

FACTORS INFLUENCING PURCHASING INTENTION TOWARDS ORGANIC FOODS AMONG UPM STUDENTS

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Abstract

This study aims to determine the factors influencing the purchase intention towards organic food among University Putra Malaysia (UPM) students. This study randomly selected five faculties from 14 faculties located at the main campus in UPM. This study collected 200 respondents through multistage sampling and applied questionnaires as research instruments. Data were analyzed using Statistical Package for Social Science (SPSS) for Windows version 28.0. Pearson Correlation Coefficients showed that attitude, subjective norm, perceived behavioral control, and health consciousness were significantly related to the purchase intention towards organic food among UPM students. Multiple Linear Regression analysis showed that attitude, subjective norms, and perceived behavioral control greatly influence the purchase intention towards organic food among UPM students. This study implies that it has extended the knowledge of the Theory of Planned Behavior concepts related to purchase intention.

Keywords: Attitude, Subjective norm, Perceived behavioral control, Health consciousness, Purchase intention, Organic food.

Abstrak

Kajian ini bertujuan untuk menentukan faktor-faktor yang mempengaruhi niat pembelian terhadap makanan organik di kalangan pelajar Universiti Putra Malaysia (UPM). Kajian ini telah memilih lima fakulti secara rawak dari 14 fakulti yang terletak di kampus utama di UPM. Kajian ini mengumpulkan sejumlah 200 responden melalui pensampelan pelbagai peringkat dan menggunakan soal selidik sebagai instrumen penyelidikan. Data dianalisis menggunakan Pakej Statistik untuk Sains Sosial (SPSS) untuk versi Windows 28.0. Pekali Korelasi Pearson menunjukkan bahawa sikap, norma subjektif, kawalan tingkah laku yang dirasakan dan kesedaran kesihatan mempunyai hubungan yang signifikan dengan niat pembelian terhadap makanan organik di kalangan pelajar UPM. Regresi Linear Berganda menunjukkan bahawa sikap, norma subjektif dan kawalan tingkah laku yang dirasakan mempengaruhi niat pembelian terhadap makanan organik di kalangan pelajar UPM. Implikasi kajian ini

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adalah bahawa ia telah memperluas pengetahuan konsep Teori Tingkah Laku Terancang yang berkaitan dengan niat membeli.

Kata kunci: Sikap, Norma subjektif, Kawalan tingkah laku, Kesedaran kesihatan yang dirasakan, Niat pembelian, Makanan organik

Introduction

In this era, the globe experienced a paradigm change in knowledge and societal attitudes toward life. There was a significant rise in the demand for organic food due to this transition (Rana & Paul, 2017). Organic food consumption is linked to "citizen-consumer" behavior, which involves encouraging many dimensions of social and ecological responsibility and incorporating ethical considerations into daily activities like dining (Groszlik, 2017). Organic food is grown by farmers who prioritize using renewable resources and soil and water conservation to attain sustainability for upcoming generations (Song et al., 2016). According to Statista (2022), organic food sales are expected to reach 120.65 billion dollars in 2020, increasing from roughly 18 billion dollars in 2000. Organic food has met current customers' expectations, resulting in a change in consumer opinion (Rana & Paul, 2017). Organic food is indeed more expensive, but customers are willing to pay a greater price for it because they feel it is healthier and more environmentally friendly as organic foods, on the whole, are more natural and processed less than conventional foods (Hurtado-Barroso, 2019).

Al-Swidi et al. (2014) stated that although organic food is growing in popularity and acceptability on the global market, the number of people who buy organic food regularly is still reasonably small. The main problem in purchasing organic food is consumers' affordability and availability. The availability of organic products in Malaysia is insufficient to fulfill local market demand, resulting in statewide organic food scarcity (Jeyakumar et al., 2021). This situation is causing a lack of organic food supply and increasing organic food prices in Malaysia as most of it is imported from other countries. Because of the high costs of organic food, long-term observational research looking at possible associations between eating organic food and health is scarce (Mie et al., 2017).

To discover and attract organic food customers, we must first comprehend their viewpoint and the elements that influence it. This will aid in understanding the most crucial factors influencing organic food purchasers' decisions (Rana & Paul, 2017). In Malaysia, past research on consumers' intention toward organic food was limited to the experience factors (Lian, 2017; Yean et al., 2019), availability factor (Song et al., 2016; Yean et al., 2019), and affordability factor (Yean et al., 2019). The business features of the organic food sector's growth in Malaysia are primarily concerned with product qualities, high prices, availability, information communication, and promotions

(Song et al., 2016). Most of the factors were focused on the supply side but not the demand side.

