

**ORGANIC FOOD PRODUCTS AND THE THEORY OF PLANNED BEHAVIOR:  
VALIDATING A MEASUREMENT MODEL FOR CONTEMPORARY USE**

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# ORGANIC FOOD PRODUCTS AND THE THEORY OF PLANNED BEHAVIOR: VALIDATING A MEASUREMENT MODEL FOR CONTEMPORARY USE

**Keywords:** *Organic food products, Theory of Planned behaviour, Generation Y, South Africa*

## INTRODUCTION: RESEARCH PROBLEM AND OBJECTIVE

Consumer awareness around the world concerning sustainability and personal well-being has significantly intensified over the past years (Carrión Bósquez, Arias-Bolzmann, & Martínez Quiroz, 2023; Mabkhot, 2024; Valesi, Andreini, & Pedeliento, 2024). This has been in response to the escalating prominence of environmental and health concerns among consumers (Laheri, Lim, Arya, & Kumar, 2024; Pathak, Prakash, Jain, Agarwal, & Attri, 2024; Srivastava, Sanjeev, & Gupta, 2024). The heightened consumer environmental awareness has led to a noticeable shift in consumer behaviour, more specifically, a trend for organic food products over conventional food products is becoming more evident in purchasing patterns. Resultingly, purchasing patterns have altered, consumers are showing increased scrutiny and taking heed to the impact of food choices for both the environment and their own personal health (Japutra, Vidal-Branco, Higuera-Castillo, & Molinillo, 2022). This behavioural change is led by key drivers such as health concerns, safeguarding children's health by promoting sustainable living practices, ecological sustainability, the appeal of food having natural ingredients and flavours, and the desire to contribute to long-term environmental preservation. Consequently, as consumers become more intentional about adopting healthier and more sustainable lifestyles, the demand for organic food continues to rise (Purwoko, Fikri, Rini, & Marhadi, 2025).

Characteristically, organic food products are those that have been minimally processed for the purpose of preserving the natural ingredients and the integrity of food while avoiding the use of synthetic additives and/or harmful chemical preservatives (Padmaja & Parashar, 2018). The production of organic goods is guided by environmentally sustainable practices and cultivation methods that emphasise the quality of the final product and the ecological impact of the production process (Japutra et al., 2022). These methods include composting, crop rotation, and pest control, which play a critical role in enhancing soil health and promoting biodiversity. As a result, organic agriculture is increasingly viewed not only as a safer alternative for consumers but also as a responsible approach to long-term environmental stewardship (Zheng, Akter, Siddik, & Masukujjaman, 2021).

Any organisation looking to pursue the organic food market must comply with several comprehensive regulatory standards, which can be country-specific. Regulatory oversight pertaining to organic food production spans multiple domains, including processing, packaging, transportation, distribution, and compliance with governmental legislation (Konalingam et al., 2024; Laheri et al., 2024). Each of these areas is governed by specific standards designed to ensure the legitimacy, safety, and sustainability of organic food products throughout the supply chain (Ehsan et al., 2024; Laheri et al., 2024). In the context of South Africa, organic farming encompasses the cultivation of crops and the rearing of livestock in harmony with natural ecological processes, avoiding practices that may cause environmental harm. Consequently, it is essential for producers engaged in organic agriculture to prioritise the conservation of the country's natural resources (Clarke, 2024). This can be achieved through the implementation of

sustainable practices such as efficient water usage, the cultivation of drought-resistant crops, the enhancement of soil quality, and the ethical treatment of livestock (Online, 2021).

The global upsurge in organic food product demand reflects a broader shift towards healthier and sustainable consumption lifestyles (Bevan-Dye & Synodinos, 2025; Bhalla, 2020). In the South African context, this trend is mirrored by a growing consumer preference for ethical business practices and organically produced goods (Lupindo, Madinga, & Dlamini, 2024; Marokhu & Fatoki, 2024). As a result, organizations aiming to maintain competitive in a dynamic market landscape must remain attuned to the evolving environmental consciousness shaping consumer behaviour. It is anticipated that as demand for organic products continues to rise, economies of scale may lead to a reduction in prices, thereby increasing accessibility and encouraging broader consumer adoption (Srivastava et al., 2024). Moreover, a range of psychological and sociocultural factors stemming from the Theory of Planned Behaviour (TPB), including attitude toward organic foods, subjective norms, perceived behaviour control, and purchase intention, may influence consumers' intentions to purchase organic food products. This raises a pertinent research question: What are the key antecedents driving Generation Y consumers in South Africa to engage in the purchase of organic food products?

