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AN EXTENDED THEORY OF PLANNED BEHAVIOUR MODEL TO PREDICT MALAYSIAN CONSUMERS' INTENTION TO PURCHASE ORGANIC FOOD: A CONCEPTUAL STUDY

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Abstract:

In response to the growing awareness of health and environmental concerns, there has been a noticeable increase in the acceptance and consumption of organic food globally. Despite governmental initiatives to boost the organic food market in Malaysia, the country's organic sector still represents a small portion of the global agricultural land. Furthermore, the adoption of organic food among Malaysian consumers is lower than in neighbouring countries, likely due to issues related to scepticism and affordability. Subsequently, understanding the factors that influence consumer behaviour becomes essential as the organic food market continues to develop in response to global and local changes. This conceptual study aims to understand potential propositions and their relation to consumer behaviour by integrating the Theory of Planned Behaviour and the Knowledge Attitude-Behaviour model to explore possible predictors related to the intention to purchase organic food. The finding will provide a clear understanding of the potential factors influencing organic food purchase intention and bridge a concrete argument of literature for better preparation for future study. It is expected that this conceptual study will serve as a foundation for further empirical research, guiding policymakers, industry stakeholders, and researchers in developing targeted strategies to accelerate the adoption of organic food consumption in Malaysia

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Keywords:

Organic Food, Purchase Intention, Consumer Behaviour, Theory of Planned Behaviour, Knowledge-Attitude-Behaviour, PLS-SEM

Introduction

Organic food is a product that is produced through organic farming, utilising chemical-free procedures and pesticide-free raw materials (Oroian et al., 2017). This type of farming plays a crucial role in promoting sustainability, greatly enhancing environmental preservation and providing food with minimal harm to humans (Lea & Worsley, 2005; Melović et al., 2020). Since its introduction in the early 1920s, organic farming has become increasingly popular, primarily due to concerns over the contamination of raw agricultural produce (Somasundram et al., 2016). In addition, it has been emphasised that the rise of organic food production has also been influenced by health concerns (Qi & Ploeger, 2019). Between 2000 and 2021, the global organic market saw a substantial increase in its value, soaring from 15.1 billion euros to 124.8 billion euros, with the United States leading globally with a market worth 48.6 billion euros and China being the top market in Asia at 11.3 billion euros (Willer et al., 2023).

The growth of the organic food industry in Malaysia also has been facilitated by the government through the National Agro-Food Policy (2021-2030), the Third National Agriculture Policy (1998-2010) (Kamarulzaman, 2020) and the 12th Malaysia Plan (2021-2025) (Goh, 2021). Despite the national emphasis on organic agriculture, Malaysia's local organic sector constitutes less than 0.01 per cent of global agricultural land, lagging behind neighbouring Southeast Asian countries (Willer & Lernoud, 2019). Moreover, the challenges associated with the myOrganic certification process also led to the limitation of myOrganic certified farmers (Abu Bakar et al., 2021; Yeo, 2022). As a result, it contributes to the small size of the organic food market (Somasundram et al., 2016; Kamarulzaman, 2020). While there is growing acceptance of organic food in Malaysia (Abdullah et al., 2022; Hassan et al., 2015), studies suggest that its progress is slower when compared to other countries (Omar et al., 2016; Saleki et al., 2019; Willer et al., 2023; Willer & Lernoud, 2019). To illustrate, just 19 per cent of Malaysian consumers consistently choose organic food, a figure lower than that of neighbouring countries such as Thailand (24 per cent), Indonesia (33 per cent), or Vietnam (51 per cent) (Rakuten Insight, 2023), possibly due to challenges such as consumer scepticism and affordability on organic food (Aziz et al., 2020). Subsequently, it is crucial to understand the key determinants influencing consumer behaviour towards organic food, given its potential contribution to the Malaysian economy (Aziz et al., 2020; Latip et al., 2021; Somasundram et al., 2016). Hence, this study aims to understand the factors influencing consumers' intentions to purchase organic food in Malaysia. Given that this is not a comparative study, the scope of the research will be limited to examining factors influencing consumers' intentions, specifically within the context of consumers residing in Malaysia.