Moreover, past studies in Malaysia were focused on specific geographical locations as the study scope, for instance at Klang Valley (Leong & Ng, 2014; Lim et al., 2014) and Penang (Quah & Tan, 2010), which might restrict the results' generalizability in a different area of Malaysia. To overcome the limitations of the previous studies, this study focused on investigating how the elements from the theory of planned behavior (TPB) were linked to purchasing intention. The Theory of Planned Behavior was extended with another factor, health consciousness, to make the research more comprehensive. Hence, this research contributes to the existing journal by examining the relationship between the Theory of Planned Behavior and health consciousness with purchase intention towards organic food among UPM students. Identifying factors that influence purchasing sense towards organic foods among UPM students will be helpful to organic food marketers as they are the most likely and potential purchasers in the future.

Literature Review

Organic food

Generally, organic production and consumption are thought to be more environmentally friendly than traditional methods (Gustavsen & Hegnes, 2020). Organic food is made of natural foods devoid of artificial chemicals, including fertilizers, herbicides, pesticides, antibiotics, and GMOs (Rana & Paul, 2017). Consumers are becoming sensitive to hazardous chemicals in their food, like pesticide residues (Hansmann et al., 2020). Consumers must recognize the certification and control systems, such as the organic label and other information notifying and assuring that food is genuinely organic, especially when purchased from a merchant instead of a producer (Nuttavuthisit & Thøgersen, 2017). On a regional level, Asia has the most significant number of organic food manufacturers and ranks third in worldwide sales (Tandon et al., 2020). Malaysian consumers thought organic food was of higher quality and freshness, so it provided a better value benefit to their health (Song et al., 2016).

Konuk (2019) investigated some variables influencing consumers' revisit of organic food restaurants, including perceived food quality, price fairness, value, and satisfaction. Lee and Yun (2015) examined the relationship between consumers' perception of organic food features (nutritional content, natural content, ecological welfare, sensory appeal, and price attributes) and utilitarian and hedonic attitudes regarding organic food consumption. Moreover, demographic factors, health benefits, and availability were investigated to study the influence of purchase intention on organic food (Paul & Rana, 2012). Research on the impact of attitude, subjective

norm, perceived behavioral control, and health consciousness on UPM students' intention to purchase organic food was released to understand better these variables that encourage them to make purchase intention.

Theory of planned behavior

The theory of planned behavior expands the idea of reasoned action's border of the situations of absolute individual control (Madden et al., 1992). The view of reasoned action and the theory of planned behavior presupposes that people's actions have mature reflection, such as thinking about the results of a particular activity. However, TPB also includes an aspect that can contribute to actual and perceived challenges associated with engaging in a specific behavior (Scalco et al., 2017). The TPB begins with clearly characterizing the behavior of significance in terms of its goal, operation, situation, and period. (Ajzen, 2020). Three conceptually distinct factors of intention are proposed in the theory of planned behavior: attitude, subjective norms, and perceived behavioral control. In general, the more agreeable an individual's attitude and subjective norm toward a behavior is, the more their perceived behavioral control is, and the more likely they are to do the action in concern. Across behaviors and conditions, the relative impact of attitude, subjective norm, and perceived behavioral control in predicting intention is likely to differ (Ajzen, 1991).

Attitude

The level to which an individual has a favorable or unfavorable opinion or assessment of the behavior in concern is called attitude toward the behavior. People generally establish beliefs about an item by connecting it with specific characteristics (Ajzen, 1991). Personal attitudes are founded on a person's opinions regarding a particular item and the characteristics associated with that item (Ham et al., 2018). In consumer psychology, attitude is crucial for behavioral intention and real action (Ahmed et al., 2021). According to Trivedi et al. (2018), attitude is a constant indicator of green behavior. Ferraz et al. (2017) indicated that consumers' intention to buy eco-friendly products increases when they have a positive attitude toward buying such products. The general public's knowledge of organic food items is growing, and their attitude regarding purchasing intentions is positive (Basha et al., 2015). Hasan and Surciato (2020) proved that there is an excellent effect on attitudes towards organic food as it significantly impacts purchase intention, behavioral attitudes, and resultant assessment, which has a high mark in the additional test findings. A few studies have proved that attitude significantly influences purchase intention toward organic food (Liang, 2016; Yadav & Pathak, 2016; Asif et al., 2018; Fleşeriu et al., 2020). Thus, the following hypothesis is proposed:

H1: Attitude has a significant relationship with purchase intention towards organic food.

Subjective norm

A worldwide indicator of subjective norms is generated through respondents being asked to assess how likely "essential others" would accept or disagree with them engaging in a particular behavior (Ajzen, 1991). Subjective norms are the societal pressures people feel while determining whether or not to act in a given way (Park, 2000). Subjective norms are among the most critical aspects that impact a consumer's decision to buy a particular product, especially in a country with high social engagement. Consumers tend to follow the example set by the benchmark group's leader, who has, in turn, influenced the group's behavior and actions (Basha et al., 2015). Subjective norms are the degree of pressure exerted on people by essential persons in their lives (Alqasa et al., 2014).