This paper presents a review of the relevant literature, focusing on key constructs such as attitude toward organic foods, subjective norms, perceived behaviour control, purchase intention, and purchase behaviour with particular emphasis on the Generation Y consumer cohort based in South Africa. Additionally, the study outlines the research methodology employed, detailing the sampling strategy, data collection procedures, and the instrument used for gathering empirical data. The findings of the study are subsequently presented and analysed, followed by a discussion of the conclusions drawn from the results.

The central aim of this research was to empirically test a conceptual measurement model of organic food purchase behaviour within South Africa's Generation Y cohort, by employing the Theory of Planned Behaviour as the underpinning theoretical lens. To achieve this, the study addressed two key research questions: Does the proposed organic food purchase behaviour model exhibit a five-factor structure? And does the measurement model meet the necessary criteria for conducting structural equation modelling? The following section contains the literature review of the study.

## **THEORETICAL FRAMEWORK**

### **Theoretical background**

The TPB, is the theoretical basis of this study, is a widely known and well-utilised theory in the Social Sciences domain. It is most used to understand the intentional behaviour of consumers. An adaptation of the theory of reasoned action (Ajzen, 1991). The TPB evaluates how particular socio-cognitive variables influence a consumer's intention to perform a specific behaviour. These constructs include subjective norms, attitudes, perceived behaviour control, intention, and purchase behaviour (A. Khan, Khan, Nabi, & Saleem, 2024; Lupindo et al., 2024). The creator of the TPB, Ajzen (1991) defines each component individually. Attitude is "the degree to which a person has favourable or unfavourable evaluation or appraisal of the behavior in question", subjective norms are "the perceived social pressure to perform or not to perform the behavior", and finally perceived behavioural control is "the perceived ease or difficulty of performing the

behavior” by a consumer or individual (Ajzen, 1991, 2015). Collectively, when these variables are positive, purchase intention and purchase behaviour, or the intent to act will be probable (A. Khan et al., 2024).

The TPB has had success in predicting behaviour in various fields and different settings. Duong (2024) used the TPB to predict entrepreneurs' intent to use ChatGPT, while Sobaih, Algezawy, and Elshaer (2023) used the theory to analyse consumers' healthy food choice intentions. Other examples include predicting intentions of various pro-environmental topics, such as circular economy construction (Adabre, Chan, Darko, & Hosseini, 2023), ethical product consumption (Djafarova & Fouts, 2022), green beauty product consumption (Chhetri, Fernandes, & Baby, 2021; Limbu, Pham, & Nguyen, 2022), electronic vehicle adoption (Shalender & Sharma, 2021), green food purchase intentions (Ahmed et al., 2021) to highlight but a few. Similarly, the TPB has been used to predict food consumption behaviour in many studies (Adel, Dai, & Roshdy, 2022; Valesi et al., 2024). Therefore, this study makes use of the TPB based on its astuteness in application in the Social Sciences.

### **Attitudes toward organic food products**

The likelihood of a consumer engaging in any behaviour greatly increases if their attitude toward that behaviour is favourable or positive (Ajzen, 1991). This notion is applicable to green or environmentally friendly products, as evidence from the academic community has acknowledged the significant role attitude plays in actual green product adoption (Wang, Zhao, & Pan, 2024). Pertaining to organic food products and consumption, this implies that positive consumer attitudes towards organic food products are highly correlated with a greater propensity to purchase these food items (Mabkhot, 2024; Purwoko et al., 2025). Marozzo, Costa, Crupi, and Abbate (2023) further posit that these favourable attitudes contribute to the formation of a strong purchase intention for organic food products. This propensity to purchase organic food products may stem from rising levels of health consciousness and environmental awareness among consumers, and as a result, the demand for organic foods is increasing (Ahmed et al., 2021; Marokhu & Fatoki, 2024). Y. Khan, Hameed, and Akram (2023) concur and validate the notion that personal concerns related to personal well-being and ecological sustainability significantly influence consumer purchasing decisions regarding organic food products. Consequently, these evolving priorities have led to noticeable shifts in consumer purchasing patterns and purchase behaviours (Hoyos-Vallejo, Carrión-Bósquez, & Ortiz-Regalado, 2023). As such, attitude towards organic products is seen as a valuable and valid construct in predicting Generation Y consumers' purchase intentions of organic products.