This study sets out to conduct a thorough literature study into the potential determinants influencing consumers' intention to purchase organic food in Malaysia. By integrating established theories and models, the aim is to construct a robust conceptual framework to shed light on this phenomenon within the Malaysian context. The adoption of the Theory of Planned Behaviour as a guiding framework offers a structured approach to understanding consumer behaviour. While this theory provides a solid theoretical foundation, its applicability within the Malaysian context warrants careful examination, given the country's unique socio-cultural and

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economic landscape. Previous research has offered insights into consumer behaviour in the organic food domain; however, a notable gap exists in understanding the specific determinants operating within the Malaysian market. Addressing this gap is essential for developing a comprehensive understanding of consumer behaviour in this context. The proposed conceptual framework serves as a valuable analytical tool with practical implications. Its application in future empirical studies holds promise for enhancing our understanding of the factors influencing Malaysian consumers' intentions regarding organic food purchases. Nonetheless, it is crucial to acknowledge that empirical validation represents just one step in refining and adapting the framework to the evolving dynamics of consumer preferences and market conditions.

Literature Review

Organic Food and Purchase Intention

Organic food can be defined as food that is grown, harvested, stored and processed without conventional artificial fertilisers, synthetic chemicals such as pesticides, fungicides, herbicides, growth hormones, or genetically modified organisms or ingredients (Ngobo, 2011). For organic food products to be recognised for their authenticity, producers must meet requirements set by recognised certification bodies to be certified (Somasundram et al., 2016). In Malaysia, Malaysian Organic (myOrganic) certification has been introduced to recognised farms that operate organically (Jabatan Pertanian Negeri Melaka, 2024). Organic food cannot be unequivocally classified as green food, as green food includes those permitting chemical usage and those solely sourced from organic farming (Ashaolu & Ashaolu, 2020). This implied that not all green food is organic food, but organic food can be part of green food.

Besides that, organic food is also associated with organic agriculture and its production method (Ferreira & Pereira, 2023). Organic agriculture production is characterised by its adherence to environmentally friendly methods aimed at preservation and sustainability (Oroian et al., 2017). Consumers worldwide have participated in purchasing organic food in their efforts for environmental protection (Le & Nguyen, 2022). Furthermore, the organic farming approach that does not involve pesticides and chemicals has influenced consumers to perceive organic food as safe to consume (Latip et al., 2020). Correspondingly, there is a consensus in public opinion that organic foods are generally perceived as healthier than conventional foods (Ashaolu & Ashaolu, 2020). On top of that, the Coronavirus Disease 2019 (COVID-19) has also influenced global demand for organic food as more people are becoming interested in healthy food (Qi & Ploeger, 2019).

This study identifies purchase intention as a dependent variable, defined as an individual intent shaped through personal considerations when purchasing products (Khan et al., 2012). Whereas, in the context of this study, organic food purchase intention denotes consumers' tendency to buy food grown, harvested, stored and processed without conventional artificial fertilisers, synthetic chemicals such as pesticides, fungicides, herbicides, growth hormones, or genetically modified organisms or ingredients. Purchase intention is a decisive predictor of the current consumer buying behaviour, consequently acting as a prerequisite for the actual purchase behaviour (Ajzen, 2020; Singh & Verma, 2017).

Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) has been adopted in this study as an underpinning framework to explore the purchasing intentions of consumers towards organic food. The theory

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explains that an individual's behaviour is primarily determined by their intention, which is influenced by their attitudes towards the action, the perceived social pressures (subjective norm), and the perceived ability to execute the action (perceived behavioural control) (Ajzen, 1991). By analysing these three determinants, the theory enables predictions about an individual's execution of a specific behaviour. Attitude refers to how favourably or unfavourably an individual evaluates the consequences of a particular behaviour; subjective norm is the perceived social pressure influencing an individual to either perform or refrain from a specific behaviour; perceived behavioural control is individuals' perceptions of their capability to perform a given behaviour (Ajzen, 1991). Hence, when there is a favourable attitude and a supportive subjective norm, it provides the motivation to engage in the behaviour, but an absolute intention to perform is only established when perceived control over the behaviour is adequately strong (Ajzen, 2020).