Subjective norms play a far more critical role in influencing purchasing decisions than most experts believe, which means that subjective norms directly influence purchasing decisions towards organic foods (Al-Swidi et al., 2014). Subjective norms affect whether marketers promote eating organic foods as nutritious and environmentally sustainable food, which is considered to lead to an excellent societal shift. Marketers can utilize influencers such as famous people, experts, family, instructors, etc., to emphasize their behavior associated with the intake of organic foods (Sadiq et al., 2021). Research proves that social effects are essential in developing purchasing attitudes, and the latter was revealed to be the most significant determinant of purchase intention towards organic foods, ultimately regulating the link between subjective norms and purchase intentions (Bai et al., 2019). According to several studies, subjective norms have significantly influenced purchase intention towards organic food (Singh & Verma, 2017; Agarwal, 2019; Pacho, 2020). Thus, the following statement has been put forward as a hypothesis:

H2: Subjective norm significantly relates to purchase intention towards organic food.

Individual's views of how easy or hard it is to do the desired activity are perceived as behavioral control. According to the theory of planned behavior, behavioral intention and perceived behavioral control can be utilized to predict behavioral performance explicitly (Ajzen, 1991). Ajzen (2020) included perceived behavioral control, described as people's opinions about their capacity to carry out a specific behavior, which also becomes the third-factor influencing intention. Perceived behavioral control can be utilized as a stand-in for absolute behavioral control if information about accurate behavioral control is lacking, with the premise that perceived control accurately predicts the actual control. Perceived behavioral control is a function of the perceived elements that will impact one's capacity to participate in the behavior and the belief that these variables will be there (Manning, 2009). People will have more substantial perceived behavioral control and intention to action when they have more significant resources and fewer impediments (Hardin-Fanning & Ricks, 2017).

Perceived behavioral control influences the intention to select organic menu items (Shin et al., 2018). Besides that, perceived behavioral control on people's purchasing intention towards organic foods is intensely significant in Tanzania. However, it is not significant in Kenya (Wang et al., 2019). Past studies have proved that perceived behavioral control has significantly influenced purchase intention toward organic food (Yadav & Pathak, 2016; Fleşeriu et al., 2020; Sultan et al., 2020). Thus, the following statement has been put forward as a hypothesis:

H3: Perceived behavioral control has a significant relationship with purchase intention towards organic food

Health consciousness

Health consciousness refers to an individual's willingness to take action to improve his or her health. Health-conscious people are aware of and concerned about their well-being (Kaynak & Ekşi, 2014). Health-conscious individuals are more receptive to signs that imply healthiness. Therefore, more significant degrees of health consciousness boost the beneficial impact. Health-conscious individuals might have modified their flavor perceptions of healthy food items to achieve their objective of living a healthy lifestyle. People should assume that nutritious foods taste much better than they need to (Mai & Hoffmann, 2015). Healthy residents who believe they are accountable for their health may also believe they are accountable for their society by engaging in it (Dutta-Bergman, 2004).

Consumers' increased health consciousness influences their willingness to buy organic food (Rathna & Sumathy, 2022). Health consciousness, food safety concerns, subjective knowledge, and attitudes toward organic food highly influence purchase intentions. They also demonstrate that food safety problems occur in a never-ending stream and that organic agriculture will grow dramatically in the next five years as health consciousness and the preference for natural content rise (Hsu et al., 2016). According to Iqbal et al. (2021), customer behaviors, including health consciousness and food safety concerns, are favorably connected to consumer engagement, which is significantly positive to consumer buying intentions towards organic food. Some previous research shows that health consciousness positively influences organic food (Kapuge, 2016; Kusumaningsih et al., 2019; Tandon et al., 2021). Thus, the following statement has been put forward as a hypothesis:

H4: Health consciousness is significantly related to purchase intention towards organic food.

Purchase intention

Purchase intention refers to a customer's desire to purchase goods and services. To put it another way, purchase intention includes the likelihood that a buyer will buy a good or service after evaluating it (Younus et al., 2015). People are more inclined to have an opinion that their green purchase intention may help the environment and prevent environmental pollution if they have a firm conviction in the potential advantages (Wang et al., 2019). Purchase intent is frequently linked to customer behavior, perceptions, and attitudes (Mirabi et al., 2015). People with a more significant perceived effect on product pricing but a weak impact on product offering showed fewer purchase intentions than individuals with a weak perceived impact on the price but a substantial impact on offering (Lusk et al., 2007). According to Nasermoadeli and Maghnati (2013), purchase intention is influenced by emotional and social experience.