### **Subjective norms**

The influence of social pressure from significant others to perform or not perform a particular behaviour is the foundation of subjective norms (Ajzen, 1991). Ahmed et al. (2021) and Y. Wang et al. (2024) conceptualise ‘significant others’ as individuals whose opinions regarding specific behaviour are highly valued by the individual, thereby exerting considerable influence on their behavioural intentions. An individual’s identity is closely linked to their social consciousness, which in turn significantly influences their behavioural intentions towards organic food product purchase behaviour (Hansen, Sørensen, & Eriksen, 2018). A number of studies have found that subjective norm positively influences the purchase intentions of environmentally friendly products amongst consumers (Chhetri et al., 2021; Roh, Seok, & Kim, 2022). Adel et al. (2022)

found subjective norms to be a positive predicting variable towards purchase intentions of suboptimal foods in both China and Egypt. Ahmed et al. (2021) found that young consumers' subjective norms positively affect their purchase intentions of organic foods. Similarly, Synodinos (2023) found the same results in the context of South Africa. Numerous studies on organic food products have consistently found that subjective norms exert a positive influence on consumers' purchase intentions (Carrión Bósquez et al., 2023; Hoyos-Vallejo et al., 2023; Y. Khan et al., 2023). As such, subjective norm remains an integral part of the TPB when predicting purchase behaviour.

### **Perceived Behavioural Control**

Perceived behaviour control refers to consumers' perception of the level of difficulty and/or capability they have in order to perform a certain behaviour or act (Hoyos-Vallejo et al., 2023). This construct is especially important in the green or environmental product sphere as these products face many barriers, such as exaggerated prices and lack of availability, to name but a few. Organic food products face this challenge as naturally grown food is typically more expensive in comparison to traditional food products (Y. Khan et al., 2023). Because natural food products are made with no preservatives and shelf-life extending chemicals, the price tag of these food products tend to be higher because these products have shorter lifespans (Japutra et al., 2022). While consumers may have the financial means to afford higher-priced organic food products, availability or access to them may be limited in certain regions, which may be due to supply constraints (Zheng et al., 2021). These barriers pose a threat to consumers developing negative attitudes, and as a result, this may create an inverse relationship between attitude and purchase intention of a behaviour (Kendra, 2021). As Ajzen (1991, 2015) found, higher levels of perceived behavioural control increase the likelihood for consumers to act in a particular manner. Therefore, the more perceived behaviour control a consumer has towards organic food products, the greater the chance of product adoption occurring. Perceived behavioural control is a vital component of predicting purchase intention and ultimately predicting purchase behaviour in consumers, this is proven in the extant of organic product literature (Ahmed et al., 2021; Y. Khan et al., 2023; Laheri et al., 2024; Mabkhot, 2024; Marokhu & Fatoki, 2024).

### **Generation Y**

The Generation Y cohort boosts environmentally sustainable lifestyles, as is evident in recent consumer behaviour trends (Carrión Bósquez et al., 2023; Hoyos-Vallejo et al., 2023; Zheng et al., 2021). These consumers are often considered the driving force behind contemporary environmental movements (Lupindo et al., 2024; Nguyen, Limbu, Pham, & Zúñiga, 2024) and show enthusiasm towards purchasing environmentally friendly products (Zheng et al., 2021). Bevan-Dye (2024) classify Generation Y individuals as any individual born between 1986 and 2005, accordingly, individuals in this cohort are aged between 20 and 39 in 2025. In 2024 the South African Generation Y cohort constituted 33% of the country's population (Statistics South Africa, 2024). According to Marokhu and Fatoki (2024) and L. Wang et al. (2024) youthful consumers are important to ethical consumption, and they are a fitting target for ethical food promotion. Hoyos-Vallejo et al. (2023) concur and explain that Generation Y consumers are particularly inclined toward purchasing organic food products for personal values of health, environmental stewardship, and ethical consumption (Marokhu & Fatoki, 2024). This drive for organic food is motivated by the desire to avoid consuming synthetic foods containing pesticides and/or other harmful chemicals, improving personal health and wellness, and supporting

organisations that promote environmentally friendly agricultural practices that are sustainable (Carrión Bósquez et al., 2023; Lupindo et al., 2024). This generational shift in consumption behaviour underscores the importance of sustainability in marketing strategies and product development, especially for businesses aiming to engage this influential and environmentally motivated demographic. The next section outlines the methodology used for the study.

