

Factor Influencing Organic Food Intention and Actual Purchase Behaviour among Malaysian Millennials

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ABSTRACT

Globally, including in Malaysia, the organic food industry has grown from a tiny to a specialized market. However, because of poor market development, organic food markets in Malaysia are still in their infancy. This highlights the pressing need to identify the essential traits that influence consumers' decisions to buy organic food products, especially millennials. A survey was employed as a research tool, and a quantitative approach was adopted. In Malaysia, 126 valid replies were obtained. Hypothesis testing was done using SmartPLS software and partial least squares-structural equation modeling (PLS-SEM). The study discovered a statistically significant correlation between purchase intention and subjective norms, which has an indirect impact on consumer behavior. It's interesting to note that the association between environmental awareness and buying behavior was shown to be mediated by purchase intention. According to the trend, this study may enhance comprehension and offer better concepts for testing and replication. Additionally, by taking into account the factors that influence Malaysian millennials' purchasing decisions and learning more about their attitudes about organic foods, this study helps marketers and organic food manufacturers connect with their customers.

Keywords: Organic Food, Health Consciousnesses, Environmental Awareness, Millennials, Theory of Planned Behaviour (TPB)

INTRODUCTION

A novel coronavirus called COVID-19 first surfaced in Wuhan, China, in December 2019. It caused severe respiratory infections, millions of hospital admissions, and more than a million deaths worldwide (Galali, 2021). Lockdowns and restrictions have been established in response to the current COVID-19 pandemic due to public health advice and governmental initiatives (Ammar et al., 2020). People's habits are susceptible to change when their surroundings change because they have to engage in a new, non-automatic decision-making process, according to (Marty et al., 2021). According to (Galali, 2021), changes in nutritional behavior are anticipated as a result of the COVID-19 lockout. Additionally, food and nutrition have an impact on how the immune system reacts to infectious diseases like influenza and the new SARS-Cov-2 virus, which has a significant impact on overall health and illness risk (Błaszczyk-Bębenek et al., 2020). Furthermore, a healthy diet can shield the populace against an excessive inflammatory response brought on by the coronavirus (Alhousseini & Alqahtani, 2020). The idea that eating natural, healthful food helps lower the incidence of many diseases has led to an increase in the demand for high-quality food in the health sector. The demand for and consumption of health-related products, especially organic food free of dangerous chemicals, have increased as a result of this phenomenon (Salesiano et al., 2021). The market for organic food is growing globally as a result of consumers'

concerns about their health, according to data by (Slabakova, 2020). The global emphasis on diet, eating habits, and health is the reason behind the rise in organic food (Basha & Lal, 2019). According to (Yean et al., 2019), organic food offers the healthy nutrients that people need. In actuality, organic food is becoming more and more popular in the US and Europe, and Asia is following suit (Sharma & Singhvi, 2018). According to (Somasundram et al., 2016), eating organic food has become more popular throughout Asia, particularly in emerging nations like Malaysia.

Adult obesity rates are highest in Malaysia. In addition, the National Health and Morbidity Survey indicates that 50.1 percent of our adult population is obese (19.7%) or overweight (30.4%). With about a million Covid-19 cases documented and 7600 confirmed deaths, Malaysia is the second most afflicted country in the South East Asian region as a result of these conditions (WHO, 2021). According to (Imani et al., 2021), interest in organic agriculture has increased in the majority of developed and developing countries in recent years due to growing public concerns about food quality, population health, and the depletion of natural resources. Additionally, Americans and Europeans made up almost 90% of purchasers of organic food. However, there can be a desire to satisfy the demand for organic food consumption in developing countries. According to (Nguyen et al., 2021), because of the aforementioned problem, promoting the purchase of organic food greatly advances the Sustainable Development Goals of the United Nations, especially those that deal with sustainable production and consumption. Interest in organic food has increased significantly as consumers and marketers react to popular metaprograms about the value and safety of organic food, leading to a consistent change in attitudes toward consumption and purchasing behavior (Gidado, 2019).