When people have greater opinions of organic food's nutritional value, flavor, environmental and animal welfare implications, quality, safety, health, and price, their purchase intentions are more likely to become stronger (Massey et al., 2018). Organic purchasers are diverse, with different buying reasons in different sectors, areas, and times. The proportional effect of several variables on purchasing organic food has been seen to change over time (Dangi et al., 2020). Consumers' interest in their health, level of confidence in organic food, level of satisfaction with organic food pricing, and socioeconomic status all influence purchase intentions for organic food in China (Yin et al., 2010). The research discovered a positive association between hedonic shopping value, environmental concern, health consciousness, and the purchase intention for organic food in a structural equation model centered on people in the US (Katt & Meixner, 2020). In Malaysia, a few studies about purchase intention toward organic food (Saleki et al., 2019; Yean et al., 2019; Sulaiman et al., 2020). Thus, the following statement has been put forward as a hypothesis:

H5: Attitude, subjective norm, perceived behavioral control, and health consciousness significantly predict purchase intention towards organic food.

Method

Sample and sampling method

University Putra Malaysia students were chosen to become the target population in this study. This study randomly selected five faculties from 14 faculties located at the main campus. The survey was conducted by finding the students in these five faculties to answer the questionnaire. The five faculties selected were the Faculty of Modern Languages and Communication, Faculties of Human Ecology, School of Business and Economics, Faculty of Educational Studies, and Faculty of Food Science and Technology. This study used multistage sampling to implement the

research. Besides that, this study gathered about 200 respondents through the questionnaire. A pilot study is a necessary first step in researching a new or innovative use of an existing intervention. Pilot findings can help determine feasibility and indicate changes needed in the structure of a more significant hypothesis-testing research (Whitehead et al., 2014). According to Hertzog (2008), there are no targeted sample size suggestions for feasibility goals. The nature of the estimate-based choice will determine them. Hence, this research collected responses and suggestions from 30 people.

Research instrument

The method to gather the primary data for this research is a questionnaire. Moreover, the questionnaire of this research adopted the questionnaire of Asif et al. (2018), Singh and Verma (2017), and Shin et al. (2018) as reference.

This questionnaire was divided into six sections. The first section was demographic profile questions, which included gender, race, faculty, education level, and so on. Afterward, the questionnaire's second to fifth sections discussed attitude, subjective norms, perceived behavioral control, and health consciousness. The sixth section inquired about purchase intention toward organic food. In this study, the first section applied the nominal and ordinal scales, while the second section used the ordinal scale until the sixth section. This study also applied a 5-point Likert scale for the second section until the sixth section. The respondent can agree or disagree with the statements provided and rated in numeric which one refers to Strongly Disagree, two refers to Disagree; 3 refers to Neutral; 4 refers to Agree and five refers to Strongly Agree. The Cronbach's alpha for each subcomponent is listed in Table 1.

Based on Table 1, all Cronbach's Alpha Values were more significant than 0.7, indicating that all the variables in this study are at least an acceptable level and above. The subjective norms variable had the highest Cronbach's Alpha value, which was 0.904, while the purchase intention variable had the second highest Cronbach's Alpha value, which was 0.900. Furthermore, Cronbach's Alpha values of attitude and perceived behavioral control variables were 0.895 and 0.861, respectively. Moreover, the Cronbach's Alpha value of health consciousness was 0.782.

Table 1: Cronbach's Alpha Results

Variables	No of Item	Cronbach's Alpha (α) Value	
		Pilot Test	Actual Result
Attitude	9	0.911	0.895
Subjective Norm	7	0.919	0.904
Perceived Behavioral Control	7	0.879	0.861
Health Consciousness	6	0.752	0.782
Purchase Intention	7	0.946	0.900

Results

Respondent demographic information

Table 2 shows that the respondents for this study comprised 49.5 percent of males and 50.5 percent of females from the total of 200 respondents. For the race category, the majority of the respondents are Malay (35%) and Chinese (35%), followed by Indian (29%), and the other respondents are other (1%) races, which are Melanau and Iban. Besides that, five faculties are involved in this study. Most of the respondents come from the Faculty of Human Ecology (21.5%), and the least number of respondents come from the Faculty of Modern Languages and Communication (17.5%). The respondents are according to their educational level with the majority of respondents having a Bachelor's Degree (96%), and the minority respondents are made up of Asasi or Foundation (0.5%) in this study.

Most respondents had purchased the organic food 2 to 5 times per month at 31%, while the least of 21% had purchased the organic food only once. As for knowledge, the majority of the respondents (97.5%) know about organic foods, while the minority 2.5% of respondents do not know about organic foods. Most respondents (98%) believe organic foods are chemical-free and environmentally friendly. In comparison, the rest of the respondents, 2%, do not believe organic foods are chemical-free and environmentally friendly. Only a small number of respondents (20.5%) are not willing to pay more for organic foods, while the remaining 79.5% are willing to pay more.