## **METHODOLOGY**

### **Research design**

This study adopted an exploratory quantitative design, employing a descriptive, single cross-sectional approach within a positivist paradigm. Data were collected at a single point in time using a non-probability convenience sampling method. This cross-sectional design contrasts with longitudinal approaches, as it captures data from participants only once, providing a snapshot of the population under investigation.

### **Target population**

The target population for this study comprised members of the Generation Y cohort, specifically individuals aged 18 to 35 years residing within the Republic of South Africa. To ensure a representative sample of the Generation Y cohort, no other restrictions were imposed on the sample.

### **Sampling technique and data collection**

The researcher employed the data collection company IPSOS to collect the required data by means of convenience sampling. The South African division of IPSOS maintains an extensive consumer database comprising approximately 40,000 individuals, drawn from all regions across the country. Consumer studies very seldom survey more than 1000 participants at a time. Given the size and established nature of the IPSOS panel, achieving a 100% response rate from this pool of respondents is not uncommon.

### **Sample size**

Structural equation modelling (SEM) studies involving fewer than seven constructs typically require sample sizes exceeding 300 respondents to ensure adequate statistical power and to minimize estimation bias (J. F. Hair, Black, Babin, & Anderson, 2019). This study made use of 500 respondents, exceeding the recommended amount. Furthermore, the selection of 500 respondents is in line with previous studies' sample sizes similar in topic to this study (Carrión Bósquez et al., 2023; Hoyos-Vallejo et al., 2023; Japutra et al., 2022; Zheng et al., 2021). As such, the selected sample size of 500 was deemed adequate for the study's objectives.

### **Measuring instrument and data collection technique**

The data used in this study were collected through the research firm IPSOS, utilising their FastFacts methodology. This approach involves presenting a structured, self-administered online questionnaire to respondents. The constructs of the measurement instrument were adapted from a range of previously validated and published studies. The questionnaire comprised two sections: Section A captured demographic information, while Section B addressed the constructs of the

measurement model related to Generation Y consumers' purchase intentions regarding organic food products using the Theory of Planned Behaviour.

Concerning the measuring instrument, constructs from prior validated research were used. To assess attitudes toward organic food, the validated scale developed by Yadav and Pathak (2016) was employed. Measures for subjective norms, perceived behavioural control, and purchase intentions were adapted from Fielding et al. (2008), Kim and Choi (2005), and Mostafa (2007), respectively. Actual purchase behaviour was measured using the scale validated by Lee (2008). Participant responses were captured using a six-point Likert scale, anchored from one (Strongly Disagree) to six (Strongly Agree), to measure the intensity of agreement with each item. Before commencing the survey, participants were provided with a cover letter detailing the study's objectives, offering researcher contact information, and affirming the confidentiality and anonymity of their responses. All data was collected for statistical analysis only.

The FastFacts questionnaire program is designed to ensure data integrity by restricting respondents from navigating between sections without first completing all items within the current section. Regarding the data collection period, the questionnaire remained open for a maximum of three days. However, data collection was concluded earlier upon reaching the target of 500 completed responses, at which point the survey was closed to additional respondents. Based on these criteria, the study achieved a 100 percent response rate.

## RESULTS ANALYSIS

Data analysis was performed using IBM SPSS Statistics (Version 28). To ensure the validity of the research model, a range of statistical techniques was employed. These included assessments of internal consistency reliability, descriptive statistics, correlation analysis, and SEM.

As anticipated, the target of 500 complete responses was achieved prior to the expiration of the three-day data collection window. As such, a 100% response rate was obtained through the research company Ipsos. A description of the sample is presented in Table 1 below.

Table 1. Sample statistics

Age	Freq.	Percent (%)	Gender	Freq.	Percent (%)	Province	Freq.	Percent (%)
18-23	74	15	Male	244	49	Northern Cape	1	0.2
24-29	225	45	Female	51	51	Free State	17	3
30-35	201	40	N/A	2	0.4	Mpumalanga	18	4
						North West	23	5
						Eastern Cape	81	5
						Limpopo	45	9
						KwaZulu Natal	82	16
						Western Cape	81	16
						Gauteng	206	41

Note: Freq. = Frequency

Source: Own compilation

The largest proportion of respondents fell within the 24–29 age group (45%), followed by those aged 30–35 (40%), and the smallest age group was the 18–23 year (15%). The sample comprised slightly more females (51%) than males (49%), with two respondents choosing not to disclose their gender. Most of the participants hailed from Gauteng (41%), while the Northern Cape accounted for the smallest share of respondents (0.2%).