However, due to a lack of knowledge about how to purchase organic goods, Malaysian organic food markets are still in their infancy (Lim & Hossain, 2016). This highlights the pressing need to identify the critical factors influencing consumers' intents to purchase organic food products, especially millennials (Ayub et al., 2020). According to (Siti Hasnah et al., 2015), it is imperative to comprehend the reasons behind Malaysian consumers' inclination to purchase organic food. Millennials are one of the important market segments for organic food that has not gotten much attention in earlier studies. Therefore, the goal of this study is to identify the factors that affect Malaysian Millennials' intention and actual buying behavior when it comes to organic food consumption.

LITERATURE REVIEW

Organic Food

(Molinillo et al., 2020) define organic food as a product made without the use of synthetic fertilizers, pesticides, biotechnology, or ionizing radiation. According to (Wang et al., 2019), organic food production employs a system that combines the best environmental practices, protects natural resources, and upholds strict animal welfare requirements. One food that hasn't been exposed to radiation is organic food. Because no artificial chemicals are employed during manufacture, organic food is therefore regarded as healthful (Rana & Paul, 2017). According to (Singh & Verma, 2017), others highlight constraints on the use of man-made chemicals in organic agriculture, as well as their overall philosophy. As a result, organic foods are generally safe because they are produced using ecological and environmentally friendly methods that do not use synthetic inputs like pesticides and chemical fertilizers, do not contain genetically modified organisms (GMO), and do not use radiation, industrial solvents, or chemical food processing to create additives.

Organic Food Consumption

Organic food consumption has increased worldwide from the early twentieth century. According to the International Federation of Organic Agriculture Movements' (IFOAM) annual report, the global organic market is growing rapidly and was worth USD 89.7 billion in 2017 (Perera et al., 2018). The new global environment of expanding customer perception of green marketing and general demand dynamics for organic food has witnessed a global increase in eco-consumerism focused on organic food to assure the ultimate consumer well-being (Ashraf et al., 2019). Furthermore, customers select organic and functional foods for a variety of reasons, including quality, flavor, food safety, a healthy lifestyle, environmental concerns, and animal welfare concerns (Martins et al., 2020). Thus, (Molinillo et al., 2020) claimed that organic food consumption has skyrocketed over the last two decades, with an annual growth rate much above that of the conventional food business.

Organic Food Market: Malaysia

Demand and consumption of organic food have increased dramatically in both developed and developing countries. Customers are more concerned about their well-being (Sharma & Singhvi, 2018). Organic food consumption is expanding worldwide, particularly in Malaysia (Albicans, 2016). (Somasundram et al., 2016) backed the preceding assertion, indicating that the demand for organic food in Malaysia has skyrocketed. Malaysia's organic food business has grown from a tiny sector to one with significant potential for future expansion. Malaysia's organic food sector is valued RM20 million per year, with demand expected to increase by 12.4% each year (Lian & Yoong, 2019).

Millennials as Organic Food Consumer

The millennial generation piques the interest of communication analysts and administrators. Consumers born between 2000 and 1982 are commonly known as millennials. Millennials are distinguished by a high level of education, extensive use of technology, the Internet, and social media, increased purchasing power, a strong concern for social issues and the world, a focus on green products, and a respect for food welfare and environmental sustainability (Molinillo et al., 2020). Millennials have also been defined as distinct from the general population due to their excellent environmental literacy, increased love for 'green', and desire to buy eco-friendly goods (Chaudhary & Bisai, 2018). This is supported by (Molinillo et al., 2020), who state that millennials are rapidly consuming more organic food because they are the largest group of organic food shoppers among U.S. parents, they are more informed about organic products, have a greater interest in organic labels, and are more willing to pay a price premium. Additionally, this generation consumed the most veggies and fruit. In addition to eating more fruits and vegetables, millennials are snacking on more healthful foods. The desire of millennials (Gen Y) to purchase green goods is twofold, aiming to find a balance between the "quest for a better life" and the "pursuit of wealth." Food is a special phenomenon for millennials. Furthermore, millennials are very interested in anything related to food (Fedusiv & Bai, 2016).