Table 2: Respondent Demographic Information

Variable	Frequency	Percentage (%)
Gender		
Male	99	49.5
Female	101	50.5
Race		
Malay	70	35.0
Chinese	70	35.0
Indian	58	29.0
Other	2	1.0
Faculty		
School of Business and Economics	40	20.0
Faculty of Educational Studies	42	21.0
Faculty of Human Ecology	43	21.5
Faculty of Food Science and Technology	40	20.0
Faculty of Modern Languages and Communication	35	17.5

Table 2 (continues)

Variable	Frequency	Percentage (%)
Educational Level		
Foundation	1	0.5
Bachelor Degree	192	96.0
Master Degree	3	1.5
PhD	4	2.0
Average frequency of purchasing organic foods in a month.		
Less than once	45	22.5
Once	39	21.0
2-5 times	65	31.0
More than five times	51	25.5
Do you know about organic foods?		
Yes	195	97.5
No	5	2.5
Organic foods are chemical-free and environmentally friendly.		
Yes	196	98.0
No	4	2.0
Are you willing to pay MORE for organic foods?		
Yes	157	79.5
No	43	20.5

Descriptive analysis

Table 3 presents the descriptive data for attitude. The statements "I believe organic food is very useful to meet nutritional needs" and "Organic food products have higher quality than conventional ones" had the same highest percentage of agreeing, which was 88.5 percent. This is because consumers were concerned about the quality of food when they consumed organic food. The second-highest percentage of agreeing statements was "I think that purchasing organic food is beneficial," which was 86 percent. Then, the third highest percentage of agreeing statements was "I think that purchasing organic food is interesting," which was 84 percent. The statement followed it, "I think that purchasing organic food is a good idea," which had 81.5 percent agreement. Furthermore, the percentage of respondents who agreed with the statement "I am convinced that eating organic food is a reasonable action" was 80.5 percent. In contrast, the percentage of respondents who agreed with the statement "I believe that purchasing organic food is important" was 79.5 percent. In addition, the percentages of those agreeing with the statements "I think that purchasing organic food is wise" and "I think that purchasing organic food is favorable" were 78 percent and 74.5 percent, respectively.

Table 3: Descriptive Analysis for Attitude

Statements	Total Frequency / Percentage (%)				
	SD (1)	D (2)	N (3)	A (4)	SA (5)
I think that purchasing organic food is a good idea.	1 (0.5)	5 (2.5)	31 (15.5)	90 (45.0)	73 (36.5)
I think that purchasing organic food is interesting.	0 (0)	5 (2.5)	27 (13.5)	114 (57.0)	54 (27.0)
I think that purchasing organic food is important.	0 (0)	5 (2.5)	36 (18.0)	96 (48.0)	63 (31.5)
I think that purchasing organic food is beneficial.	2 (1.0)	1 (0.5)	25 (12.5)	99 (49.5)	73 (36.5)
I think that purchasing organic food is wise.	0 (0)	6 (3.0)	38 (19.0)	100 (50.0)	56 (28.0)
I think that purchasing organic food is favorable.	0 (0)	2 (1.0)	49 (24.5)	94 (47.0)	55 (27.5)
I believe organic food is very useful to meet the nutritional needs.	1 (0.5)	2 (1.0)	20 (10.0)	99 (49.5)	78 (39.0)
Organic food products have higher quality than conventional ones.	0 (0)	4 (2.0)	19 (9.5)	106 (53.0)	71 (35.5)
I am convinced that the consumption of organic food is a reasonable action.	1 (0.5)	3 (1.5)	35 (17.5)	104 (52.0)	57 (28.5)

Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A) and Strongly Agree (SA)

Table 4 below presents the descriptive data for subjective norm. Both statements, "Most people I value would buy organic food rather than non-organic food" and "Many people persuade me that I should buy organic products to live better lives," had the same majority of agreeing, 71.0 percent. Then, it was followed by the statements, "Most friends whose opinions regarding diet are important to me think that I should buy organic food" and "My close friends and family consume organic food," which had the same second-highest percentage of agreeing, which was 70.5 percent. Then, 67.5 percent of respondents agreed with both statements: "My family thinks I should buy organic food rather than non-organic food" and "People I value, such as my teacher, think you should buy organic food," whereas only 65 percent agreed with the statement "My loved ones expect me to purchase more organic food for them."