### Descriptive statistics and Internal-consistency reliability

The characteristics of the dataset were examined using descriptive statistics. To assess the internal-consistency reliability of the proposed model, Cronbach's alpha coefficients were calculated. According to Zikmund and Babin (2013:257) and Malhotra (2010:319), Cronbach's alpha values above 0.70 indicate acceptable reliability, while values between 0.80 and 0.90 reflect excellent reliability. Values below 0.50 are generally considered unacceptable. The results of the descriptive analysis and reliability assessment are presented in Table 2.

Table 2. Reliability analysis and descriptive statistics

	N	Means	SD	Items (n)	Cronbach alpha
Attitude toward organic food	500	4.95	0.95	4	0.914
Subjective norms	500	4.72	1.00	3	0.818
Perceived behaviour control	500	5.01	0.86	5	0.868
Purchase intention	500	4.70	1.02	3	0.911
Purchase behaviour	500	4.37	1.08	4	0.855

Source: Own compilation

The results of the descriptive analysis revealed that all constructs recorded mean values above 4.00, indicating generally favourable dispositions toward the measured constructs among Generation Y consumers in South Africa. Furthermore, all proposed constructs demonstrated excellent internal consistency reliability, with Cronbach's alpha coefficients exceeding the 0.80 threshold. The construct measuring attitudes toward organic food products achieved the highest reliability score ( $\alpha = 0.914$ ), while subjective norms recorded the lowest, albeit still excellent, value ( $\alpha = 0.818$ ). These findings affirm that the measurement instrument demonstrates strong internal consistency and that the constructs exhibit excellent reliability.

### Correlation analysis

The nomological validity of the hypothesized model was tested using a Pearson's product-moment correlation analysis. Furthermore, a tolerance and variance inflation factor analysis was conducted to detect if any multicollinearity was present between the measuring constructs. The correlation matrix is presented in Table 3 below.

Table 3. Correlation matrix

Constructs	F1	F2	F3	F4	F5	Tolerance Values	VIF
Attitude toward organic food (F1)	1					0.399	2.50
Subjective norms (F2)	0.454**	1				0.507	1.97

Perceived behaviour control (F3)	0.573**	0.640**	<b>1</b>			0.458	2.18
Purchase intention (F4)	0.756**	0.526**	0.611**	<b>1</b>		0.272	3.67
Purchase behaviour (F5)	0.642**	0.558**	0.482**	0.765**	<b>1</b>	0.367	2.72

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

Source: Own compilation

The results depicted in Table 3 indicate that statistically significant positive coefficient correlations were present between all pairs of latent factors in the measurement model at the  $p \leq 0.01$  level. Based on these findings, it may be concluded that nomological validity is present in the dataset (Lee, 2019; Malhotra, 2020). No coefficients were greater than 0.90, meaning no multicollinearity was detected within the measuring relationships. Furthermore, all tolerance values were above the minimum value of 0.10, and no VIF values were above the 5 threshold (J. Hair & Alamer, 2022; Pallant, 2020). Given that nomological validity has been established and with no evidence of multicollinearity, the proposed structural model of “organic food products and the Theory of Planned Behaviour” is deemed suitable for testing using structural equation modelling. The structural equation modelling analysis is in the proceeding section.

### 5.3 Structural equation modelling

#### 5.3.1 Measurement model analysis

A five-factor measurement model was specified, encompassing the following latent constructs: attitude toward organic food (F1 - four indicators), subjective norms (F2 - three indicators), perceived behavioural control (F3 - five indicators), purchase intention (F4 - three indicators), and purchase behaviour (F5 - four indicators). Model identification was achieved by fixing the first loading of each factor to 1.0. This specification resulted in 209 sample moments and 67 parameters requiring estimation, yielding an over-identified model with 142 degrees of freedom. The chi-square statistic was significant ( $\chi^2 = 448.522$ ,  $p < 0.000$ ), indicating the model’s fit requires further examination. A summary of the measurement model results is presented in Table 4.