Knowledge-Attitude-Behaviour Model

The Knowledge-Attitude-Behaviour (KAB) model outlines the process of individual behaviour change, suggesting that knowledge leads to increased awareness, which in turn influences behaviour (Schneider & Cheslock, 2003). According to the model, behaviour develops through a continuum that includes acquiring knowledge, altering beliefs or attitudes, and developing behaviour (Bettinghaus, 1986; Rahbar et al., 2007; Schneider & Cheslock, 2003). The KAB model proposes that individuals engage in behaviours that align with the attitudes shaped by newly acquired knowledge (Bettinghaus, 1986). According to Kallgren and Wood (1986), individuals with extensive access to beliefs, attitudes and experiences use this internal information to shape their opinions even when presented with new ideas, while those with fewer such resources lean on present cues for guidance.

Merging Theory of Planned Behaviour and Knowledge-Attitude-Behaviour Model

The TPB has been applied in many behaviour studies because it can predict and influence intention and behaviour (Ajzen, 2020; Ajzen & Manstead, 2007). Because of this, the theory also has been used occasionally in the study to explain organic food purchase intention among consumers (Devi et al., 2023; Latip et al., 2021; Le & Nguyen, 2022; Leyva-Hernández et al., 2022; Saleki et al., 2019). However, TPB has been scrutinised for its limited variables in capturing the full range of factors influencing individuals' behaviours in different situations (Teo et al., 2016). Several authors suggest that TPB predictors do not adequately explain the determinants of one's intention to adopt (Kim & Hwang, 2020; Shin et al., 2018). This limitation has prompted many researchers to extend the original theoretical framework by including additional variables (Tommasetti et al., 2018) or integration with other theories or models (Le & Nguyen, 2022; Savari et al., 2023). Chen (2017) stated that incorporating external factors can demonstrate a greater predictive power than the original framework.

Knowledge emerges as an essential factor influencing consumers to make responsible purchases (Amoako et al., 2020; Dickson, 2000). Within the context of organic food, Yiridoe et al. (2005) stated that consumer decisions to purchase organic foods are shaped by knowledge but are limited by inadequate information to differentiate from non-organics. Barua et al. (2023) also contend that knowledge is essential to identify organic food and its qualities. Considering that the organic food market in Malaysia is relatively small and remains niche (Somasundram et al., 2016; Kamarulzaman, 2020), it is imperative to understand how knowledge impacts consumer intention to purchase organic food. Hence, based on the earlier explanation, it can be deduced that when individuals acquire greater knowledge of organic food

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and its characteristics, it significantly influences their purchase intention, guiding them towards more informed decisions and a greater likelihood of choosing organic options.

In relation to KAB, the model suggests that as individuals acquire more knowledge about a specific subject, their attitude toward it becomes increasingly favourable, subsequently driving the process of behavioural adoption (Al Mamun et al., 2023). The model has been applied in various area of study that includes health-related behaviour (Al-wesabi et al., 2019; Anderson, 2018; Ashiru-Oredope et al., 2021), food choices (Hu et al., 2016; Teo et al., 2023) and sustainable behaviour (Dhir et al., 2021; Kuźniar et al., 2021). The outcome of these studies illustrated that the KAB model can be adopted within the area of behavioural study. However, the application of KAB in the context of organic food purchases remains limited.

Since this study has identified the need to explore knowledge on purchase intention among Malaysian consumers, the KAB model was deemed particularly suitable to examine how knowledge influences consumer behaviour. The significance of knowledge in influencing consumer behaviour has been highlighted in the previous study (Han et al., 2017), which emerged as a significant factor in sustainable purchases (Amoako et al., 2020; Dickson, 2000) and its crucial role in helping consumers identify the characteristics of organic food (Barua et al., 2023). Although the KAB model emphasises the importance of knowledge in shaping behaviour, relying solely on knowledge for behavioural change has been found insufficient (Schneider & Cheslock, 2003; Schrader & Lawless, 2004).