Table 4: Descriptive Analysis for Subjective Norm

Statements	Total Frequency / Percentage (%)				
	SD (1)	D (2)	N (3)	A (4)	SA (5)
My family thinks that I should buy organic food rather than non-organic food.	4 (2.0)	15 (7.5)	46 (23.0)	72 (36.0)	63 (31.5)
Most people I value would buy organic food rather than non-organic food.	4 (2.0)	10 (5.0)	44 (22.0)	90 (45.0)	52 (26.0)

Table 4 (continues)

Statements	Total Frequency / Percentage (%)				
	SD (1)	D (2)	N (3)	A (4)	SA (5)
People I value, such as my teacher, think you should buy organic food.	3 (1.5)	7 (3.5)	55 (27.5)	83 (41.5)	52 (26.0)
Most friends, whose diet is important to me, think I should buy organic food.	2 (1.0)	6 (3.0)	51 (25.5)	91 (45.5)	50 (25.0)
My close friends and family consume organic food.	8 (4.0)	12 (6.0)	39 (19.5)	95 (47.5)	46 (23.0)
My loved ones expect me to purchase more organic food for them.	7 (3.5)	10 (5.0)	53 (26.5)	83 (41.5)	47 (23.5)
Many people persuade me that I should buy organic products in order to better lives.	7 (3.5)	9 (4.5)	42 (21.0)	81 (40.5)	61 (30.5)

Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A) and Strongly Agree (SA)

The next table is descriptive data for perceived behavioral control. The majority of respondents, 84.5%, agree with the statement, "If I wanted to, I could buy organic food instead of non-organic food," followed by the statement, "It is mostly up to me whether or not to buy organic food," with 81.0% agreeing. After that, 76.0% of the respondents agreed with the statement, "I am confident that if I want, I can choose an organic menu item when eating out." Furthermore, the statement "I think it is easy for me to buy organic food" had 74.5 percent agreeing, while the statement "I have enough time to choose an organic menu item when eating out" had a percent of 73 agreeing. In addition, the percentages of people who agreed with the statements "I am capable of choosing an organic menu item when eating out" and "I have enough resources (money) to choose an organic menu item when eating out" were 71.5 percent and 69.5 percent, respectively.

Table 5: Descriptive Analysis for Perceived Behavioral Control

Statements	Total Frequency / Percentage (%)				
	SD (1)	D (2)	N (3)	A (4)	SA (5)
If I wanted to, I could buy organic food instead of non-organic food.	1 (0.5)	4 (2.0)	26 (13.0)	105 (52.5)	64 (32.0)
I think it is easy for me to buy organic food.	5 (2.5)	11 (5.5)	35 (17.5)	102 (51.0)	47 (23.5)
It is primarily up to me whether or not to buy organic food.	1 (0.5)	4 (2.0)	33 (16.5)	91 (45.5)	71 (35.5)
I am confident that if I want, I can choose an organic menu item when eating out.	1 (0.5)	8 (4.0)	39 (19.5)	94 (47.0)	58 (29.0)
I am capable of choosing an organic menu item when eating out.	1 (0.5)	9 (4.5)	47 (23.5)	86 (43.0)	57 (28.5)

Table 5 (continues)

Statements	Total Frequency / Percentage (%)				
	SD (1)	D (2)	N (3)	A (4)	SA (5)
I have enough resources (money) to choose an organic menu item when eating out.	6 (3.0)	13 (6.5)	42 (21.0)	94 (47.0)	45 (22.5)
I have enough time to choose an organic menu item when eating out.	2 (1.0)	12 (6.0)	40 (20.0)	91 (45.5)	55 (27.5)

Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A) and Strongly Agree (SA)

Table 6 displays the number and percentage of respondents' choices for health consciousness. The statement "Organic food is good for the health" received the highest percentage of agreement (85.5%), followed by the statement "I carefully choose food to ensure good health" (81.0%). Then, the statements of "I think often about health-related issues" and "I am prepared to leave a lot, to eat as healthy as possible," gave 79.0 percent and 78.5 percent, respectively. Moreover, the percentage agreeing with the statement "I consider myself a low health-conscious consumer" was 78.0 percent, while the statement "I am concerned about the type and amount of nutrition in the food that I consume daily" had the least percentage agreeing, which was 72 percent.

Table 6: Descriptive Analysis for Health Consciousness

Statements	Total Frequency / Percentage (%)				
	SD (1)	D (2)	N (3)	A (4)	SA (5)
I chose food carefully to ensure the good health.	1 (0.5)	5 (2.5)	32 (16.0)	92 (46.0)	70 (35.0)
I consider myself as low health-conscious consumer.	3 (1.5)	8 (4.0)	33 (16.5)	110 (55.0)	46 (23.0)
I think often about health-related issues.	0 (0)	3 (1.5)	39 (19.5)	106 (53.0)	52 (26.0)
I am concerned about the type and amount of nutrition in the food that I consume daily.	1 (0.5)	10 (5.0)	45 (22.5)	98 (49.0)	46 (23.0)
Organic food is good for the health.	1 (0.5)	0 (0)	28 (14.0)	92 (46.0)	79 (39.5)
I am prepared to leave a lot, to eat as healthy as possible.	0 (0)	4 (2.0)	39 (19.5)	96 (48.0)	61 (30.5)

Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A) and Strongly Agree (SA)

Table 7 below shows the descriptive analysis for purchase intention. More than half of the respondents (84%) agreed with the statement, "I will try to consume organic foods if they are available for purchase." Then, the statement "I intend to buy organic foods if they are available" had the second highest percentage of agreeing with 82 percent.