Table 4. Estimates for the proposed measurement model

Latent factors	Std. loading estimates	Err variance est.	CR	AVE	$\sqrt{AVE}$
Attitude toward organic food (F1)	0.805	0.445	0.916	0.732	0.856
	0.865	0.309			
	0.869	0.261			
	0.882	0.234			
Subjective norms (F2)	0.835	0.467	0.826	0.613	0.783
	0.721	0.465			
	0.789	0.599			
Perceived behaviour control (F3)	0.731	0.375	0.872	0.578	0.760
	0.819	0.333			
	0.808	0.462			
	0.757	0.697			

	0.679	0.556			
Purchase intention (F4)	0.883 0.898 0.860	0.276 0.242 0.322	0.775	0.775	0.880
Purchase Behaviour (F5)	0.724 0.806 0.854 0.716	0.873 0.516 0.369 0.697	0.858	0.603	0.777
Correlation values	F1 ↔ F4: 0.733 F4 ↔ F5: 0.844	F1 ↔ F3: 0.507 F2 ↔ F4: 0.614	F1 ↔ F5: 0.668 F3 ↔ F5: 0.481	F2 ↔ F1: 0.476 F2 ↔ F3: 0.655	F4 ↔ F3: 0.581 F2 ↔ F5: 0.659
HTMT values	F1 ↔ F4: 0.755 F4 ↔ F5: 0.769	F1 ↔ F3: 0.575 F2 ↔ F4: 0.527	F1 ↔ F5: 0.650 F3 ↔ F5: 0.485	F2 ↔ F1: 0.459 F2 ↔ F3: 0.647	F4 ↔ F3: 0.611 F2 ↔ F5: 0.552
Model fit indices	RMSEA = 0.066, SRMR = 0.044, NFI = 0.935, RFI = 0.922, IFI = 0.955, TLI = 0.945 and CFI = 0.955				

Source: Own compilation

The measurement model demonstrated sound psychometric properties, with all standardised factor loadings and Average Variance Extracted (AVE) values exceeding the 0.50 threshold, thereby supporting convergent validity (Fornell & Larcker, 1981). Composite reliability was established, as all five latent constructs yielded CR values above the recommended 0.70 cut-off (J. F. Hair et al., 2019) confirming internal consistency. Discriminant validity was supported, with no Heterotrait–Monotrait (HTMT) ratio exceeding the 0.85 criterion (Voorhees, Brady, Calantone, & Ramirez, 2016). Additionally, the relationships between each observed indicator and its corresponding latent construct were statistically significant, and no problematic estimates were identified.

Although the chi-square statistic was significant, an anticipated outcome due to its sensitivity to sample size, the model demonstrated good fit across multiple indices: IFI = 0.95, TLI = 0.95, CFI = 0.96, RFI = 0.92, and NFI = 0.94, all exceeded 0.90, while RMSEA and SRMR values fell below the 0.08 benchmark (Byrne, 2010; J. F. Hair et al., 2019; Malhotra, 2020). These results affirm the adequacy of the proposed five-factor structure representing Generation Y consumers' purchase intentions toward organic food in South Africa using the Theory of Planned Behaviour. Therefore, the proposed measuring model may be used for structural model testing.

## CONCLUSION

Consumers are increasingly seeking to enhance personal health and well-being because of anthropogenic pressures on the environment. This propensity is reflected in their altering purchasing behaviour, more specifically, a visible growing demand for organic food products is clear. Such pro-environmental consumption patterns may contribute to mitigating ecological degradation and reducing stress on natural ecosystems. The present study aimed to validate a comprehensive measurement model for organic food purchase intentions within the context of

South African Generation Y consumers. The long-term objective of this model is to facilitate the prediction of organic food purchasing behaviour among this demographic cohort. Furthermore, the study aims to evaluate the applicability of the Theory of Planned Behaviour in explaining purchase intention within the organic food market, specifically in the Southern African context. Empirical findings support a five-factor model encompassing attitude toward organic food, subjective norms, perceived behaviour control, purchase intention, and purchase behaviour, each demonstrating acceptable reliability and construct validity. The measurement model met all requisite criteria for conducting a structural model, including adequate model fit indices and internal consistency across factors. These findings affirm the robustness of the proposed framework and its applicability in future research aimed at understanding and forecasting organic food purchasing behaviour. Furthermore, the model serves as a robust foundation for policymakers and marketing professionals aiming to advance sustainable consumption practices via targeted interventions that align with the values and motivational drivers of younger consumer segments, particularly for the Generation Y cohort.

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