % had a university diploma, and 11.1% had good postgraduate.

3.1. Influence of Consumers' Perception of Organic Food Products on Their Purchase Intention

Table 4 provides the results of multiple regression analysis on the impact of consumers' perception of organic food products on their purchase intention. The analysis results show that the perceived safety of organic food products ($\beta = 0.189$, $p < 0.001$), health (β

$= 0.141$, $p < 0.05$), environmental friendliness, and animal welfare ($\beta = 0.116$, $p < 0.05$) have a significant effect on purchase intention. The highest impact on purchase intention is the perceived safety of organic products ($\beta = 0.116$, $p < 0.005$). However, the perceived quality of organic food products is negligible. Therefore, hypotheses 1–3 are accepted, in contrast the hypothesis 4 is rejected.

Table 4 Consumer perception of organic food products and purchase intention behavior (Developed by the author)

Coefficient						
Parameters	Unstandardized coefficients		Standardized Coefficients	t	Sig.	VIF
	Beta	Std. Error	β			
(Constant)	2.305	0.254		8.753	0.000	
Health	0.161	0.066	0.141*	2.298	0.047	1.473
Safety	0.130	0.065	0.189**	4.577	0.000	1.652
Environmentally friendly and animal welfare	0.081	0.055	0.116*	1,989	0.037	1.493
F-Value = 18.872		R = 0.502	Rsquare (R2) = 0.180			

* $p < 0.05$; ** $p < 0.01$

3.2. The Effect of Consumer Intention to Purchase Organic Food Products on Their Actual Purchasing Behavior

Table 5 shows the results of testing the impact of intention to buy organic food products and actual buying behavior of organic food products. As shown in

Table 5, the purchase intention is significantly related to actual buying behavior ($\beta = 0.286$, $p < 0.001$). This shows that consumers who intend to buy the product will show buying behavior- the actual purchase. Therefore, H5 was supported.

Table 5 Results of regression analysis on the influence of consumer intention to buy organic food products and the actual purchase of consumers (Developed by the author)

Coefficient						
Parameters	Unstandardized coefficients		Standardized Coefficients	t	Sig.	VIF
	Beta	Std. Error	β			
(Constant)	1.872	0.256		8.153	0.000	
Purchase Intent	0.116	0.072	0.286**	2.217	0.000	1,000
F-Value = 63,635						
R = 0.498						
Rsquare (R2) = 0.181						

** $p < 0.01$

4. Discussion

The study results confirm that consumer perception of organic food products influences their purchase intention. The results indicate that safety ($\beta = 0.189$) has the most significant impact on purchase intention for organic food products, followed by health ($\beta = 0.141$) and environmental friendliness, and humaneness to animals ($\beta = 0.116$). The significant impact of health awareness and environmental concerns on purchase intention shows that consumers are willing to buy organic food products because they perceive them to be more environmentally friendly, safe, and more suitable

for their health. In this study, safety was found to be the primary motivation influencing the intention to purchase organic food products. This finding is also consistent with previous studies that suggested that food safety is the reason organic food products are consumed [33, 37]. Mesías et al. [37] found that people buy organic products because they think they do not contain pesticide residues and are better for their health. This finding demonstrates the importance of consumer health and safety in determining consumer intention to buy organic food in Vietnam, similar to developed countries. Health consciousness is seen as an

essential predictor of organic food purchases, consistent with the findings of Dipeolu et al. [43] and Lee and Yun [24], which determined that consumers' health consciousness positively influences their intention to buy organic food. This shows that Vietnamese consumers are conscious of issues related to their health and consider health an essential factor when deciding to purchase food products, similar to consumers in developed countries. Therefore, the health-related benefits of organic food should be popularized among consumers because organic food is considered healthier than conventionally grown food. These findings suggest that health consciousness deserves to be included in the TPB model to predict the intention to buy organic food in developing countries.

Although environmental friendliness and humane treatment of animals have the most negligible influence on purchase intention, their existence cannot be ignored. Environmentally friendly (consumer) behavior is often described as ethical or ethical behavior motivated by social norms. It also significantly influences the actual buying behavior of organic foods, which agrees with the findings of Lockie et al. [35]. This shows that Vietnamese consumers have the same opinion as consumers in developed countries about the environmental benefits of organic production. Research has supported the findings of Kaman [49] that health and environmental concerns influence the decision to purchase organic food products. This can help suppliers predict consumer intention to buy organic food in a developing country. Surprisingly, the relationship between perceived quality and purchase intention is not significant. This finding is in contrast to previous research, in which the quality of organic foods perceived by consumers became increasingly important for their consumption [37]. The results confirm that safety is an important goal for consumers when purchasing organic food products. In addition, health consciousness, environmental friendliness, and humane treatment of animals also act as driving forces for the consumption of organic food products. Therefore, it is essential for marketers of organic food products to combine this goal and promote their promotional materials to convince consumers to buy the organic product.

In this study, the purchase intention positively affects the probability of customer decision to buy organic food products. This finding is consistent with what is proposed in Ajzen's Theory of Planned Behavior [16] and the work of Brown [51], who asserted that consumers intend to purchase certain products. Certain products will show a higher actual purchase rate than customers who intend to buy products they do not intend to buy. This finding suggests that driving purchase intent is essential for marketers of organic food products as it drives them to buy them.

5. Conclusion

In summary, consumer awareness is essential when purchasing organic food. Consumers' feelings about organic food products are critical as they determine their intention to buy and consume them. In addition, consumers are satisfied with organic food for many reasons. The health and safety of consumers is a top concern and affects the actual buying behavior of customers in their decision to buy organic food products. Product quality is also a significant factor for consumers of organic food. Overall consumer satisfaction with organic food quality is higher than with inorganic food. This means that consumers of this food are satisfied with organic food and willing to pay a higher price for organic products. Consumers also believe that using organic products is a healthy and environmentally friendly way of consumption. This study could be helpful for organic food producers in identifying the factors that influence consumer behavior when buying organic food. It also provides valuable insights to consumers by showing the health and environmental benefits of using organic food products. The findings of this study also show that the quality of organic products also influences the intention and behavior to buy organic food; therefore, retailers can also incorporate this element in their marketing strategy. Furthermore, research shows that organic food retailers can attract potential consumers by providing information about the benefits of organic products, such as quality, taste, health, safety, and environmental benefits.

Although the research findings show that the consumer perception is essential in purchasing decisions for organic food consumption. How consumers perceive organic food products is essential because it determines their intention to buy and consume them. As such, this will lead to the actual behavior of buying the product. However, the limitation of this study is that it did not examine the price; taste, etc., variables of organic food products and consumers' trust toward the Extended Theory of Planned Behavior [16]. Research findings may cover only some aspects of consumers' perceptions of organic food products. Since consumers' perception of organic food products influences their intention to purchase them, further studies should investigate this area. In addition, future research should focus on a similar study by expanding the scope to all organic products for more accurate and reliable research results. An analysis of how organic food buyers perceive the product should also be conducted in comparison to non-buyers and users of the product.

Although this research has some limitations, it also has a significant contribution to academics regarding the relationship between perceptions, attitudes, behavioral intentions, and behavior in various fields such as health care, information systems, and advertising.

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