Furthermore, "I am always interested in purchasing more organic food for the family's needs" received an 80.0 percent agreement, whereas "I am willing to purchase organic foods if they are available" received an 80.0 percent agreement. In addition, the percentages for agreeing with the statements "I plan to consume organic foods if they are available for purchase" and "I always intend to look for organic foods, although outside the city" were 79.5 percent and 76.5 percent, respectively. Lastly, only 75% of respondents agreed, "I intend to consume organic products in the future."

Table 7: Descriptive Analysis for Purchase Intention

Statements	Total Frequency / Percentage (%)				
	SD (1)	D (2)	N (3)	A (4)	SA (5)
I am willing to purchase organic foods if they are available.	1 (0.5)	5 (2.5)	34 (17.0)	97 (48.5)	63 (31.5)
I intend to buy organic foods if they are available.	2 (1.0)	4 (2.0)	30 (15.0)	99 (49.5)	65 (32.5)
I plan to consume organic foods if they are available for purchase.	2 (1.0)	7 (3.5)	32 (16.0)	100 (50.0)	59 (29.5)
I will try to consume organic foods if they are available for purchase.	2 (1.0)	5 (2.5)	25 (12.5)	107 (53.5)	61 (30.5)
I intend to consume organic products in the future.	2 (1.0)	2 (1.0)	46 (23.0)	88 (44.0)	62 (31.0)
I am always interested in buying more organic food for the family's needs.	2 (1.0)	4 (2.0)	33 (16.5)	97 (48.5)	64 (32.0)
I always intend to look for organic foods, although outside the city.	3 (1.5)	8 (4.0)	36 (18.0)	87 (43.5)	66 (33.0)

Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A) and Strongly Agree (SA)

Hypothesis testing

Pearson's correlation was applied in this study for hypothesis testing. The coefficient is expressed as a number on a range without any units, ranging from -1 to +1. A positive correlation would have occurred when the value of the correlation coefficient was positive, while a negative correlation would have occurred if the value of the correlation coefficient were negative (Sedgwick, 2012).

Table 3 presents the findings of the Pearson correlation coefficient for all the variables. For Theory Planned Behavior, the only attitude has a significantly moderate positive relationship with purchase intention ($r = 0.649$, $p < 0.01$). The other two components have significantly high positive correlations with purchase intention, whereas subjective norms and perceived behavioral control have the same high positive correlations ($r = 0.732$, $p < 0.01$). Moreover, health consciousness has a significantly moderate positive relationship with purchase intention ($r = 0.635$, $p < 0.01$). Therefore, hypotheses 1 to 4 are accepted.

Table 3: Pearson Correlation Coefficient

	ATT	SN	PBC	HC	PI
Attitude (ATT)	1				
Subjective Norms (SN)	0.613**	1			
Perceived Behavioral Control (PBC)	0.597**	0.716**	1		
Health Consciousness (HC)	0.745**	0.654**	0.636**	1	
Purchase Intention (PI)	0.649**	0.732**	0.732**	0.635**	1

** Correlation is significant at the 0.01 level (2-tailed)

Multiple linear regression

Multiple linear regression is applied to determine the factors influencing the purchase intention towards organic food among UPM students. According to Table 4, the result shows that the R-value was 0.810, which means that 81.0 percent of relationships existed between independent variables (attitude, subjective norm, perceived behavioral control, and health consciousness) and dependent variables (purchase intention). Adjusted R square indicated that attitude, subjective norms, perceived behavioral control, and health consciousness could explain 64.9 percent of purchase intention towards organic food. However, 35.1 percent of the variation in purchase intention towards organic food was explained by other factors not stated in this research.

The table below also illustrates that Perceived Behavioral Control was the most dominant factor in influencing UPM students' purchase intention towards organic foods as it carries a Beta of 0.343, and this Beta was the highest value among other variables (attitude = 0.207, subjective norm = 0.328, health consciousness = 0.048). It was found that the factors that significantly predicted purchase intention were attitude, subjective norm, and perceived behavioral control, as their p-values were less than 0.05. However, the health consciousness did not influence the purchase intention as its p-value was more than 0.05, which was 0.491. Therefore, there was significant evidence that hypothesis 5 was partially supported: attitude, subjective norm, and perceived behavioral control significantly predict the purchase intention towards organic food.