To address the gap, the influence of knowledge can be integrated into the TPB, as explained by Saptasari & Aji (2020). It is because TPB offers a framework that predicts behaviour based on the individual viewpoint on the behaviour, whether it is positive or negative, the social pressure to perform or avoid the behaviour and the perceived level of difficulty or ease involved in the behaviour (Ajzen, 1991), while KAB concentrates on the educational aspects, connecting knowledge directly to attitudes and behaviour as a whole (Bettinghaus, 1986; Schneider & Cheslock, 2003). In addition, TPB exhibits a comparable theoretical relationship between attitudes and behaviours, as seen in the KAB model (Chen et al., 2022). Hence, based on this explanation, it can be ascertained that the merger enables researchers to simultaneously explore the role of knowledge alongside TPB predictors on behavioural intentions, making the combined model more comprehensive in predicting consumer behaviour especially in the context of organic purchase intention among Malaysian consumers.

Development of Hypotheses

Knowledge and Organic Food Purchase Intention

Knowledge can be described as understanding a topic, attitudes or feelings about it, and predetermined opinions and behaviours that reflect one's knowledge and attitudes (Kuźniar et al., 2021). In relation to organic food, knowledge refers to the understanding and ability to judge the unique characteristics and quality of organic food products (Nazir, 2018). It also includes awareness of its features, nutritional values, and other benefits (Sharma & Mehta, 2023). Given that organic food is classified as a credence good, it highlights the challenge consumers encounter in validating its quality before and after the purchase (Fernqvist & Ekelund, 2014). Insufficient knowledge and information can hinder consumer decision-making in organic food purchases (Yiridoe et al., 2005). The significant impact of knowledge on organic food purchase intention has been validated in previous studies (Kashif et al., 2020; Kim & Hwang, 2020; Li et al., 2021; Limbu et al., 2023).

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Earlier research found that a lack of knowledge imposes barriers to organic food purchases, emphasising the need to improve knowledge to increase such behaviour (Leong & Paim, 2015). This finding aligns with Nguyen et al. (2019), who noted that knowledge about organic food has a limited effect due to consumers' inadequate understanding, which affects the tendency to purchase the product. Besides that, the association between health and knowledge also affects organic food selection, demonstrating that consumers change their food choices based on information related to health benefits (Pacho & Batra, 2021). Moreover, the impact of environmental concern is also evident, as Rehman et al. (2023) found that knowledge of organic food is inseparably related to environmentally friendly products, and it positively impacts organic food purchase intention.

Given that many studies have highlighted the significant role of knowledge in shaping consumer purchasing intention on organic food, it becomes imperative to understand how knowledge affects Malaysian consumers' intentions to buy organic food. Therefore, the following hypothesis has been proposed for future study:

H1: *Knowledge positively influences organic food purchase intention*

Personal Attitude, Subjective Norm, Perceived Behavioural Control and Organic Food Purchase Intention

Generally, TPB highlights three primary variables: attitude, subjective norms, and perceived behavioural control, which are key antecedents that influence an individual's intention and predict actual behaviour (Ajzen, 1991). It has been determined that the application of all three variables is essential as they have been proven to be stable in predicting consumer behaviour (Latip et al., 2020).

Attitude predicts an individual's intention to engage in a particular behaviour is possible by evaluating their attitude towards that behaviour, which can be positive or negative (Ajzen, 1991). The greater the positivity in a person's attitude, the more probable they will express an intention to perform such behaviour (Armitage & Conner, 2001). On the other hand, personal attitude can be described as an individual psychological state of evaluating, which will draw individual favourable and unfavourable judgments (Latip et al., 2020). It has been suggested that to predict specific behaviour, focusing on a particular attribute of attitude is recommended as it performs better to predict intention and actual behaviour than general attitude (Ajzen, 2008; Chekima et al., 2019; Latip et al., 2023). Attitude has been viewed as a critical antecedent that influences consumers towards choosing organic products due to individual internal factors (Qi & Ploeger, 2019; Tan et al., 2022). According to past studies, the attitude was significant toward individual intention on organic food purchases (Boobalan et al., 2021; Kabir & Islam, 2022; Latip et al., 2023). Similarly, a positive attitude toward organic food is significant among individuals committed to their health and well-being (Tandon et al., 2021). In addition, health concerns, along with environmental considerations, contribute to positive attitudes among consumers towards organic food (Cheah & Aigbogun, 2022). Since organic food is produced through the organic method, it has been highlighted that food safety also positively influences consumers' attitudes to purchasing organic food (Latip et al., 2020).