Theory of Planned Behaviour

The Theory of Planned Behavior (TPB) is one of the most often used concepts for forecasting future behavior. According to the Theory of Planned Behavior, the best predictor of conduct is intended behavior, which is impacted by three factors: attitudes toward specific behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). The Theory of Planned Behavior (TPB) is a common theoretical model that expands on rational behavior theory by including the concept of PBC, as PBC has limits in describing predicted behavior that people cannot control freely. TPB illustrates how people's behavior is determined by their intention to do a specific behavior (Ashraf et al. 2019). Furthermore, (Ashraf et al., 2019) suggested that the immediate antecedent to actual activity is someone's desire to engage in that behavior. Intention encompasses behavioral motivations to perform the behavior. TPB defines behavioral intentions in terms of attitude toward behavior, subjective norms (SN), and perceived behavioral control (PBC). It further proposes that these goals, combined with PBC, predict behavior (Chaudhary and Bisai, 2018).

Attitude

The TPB regards attitude as the most essential motivator of intentions and subsequent behavior (Kumar & Smith, 2018). The term attitude relates to whether a person has a positive or negative opinion of a specific behavior (Aitken et al., 2020). Values are personal standards that influence people's behavior and shape attitudes (Nicolau et al., 2020). Attitude-behavior interactions are particularly important since they are expected to have a role in understanding people's behavior (Hsu et al. 2018). Attitude toward the behavior is assumed to be the product of readily available ideas about the predicted consequences of the behavior, known as behavioral belief (Ajzen, 2020). Behavioral beliefs are supposed to influence a person's favorable or negative attitude toward a specific behavior (Ajzen, 2020). In example, the positive or negative valence of each expected consequence or experience effects overall attitude in direct proportion to the perceived likelihood that the behavior would cause the desired event or experience (Ajzen, 2020).

Subjective Norms

Subjective norms are a sort of social pressure in which a person's beliefs about how those around them expect him or her to act influence their behavior (Ajzen & Fishbein, 1975). The subjective norm refers to an individual's perception of societal pressures to complete or not complete the behavior (Aitken et al., 2020). An injunctive normative belief is the expectation or subjective probability that a specific referent individual or group of friends, family, spouse, coworkers, one's physician, or supervisor will accept or disapprove of the behavior under consideration (Ajzen, 2020). Descriptive normative beliefs, on the other hand, are opinions on whether or not important people engage in the behavior themselves (Ajzen 2020). Both types of beliefs contribute to an overall sense of social pressure to engage in the behavior or adhere to subjective norms (Ajzen, 2020). A subjective norm refers to a person's perception of a behaviour's societal acceptability (Kumar & Smith, 2018).

Perceived Behavioral Control

Perceived behavioral control is thought to be based on available control beliefs, much as attitudes are expected to be based on accessible behavioral beliefs and subjective norms on accessible normative beliefs (Ajzen, 2020). These beliefs are concerned with the presence of situations that may aid or impede behavioral performance (Ajzen, 2020). Control elements include required skills and talents, availability or lack of time, money, and other resources, collaboration from others, and so on (Ajzen, 2020). Control belief refers to a person's subjective expectation that a specific facilitating or inhibiting factor would be present in the situation of interest. Perceived behavioral control refers to an individual's perception of the ease or difficulty of carrying out the behavior (Aitken et al., 2020). According to the TPB model, the higher an individual's intention to carry out the planned behavior, the greater their perceived behavioral control (Ajzen, 2011). Actionable information and awareness of the problems are required to increase perceived behavioral control and conduct the desired behavior (Aitken et al., 2020). When information concerning actual behavioral control is scarce, perceived behavioral control can be utilized as a proxy to aid in behavior prediction, given that perceived control accurately represents actual control (Ajzen, 2020).

Health Consciousness

Health consciousness refers to the desired state of well-being and the determination to live a healthy life (Lian & Yoong, 2019a). Health consciousness also refers to how frequently an individual engages in health-related activities. It classified health consciousness into four dimensions: more concern for health, caring about health, seeking health information, and valuing healthy conditions (Hoque et al., 2018). Health consciousness encourages consumers to engage in behaviors that improve or preserve their health (Shin et al., 2019).

Environmental Awareness

Environmental awareness is critical to conserving the environment for a sustainable future. Environmental awareness is defined as a global attitude that has an indirect impact on behavior via behavioral intention (Hasnah et al. 2015). According to Pham et al. (2019), environmental concern shows a person's tendency and level of interest in environmental concerns, as well as efforts to solve them. Consumer environmentalism is described as the consumer's environmental concern and stewardship when making product purchases. This characteristic could be the most important predictor of consumer behavior (Lim & Hossain, 2016). Furthermore, buyers recognize that things created in natural ways do not affect the environment.