Table 4: Multiple Linear Regression

Variable	β	SE	95% CI		Beta	t	P
			LL	UL			
Attitude	0.190	0.060	0.071	0.308	0.207	3.162	0.002
Subjective Norm	0.280	0.056	0.170	0.391	0.328	5.006	0.000
Perceived Behavioral Control	0.349	0.065	0.220	0.477	0.343	5.352	0.000
Health Consciousness	0.067	0.097	-0.124	0.258	0.048	0.690	0.491

Note. R = 0.810, R^2_{adj} = 0.649 (N = 199, p = 0.000). CI = confidence interval for B

Regression model for purchase intention

According to Table 5, the equation for the regression model will be formed as follows:

$$\text{Purchase Intention} = 2.518 + 0.190 \text{ Attitude} + 0.280 \text{ Subjective Norm} + 0.349 \text{ Perceived Behavioral Control}$$

Based on the equation, perceived behavioral control had the highest regression value of 0.349, indicating that an increase in one unit of perceived behavioral control increased purchase intention by 34.9 percent. The subjective norm recorded the second-highest regression value of 0.280, which indicated that an increase in one unit of subjective norm increased purchase intention by 28.0 percent. Furthermore, the attitude had the lowest regression value of 0.190, which showed that an increase in one attitude unit increased purchase intention by 19.0 percent.

Table 5: Regression Model for Purchase Intention

Regression Model for Purchase Intention	
Model:	$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + e$
Where,	$Y = \text{Purchase Intention}$ $x_1 = \text{Attitude}$ $x_2 = \text{Subjective Norm}$ $x_3 = \text{Perceived Behavioural Control}$
	$a, b_1, b_2, b_3 = \text{"Intercept" and regression coefficients}$ $e = \text{Random error}$

Conclusion and Implications

This study aims to determine the purchase intention towards organic food among University Putra Malaysia students. Five hypotheses were performed to investigate the relationship between independent variables (attitude, subjective norms, perceived behavioral control, and health consciousness) and dependent variables (purchase intention towards organic food). Data was collected from 200 UPM students using a questionnaire. Based on the Pearson Correlation Coefficient results, this study found that these independent variables (attitude, subjective norms, perceived behavioral control, and health consciousness) are significantly related to purchase intention towards organic food among UPM students. According to the results of Multiple Linear Regression, this study found that attitude, subjective norm, and perceived behavioral control significantly predict purchase intention; however, health consciousness does not significantly predict purchase intention. Availability and high cost of organic food have become the issues affecting consumers' consumption of organic food. Therefore, understanding the factors that influence purchase intention towards organic food led to enhancing the consumption of organic food in Malaysia. Although past studies have applied the same determinants, this study enriches the

body of knowledge and is intended to enhance the published literature. Crucially, this research will provide other researchers with ideas for consideration as they decide whether to expand based on the same foundations or pursue other potential ways in the future.

The findings of this study have extended the understanding of the Theory of Planned Behavior concepts related to purchase intention. According to this study, the four independent variables, attitude, subjective norms, perceived behavioral control, and health consciousness, significantly affected purchase intention toward organic food among young consumers. This study details the key factors influencing young consumers' purchase intentions to buy organic food. This information can help marketers create effective marketing plans to encourage young consumers, such as UPM students or others, to purchase organic food.

Perceived behavioral control may determine young consumers' purchase intention since the youth population has the resources and capacity to have a greater desire to buy organic food. Besides that, promotional advertising about organic food that encourages university students' feelings and rationale may help shape their opinions on organic food. In addition to engaging university students, marketers who support health concerns also improve public perception of their brands. Furthermore, the government and policymakers may use social power to motivate university students to consume organic food. University students' purchasing habits may be affected by public pressure. Slogans such as 'Fresh and organic, just the way you like it' and 'Eating naturally is always healthy' must be promoted to motivate university students. Thus, the government and organic sellers or marketers must enhance young consumers' abilities, especially students. For instance, students may become organic users by purchasing organic food at student prices. In addition, more emphasis should be put on producing organic foods.

To determine the most efficient technique to manufacture better organic foods in more significant quantities at a minimal cost, a specific funding plan should be set aside for the research and development of organic foods. Therefore, the government should offer incentives and tax deductions to organic food suppliers to enhance the supply chain. This action will lead to an indirect increase in suppliers and marketers in the organic food sector. Also, the availability of organic food will increase.

Limitation and Recommendation

Due to some limitations, this research will have some recommendations as this study's foundation is self-reported information, susceptible to social and personal bias. The questionnaire applied in this research was developed using a range of literature sources to narrow the issue's scope. Future research might collect data

using other methods or evaluate these elements objectively. The results of this study cannot be extrapolated to other age groups or segments of the general public.

This study includes the Theory of Planned Behavior's impact and health consciousness. Future studies may investigate other variables not found in this study, such as price, advertisement, and knowledge of university students' purchase intention or behavior, to enhance the accuracy of the research findings. Besides that, future researchers can investigate the related topics in different places and age groups. For example, future researchers can conduct the research at private universities. Moreover, future research may also increase the sample size of the study, which is more than 200 respondents, to reflect the target population in the future. The increase in sample size will also increase the reliability of the study's results.

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