Besides that, subjective norms illustrate the role of social influence from important persons such as friends, family members, peer groups, neighbours and relatives that affect an individual's behaviour (Ajzen, 1991). It reflects the pressure to conform to group or community norms, merging collective beliefs with the expectations of others (Suryavanshi et al., 2023).

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Several studies have conveyed the significant relationship between subjective norms and organic food purchase intention (Cao et al., 2023; Saleki et al., 2021; Wong & Aini, 2017). It has been found that the intention to purchase organic food was influenced by word of mouth, particularly from friends and family (Lim et al., 2014; Wong & Aini, 2017). This attribute is due to parent-child interactions, where they influence each other to choose organic food due to perceived health benefits (Liu, 2022; Siripipatthanakul et al., 2022). Furthermore, knowledge obtained from online platforms, such as advertisements, leads consumers to encourage their close circle, illustrating its effect on subjective norms (Siripipatthanakul et al., 2022). Additionally, COVID-19 has favourably influenced subjective norms, prompting people to consult their social circles for guidance, thereby promoting healthier dietary choices and the intention to purchase organic food (Latip et al., 2020). Hence, the pressure from social circles may drive a shift in consumer interest towards the product (White et al., 2019), reflecting the need to investigate the subjective norm.

Meanwhile, perceived behavioural control involves the belief in having the necessary skills and autonomy for a specific behaviour (Yzer, 2017). It reflects the extent of control over engaging in that behaviour (Heeren et al., 2016). Earlier research regarding organic food purchase intentions has proven that perceived behaviour control can significantly shape consumer behaviour (Abdullah et al., 2022; Kabir & Islam, 2022; Saleki et al., 2021; Sultan et al., 2020). Accordingly, Ajzen (1991) determined that perceived behavioural control is influenced by various factors that facilitate behaviour performance, but actual or perceived barriers can deter individuals from performing the behaviour. For instance, concern about organic food high price has influenced consumers as it imposes obstacles for them to perform such behaviour, highlighting the roles of perceived behavioural control (Nguyen et al., 2019; Tan et al., 2019; Xing et al., 2022). However, it does not necessarily cost influence this construct as consumers are willing to pay for such products because it can fulfil their needs (Auroomooga & Praveen, 2019; Kabir, 2023). Indeed, product availability can influence perceived behavioural control with convenient access, influencing consumers' intention to buy, even at higher prices (Auroomooga & Praveen, 2019). If organic food is seen as hard to find, interest may reduce due to the reluctance to exert effort to purchase such food (Chaturvedi et al., 2021; Cheah & Aigbogun, 2022). Hence, it is essential to investigate perceived behaviour control within this study. Therefore, based on the TPB predictors, the following hypotheses are proposed for future research:

H2: *Personal attitude positively influences organic food purchase intention*
H3: *Subjective norm positively influences organic purchase intention*
H4: *Perceived behavioural control positively influences organic food purchase intention*

Trust and Organic Food Purchase Intention

Trust represents a positive evaluation of the intention and behaviour of parties involved in a transaction (Möllering, 2001; Rousseau et al., 1998). Establishing trust can effectively mitigate the uncertainty and ambiguity in relation to actions (Khare & Pandey, 2017). This variable is an important factor influencing consumers' decisions on organic food purchases. (Giampietri et al., 2018; Sultan et al., 2020; Zaidi et al., 2019). It is because organic food is a credential product, and consumers cannot verify its quality before or after purchase, including during consumption (Fernqvist & Ekelund, 2014; Lee & Hwang, 2016). In turn, having trust in organic food means placing confidence in how it is produced, certified and the quality at the time of purchase (Sultan et al., 2020; Murphy et al., 2022). It is suggested that consumer trust plays a crucial role as a volitional factor in buying green and possibly other types of credence goods

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(Nuttavuthisit & Thøgersen, 2017). Additionally, the role of trust in determining food purchase choices is critical with the presence of food scandals, concerns about food safety and greenwashing in the market contributing to consumer scepticism (Latip et al., 2021). The role of trust has been highlighted as a significant factor in organic food purchase intention (Kamboj et al., 2023; Lian & Rajadurai, 2020; Patel et al., 2022).