METHODOLOGY

Due to the huge population and the need to accomplish the research goal, this study is quantitative and employs primary data from a questionnaire. The causal study was used since the goal of the study was to determine consumer preferences and purchasing patterns about organic food. Malaysian Millennials born between 1981 and 2000 are the study's target demographic. Apart from that, Pulau Pinang millennials have been selected as the specific targeted demographic. The targeted groups were selected since all of the respondents had to be organic food consumers in order for the study to look at actual purchasing behavior. Every respondent consented

to take part in the survey willingly. Data analysis was done using SmartPLS software and Partial Least Square-Structural Equation Modeling (PLS-SEM).

The study requires a minimum sample size of 98 respondents, according to G-Power. The tools were taken from earlier empirical research on the buying of organic food (Imani et al., 2021; Singh and Verma, 2017; Shukla, 2019; Ham, 2019; Lian and Yoong, 2019). Additionally, the study included a seven-point Likert scale measurement. Additionally, rating scales that are too short are unable to reveal anything about a person's differences across a wide range of factors; several studies have demonstrated that longer scales convey more pertinent information. Furthermore, there is a stronger correlation between the observed significance level and 7-point scales than with 5-point scales (Taherdoost, 2019).

Lastly, the research tool was made available in English. A non-probability sampling technique was used to gather the data. Due to the lack of a sampling frame for the research population, purposive sampling was used in the non-probability category. Therefore, it is not possible to use probability sampling. The survey was distributed to the designated Facebook groups. After eliminating the outlier to guaranty an accurate result, there were 126 valid responses in total. As a result, the study's minimum sample size of 98 is met.

FINDINGS

Descriptive Analysis

The demographics of participants in the online survey are revealed by these numbers. This inquiry made use of Google Forms from Google Inc. The results showed that 53.2 percent of respondents were female and 46.8 percent were male. Additionally, 53.2% of respondents in this survey were between the ages of 26 and 30, 26.2% were between the ages of 21 and 25, 13.5% were between the ages of 31 and 45, and 7.1% were between the ages of 36 and 40. One may argue that the bulk of organic food consumers were between the ages of 26 and 30. It is evident from Table 1 above that the number of respondents with a bachelor's degree was significantly higher than that of peers. In this survey, 47.6% of participants had a bachelor's degree, 7.9% had a doctorate, and 29.4% had a higher secondary or equivalent degree. A further 15.1% of respondents held a master's degree, while zero respondents had neither primary nor none at all. Sixty-eight percent of the 126 responders were unmarried. There were significantly fewer married responses than single respondents. Finally, approximately 44.2% of the respondents' personal monthly income fell between MYR3001 and MYR5000, 35.7% fell between MYR1001 and MYR3000, 8.7% fell below MYR1000, 5.6% fell between MYR5001 and MYR7000, and 4.8% (n=6) fell between MYR7001 and more.

Table 1: Descriptive Statistic of Demographic

Descriptive Statistic of Demographic		
Gender		
	Frequency	Percentage
Male	59	46.8
Female	67	53.2
Total	126	100.0
Age		
	Frequency	Percentage
21-25 years old	33	26.2



26-30 years old	67	53.2
31-45 years old	17	13.5
36-40 years old	9	7.1
Total	126	100.0
Education		
	Frequency	Percentage
None	0	0.0
Primary	0	0.0
Higher Secondary and Equivalent	37	29.4
Bachelor Degree	60	47.6
Master Degree	19	15.1
Doctorate Degree	10	7.9
Total	126	100
Marital Status		
	Frequency	Percentage
Single	88	69.8
Married	38	30.2
Total	126	100.0
Income		
	Frequency	Percentage
Less than MYR1000	11	8.7
MYR1001-MYR3000	45	35.7
MYR3001-MYR5000	57	45.2
MYR5001-MYR7000	7	5.6
MYR7001 or more	6	4.8
Total	126	100.0

Measurement Model

Reliability and Convergent Validity

Convergent validity and reliability were tested using the model. According to the analysis, every construct had good internal reliability because the CR score was higher than 0.70 (Hair et al., 2017). The purpose of the reliability analysis was to verify the measured construct's internal consistency. With the lowest score of 0.573 (Perceived Behavioral Control) and the maximum score of 0.812 (Subjective Norms), the measurement model's Average Variance Extracted (AVE) likewise exceeded 0.50. In conclusion, the measurement model's convergent validity was attained after Hair et al. (2017). For the allegedly related constructs to be connected, the convergent validity of the constructs was essential.

Table 2: Reliability and Convergent Validity

Latent Variables	Loading	CR	AVE	Cronbach Alpha
Attitude (ATT)				
ATT4	0.874	0.889	0.728	0.815
ATT5	0.839			
ATT6	0.847			
Subjective Norms (SN)				
SN1	0.942	0.945	0.812	0.922
SN2	0.870			
SN3	0.909			
SN5	0.881			
Perceived Behavioral Control (PBC)				
PBC1	0.796	0.843	0.573	0.753
PBC4	0.721			
PBC5	0.763			
PBC6	0.746			
Health Consciousnesses (HC)				
HC1	0.833	0.891	0.671	0.840
HC2	0.833			
HC4	0.836			
HC6	0.744			
Environmental Awareness (EA)				

EA1	0.822	0.910	0.699	0.876
EA2	0.862			
EA4	0.837			
EA5	0.751			
EA6	0.815			
Purchase Intention (PI)				
PI2	0.841	0.913	0.725	0.874
PI3	0.858			
PI4	0.872			
PI5	0.835			
Actual Purchase Behaviour (APB)				
APB1	0.883	0.919	0.741	0.883
APB2	0.850			
APB4	0.836			
APB6	0.873			

Discriminant Validity

Discriminant validity can be evaluated using two criteria: Chin's (1998) cross-loadings criterion and the Fornell et al. (1981) criteria. Both criteria were based on two principles: (1) when the indicator's loading exceeds its particular construct in respect to other constructs, and (2) when the square root of the AVE exceeds the correlations between the measure and all other measures.

The diagonal displays the square roots of the AVE in bold, and the non-bold numbers indicate the intercorrelation value between structures. The off-diagonal components should be smaller than the square roots of the AVE. Values between 0.757 and 0.901 satisfy Fornell and Larcker's (1981) criteria. It so suggests that the discriminant validity of the model has been confirmed.

Table 3: Fornell and Larcker's Criteria

	APB	ATT	EA	HC	PBC	PI	SN
Actual Purchase Behaviour	0.861						
Attitude	0.482	0.853					
Environmental Awareness	0.524	0.696	0.818				
Health Consciousnesses	0.395	0.634	0.620	0.819			
Perceived Behavioral Control	0.676	0.463	0.419	0.531	0.757		

Purchase Intention	0.747	0.492	0.581	0.516	0.583	0.852	
Subjective Norms	0.712	0.274	0.338	0.224	0.566	0.592	0.901

Structural Model

Path Coefficient

In response to the hypotheses of H2b to H2e, the path coefficient results demonstrated that environmental awareness ($\beta=0.270$, $T=2.582$) and subjective norms ($\beta=0.364$, $T=3.775$) have a positive and significant impact on purchase intention. On the other hand, this study found that Perceived Behavioral Control ($\beta=0.166$, $T=1.757$), Health Consciousnesses ($\beta=0.165$, $T=1.577$), and Attitude ($\beta=0.023$, $T=0.217$) were not significant. These findings thus clarified why the Subjective Norms and Environmental Awareness had a marginally significant impact on the Purchase Intention. This study discovered that Purchase Intention ($\beta=0.364$, $T=3.608$) had a significant impact on Actual Purchase Behavior, which explains the route coefficient finding for H3. This clarified how purchase intention affected the consumption of organic food among Malaysian millennials. The structural model with path coefficient results and significance at a 95% confidence interval is displayed in Table 4 below.