Prakash et al. (2023) found that consumer trust positively influences consumers' purchase intention since they believe organic food is beneficial. However, previous findings indicate that a lack of trust in organic food reduces consumers' intention to purchase and diminishes their views on its benefits (Nuttavuthisit & Thøgersen, 2017). They further added that knowledge and its relation to trust is crucial in establishing consumers' trust in organic food products. It is because diminishing risk perception and elevating trust through the distribution of knowledge and information can decrease negative perceptions of organic food (Ha et al., 2019). Also, when consumers trust that the choice of organic food is beneficial to environmental protection, it positively influences their moral aspect in attitude, shaping their intention to purchase organic food (Ayyub et al., 2021). To sum up, it can be understood that when consumers have better knowledge of organic food, it leads to trust in its reliability and positively impacts their intention to purchase organic food. Similarly, if consumers trust that organic products are beneficial, this belief may influence their overall attitude towards organic food and their intention to purchase it. This highlights the potential role of trust as a mediator between the variables toward organic food purchase intention. Recognising the effect of trust on shaping intentions to purchase organic food, exploring this variable in influencing Malaysian consumers' purchase intentions is necessary. Therefore, the following hypotheses have been formulated for future study:

H5: *Trust positively influences organic food purchase intention*
H6: *Knowledge positively influences trust*
H7: *Personal attitude positively influences trust*
H8:*Trust mediates the relationship between knowledge and organic food purchase intention*
H9: *Trust mediates the relationship between personal attitude and organic food purchase intention*

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The following Figure 1 illustrates a conceptual framework for future research:

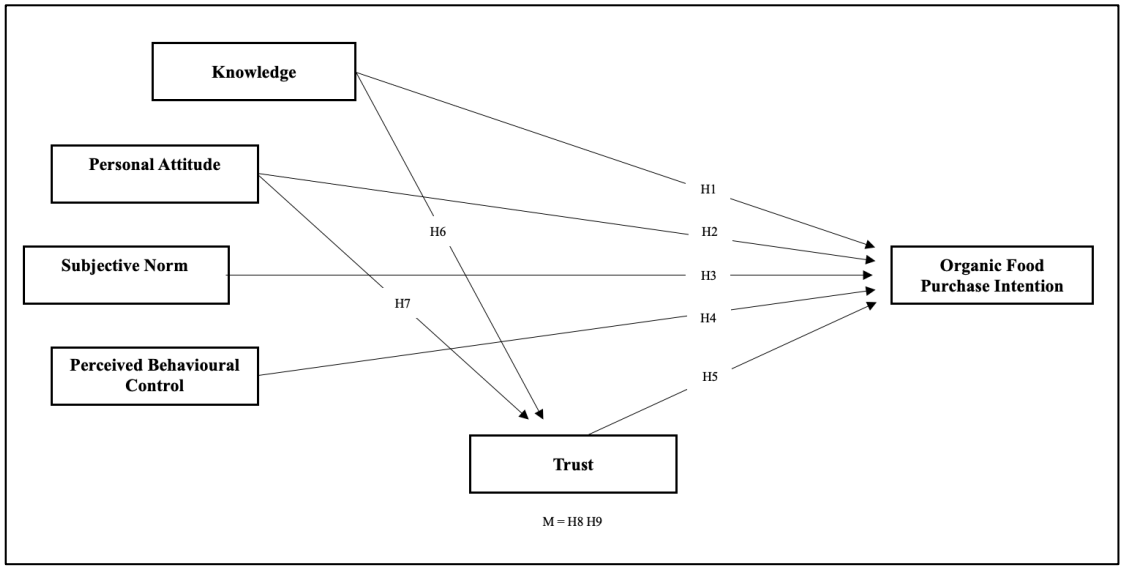

Figure 1: The Proposed Conceptual Framework

Proposed Methodology

Future studies are suggested to employ a quantitative approach, utilising a non-experimental design through correlational study. Since future studies will use quantitative methods, the source of data will be primary data. In contrast, for the current study, secondary data is utilised as a source of data to analyse previous research input. A cross-sectional time horizon is proposed for the study because the data will be collected at one point only. The study population comprises Malaysian consumers aged 18 years and above. The rationale for the suggestion of this age range lies in their purchasing power status and the stability of this demographic as a significant buying population (Chekima et al., 2016; Luqman et al., 2020). However, scholars might find difficulty in obtaining the total population due to the age range and limited accessible data from the regulated bodies (Latip et al., 2023). If such a scenario arises, and due to the absence of a sampling frame, purposive sampling, under non-probability sampling, is suggested and considered the most suitable technique for this study. It is methodology-correct and able to achieve the research objective. Moreover, the sample size can be determined based on Tabachnick and Fidell (2019) suggestion, with a minimum of 300 participants to ensure the reliability and validity of the measures. The unit of analysis proposed for future study is the individual.

For the data collection process, a questionnaire will be developed, incorporating items adopted and adapted from past empirical studies. This questionnaire will undergo review by a panel of experts for face validity. Following the review, a pilot study will be conducted and analysed through reliability testing using Cronbach Alpha and examining respondents' demographic profiles. Once this process is complete, the final questionnaire will be distributed, and data will be analysed for hypothesis testing. For data analysis, Statistical Package for Social Science (SPSS) and structural equation modelling (SEM) with a recent version of SmartPLS 4 or AMOS software are suggested for use in inferential statistics. The flow chart of the data collection process is illustrated in Figure 2. Additionally, given that the data will be collected throughout Malaysia, future studies are expected to face challenges, particularly in managing

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costs associated with data collection and adhering to the timeframe in distributing surveys across multiple regions in Malaysia.

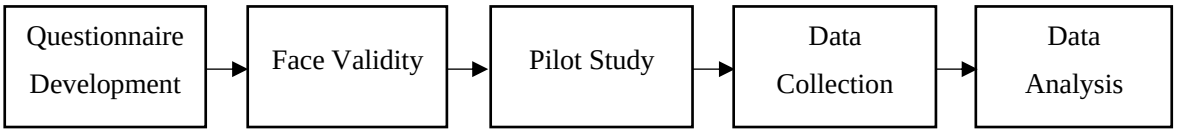

Figure 2: The Flow Chart of Data Collection Process

Conclusion

It can be concluded that based on earlier findings, TPB has been frequently used in the context of consumer intention to purchase organic food. However, it has been suggested that this theory has limitations in capturing all possible factors that influence behavioural intention. Also, given that Malaysia is moving forward to expand the agriculture sector, specifically the organic industry (Aziz et al., 2020), it is crucial to comprehend consumer behaviour as the market also relies on consumer demand to expand. Latip et al. (2020) have highlighted that understanding current market conditions and consumer demand can help bridge the gap between consumer perception and organic products. Subsequently, this study proposes a conceptual framework that extends the TPB by incorporating knowledge from the KAB model and trust as additional elements to investigate factors driving consumer intentions to purchase organic food in Malaysia. This framework is designed to provide a foundation for future research to thoroughly explore the intentions behind organic food purchases.

Through this approach, the study aims to make a significant contribution to the existing body of knowledge by exploring the potential variables that can influence organic food purchase intention. By integrating trust and knowledge with the Theory of Planned Behaviour, the study seeks to enhance understanding of consumer behaviour and provide valuable insights into promoting sustainable and healthy choices in Malaysia. This study is expected to bridge the gap in research on organic food purchase intention in Malaysia and assist policymakers, marketers, and other stakeholders interested in enhancing the organic agriculture market.

Besides that, future research can also add another variable to make the research framework more comprehensive in understanding consumer behaviour. It includes demographic factors such as age groups because different age groups might have different motivations, preferences and behaviours concerning purchase decisions. In addition, due to the environmental benefit of organic food, exploring the moral aspect of organic food purchases adds a key dimension to consumer decision-making that is not included in the TPB.

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