Table 4: Path Coefficient

DV	IV	β -value	t-value	p-value
Actual Purchase Behaviour	<ATT	0.109	1.575	0.115
	<SN	0.311	2.821	0.005
	<PBC	0.268	3.027	0.002
	<HC	-0.140	1.914	0.056
	<EA	0.106	1.439	0.150
	<PI	0.364	3.608	0.000
Purchase Intention	<ATT	0.023	0.217	0.828
	<SN	0.364	3.775	0.000
	<PBC	0.166	1.757	0.079
	<HC	0.165	1.557	0.120
	<EA	0.270	2.582	0.010

Coefficient of Determination (R^2)

The results (R^2 values ranged from 0.565 to 0.727) in the Actual Purchase Behavior and Purchase Intention constructs that are explained by the suggested predictors demonstrate a significant amount of variance, according to Table 5. 72.7% ($R^2=0.727$) of the variation in the Actual Purchase Behavior could be explained by the Attitude, Subjective Norms, Perceived Behavioral Control, Health Consciousnesses, and Environmental Awareness. In the meantime, around 56.5% ($R^2=0.565$) of the variance in the purchase intention. Chin (1998) devised a criterion that deemed this model to be a significant fit. The Actual Purchase Behavior construct had a higher R^2 , indicating that Malaysian Millennials' Attitude, Subjective Norms, Perceived Behavioral Control,

Health Consciousness, and Environmental Awareness were the factors influencing their consumption of organic food.

Table 5: R^2 and R^2 Adjusted Value

Variables	R Square	R Square Adjusted
Actual Purchase Behaviour	0.727	0.713
Purchase Intention	0.565	0.547

Effect Size (f^2)

In particular, the effect size of Subjective Norms and Purchase Intention toward Actual Purchase Behavior was significant and regarded as a medium effect, as **Table 6** below demonstrates. However, the constructs of Attitude, Perceived Behavioral Control, Health Consciousness, and Environmental Awareness had a minor impact on Actual Purchase Behavior. Only Subjective Norms had a medium effect on Purchase Intention, whilst the other construct had a modest effect. This is comparable to the Purchase Intention effect size..

Table 6: Factor of Research Model

Variables	f^2 APB	Effect Size	f^2 PI	Effect Size
Attitude	0.019	Small	0.001	Small
Subjective Norms	0.188	Medium	0.194	Medium
Perceived Behavioral Control	0.126	Small	0.031	Small
Health Consciousnesses	0.032	Small	0.029	Small
Environmental Awareness	0.017	Small	0.074	Small
Purchase Intention	0.210	Medium		
Note: 0.02 (small); 0.15 (medium) ; 0.35 (high) (Cohen, 1988; Hair et al., 2017)				

Predictive Relevance (Q^2)

Table 7 below provided an explanation of the values for q^2 . An omission distance of seven indicated that seven data points of the target construct were removed in a single blindfolding round. This study yields a q^2 value of 0.495 for Actual Purchase Behavior and a q^2 value of 0.375 for Purchase Intention using the omission distance of 7. Both of them suggested a somewhat predictive model according to the standards used to evaluate a structural model. The predictive usefulness of the structural model increases with the value of q^2 .

Table 7: Test of Predictive Relevance

Variables	PI	APB
Attitude	0.495	0.374
Subjective Norms		
Perceived Behavioral Control		

Health Consciousnesses		
Environmental Awareness		

Mediating Analysis

Table 8 above provides additional analysis and tabulation of the mediating effects of purchase intention on the relationship between the independent variable's dimensions—attitude, subjective norms, perceived behavioral control, health consciousness, and environmental awareness—and the actual purchase behavior. According to the foregoing analysis, the main hypothesis of H4 indicates that actual purchase behavior is significantly impacted by the direct effects of Subjective Norms ($r = 0.311$, $p = 0.005$) and Perceived Behavioral Control ($r = 0.268$, $p = 0.003$). However, the Actual Purchase Behavior was unaffected by Attitude (0.109 , $p=0.104$), Health Consciousnesses (0.140 , $p=0.052$), and Environmental Awareness (0.106 , $p=0.152$). Only two independent variables—subjective norms ($p=0.268$, $p=0.003$) and environmental awareness ($p=0.268$, $p=0.003$)—had a substantial impact on actual purchase behavior through purchase intention, according to the table's indirect effect. The other three variables, Attitude ($p = 0.008$, $p = 0.835$), Perceived Behavioral Control ($p = 0.60$, $p = 0.185$), and Health Consciousnesses ($p = 0.060$, $p = 0.135$), did not significantly affect Actual Purchase Behavior through Purchase Intention. Therefore, the study concludes that there is no mediation effect of Attitude, Health Consciousnesses, and Perceived Behavioral Control toward Actual Purchase Behavioral through Purchase Intention, whereas there is only partial mediation for Subjective Norms and complete mediation for Environmental Awareness for both direct and indirect effects.

Table 8: Mediating Effect Hypotheses Testing

Hypothesis	H _{4a}	H _{4b}	H _{4c}	H _{4d}	H _{4e}
Relationship Tested	Attitude > Purchase Intention > Actual Purchase Behaviour	Subjective Norms > Purchase Intention > Actual Purchase Behaviour	Perceived Behavioral Control > Purchase Intention > Actual Purchase Behaviour	Health Consciousnesses > Purchase Intention > Actual Purchase Behaviour	Environmental Awareness > Purchase Intention > Actual Purchase Behaviour
Direct Effect	.109 ($p=0.104$)	.311 ($p=0.005$)	.268 ($p=0.003$)	-.140 ($p=0.052$)	.106 ($p=0.152$)
Indirect Effect	.008 ($p=0.835$)	.132 ($p=0.002$)	.060 ($p=0.185$)	.060 ($p=0.135$)	.098 ($p=0.047$)
Mediation Types	No Mediation	Partial Mediation	No Mediation	No Mediation	Full Mediation

Summary of Hypotheses Testing

Table 8: Mediating Effect Hypotheses Testing



Relationship	Result
Attitudes and Actual Purchase Behaviour	Not Supported
Subjective Norms and Actual Purchase Behaviour	Supported
Perceived Behavioural Control and Actual Purchase Behaviour	Supported
Health Consciousnesses and Actual Purchase Behaviour	Not Supported
Environmental Awareness and Actual Purchase Behaviour	Not Supported
Attitudes and Purchase Intention	Not Supported
Subjective and Purchase Intention	Supported
Perceived Behavioural Control and Purchase Intention	Not Supported
Health Consciousnesses and Purchase Intention	Not Supported
Environmental Awareness and Purchase Intention	Supported
Purchase Intention and Actual Purchase Behaviour.	Supported
Purchase Intention mediates the relationship between Attitudes toward Actual Purchase Behaviour	Not Supported

Purchase Intention mediates the relationship between Subjective Norms toward Actual Purchase Behaviour	Supported
Purchase Intention mediates the relationship between Perceived Behavioural Control toward Actual Purchase Behaviour	Not Supported
Purchase Intention mediates the relationship between Health Consciousnesses toward Actual Purchase Behaviour	Not Supported
Purchase Intention mediates the relationship between Environmental Awareness toward Actual Purchase Behaviour	Supported

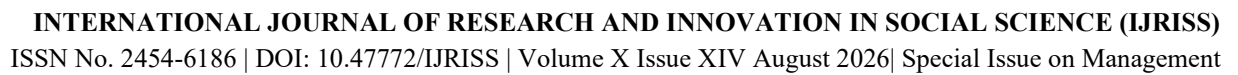
CONCLUSION

In conclusion, by extending Theory Planned Behavior, the study increases our knowledge of the factors influencing organic food. Three additional variables—attitude, subjective norms, and perceived behavioral control—along with two new variables—health consciousness and environmental awareness—will provide additional insight into the factors impacting the adoption of organic food, especially in Malaysia. In the meantime, this study's practical contribution was to help marketers and producers of organic food communicate with their customers by assessing the variables that affect their decisions to buy and gaining a better grasp of their attitudes regarding organic foods. Additionally, it will give businesses in the organic food industry useful information that will enable them better tailor their product to a target and achieve sustained organic consumption. The results of this study will also be crucial as the market for food products produced organically grows in the future. Therefore, it's time for manufacturers, retailers, customers, and the government to focus on the organic product niche market. From an academic standpoint, this study will provide a deeper knowledge of the factors driving millennials' use of organic food, particularly in Malaysia. This will close the gaps identified by Campos et al. (2019), who noted that there aren't many studies on Malaysian millennials' intentions to buy organic food. The extension of Theory of Planned Behaviour which incorporated Health Consciousness and Environmental Awareness as variables and purchase intention as the mediating effect will enrich the understanding and knowledge, also as a reference for future researcher. Additionally, given the paucity of data on millennials' intentions to purchase organic food, this study will add to the body of knowledge that future researchers can use to analyze, investigate, and improve the literature in order to provide better ideas that can be tested and replicated in accordance with the trend.

About the author

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