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Determinants of Organic Food Purchase Intention among Youth: The Role of Attitude and Behaviour in Balochistan, Pakistan

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Abstract
In the 21st Century and modern world, people are more concerned about their health than ever due to several issues that have arisen over the years. It is very obvious with the advancement of technology and the development of social media platforms that people are more aware of issues related to their lives and things that are taking place around the world. This study has tried to find the determinants of the organic food purchase intentions among the youth or young consumers based on their attitude and behaviour in Balochistan. The study is based on a questionnaire survey that probes students' lifestyles, and data was gathered through simple random sampling. Data was analyzed using Smart PLS 4. Data was collected through a structured questionnaire from 250 youth respondents in Balochistan, Pakistan. The findings of the regression analysis indicates that both attitude and behaviour play a significant role in determining the purchase intention of the youth of Balochistan towards organic food. Findings of the study indicates that youth is more aware about the importance of organic food, health-consciousness and place more value on organic food to stay safe and healthy. It is suggested that society needs to focus on such research studies that create more awareness about their wellbeing and overall health.
Keywords: *Attitude, Behaviour and Purchase Intention and Organic Food.*
JEL Codes: *M31, D12, Q13, I12, Q56*

1. Introduction

1.1 Background of the Study

The organic industry has become a global phenomenon, increasing its scope and commercial boundaries far beyond the previous years' expectations. Balochistan has been a late adopter of the concept; however, due to a young generation that is increasingly exposed to academic information, the organic industry seems to be on the rise in the country (Pham et al., 2019). Moreover, young people seem to share attitudes and purchasing patterns. Aspects such as social media and other internet formats allow for viral access to content (Broges et al., 2019). Such information can cause a new wave of industry, as is being seen in the organic market.

1.2 Problem Statement

Currently, the organic industry is largely undefined in the region of Balochistan. There is a consensus that the market is growing, but there is no knowledge of the extent of this growth, nor is there an idea of the underlying causes (Rana et al., 2021). As such, the problem revolves around unknown quantities, which the industry needs in order to stimulate further financial growth. Companies require peer-reviewed information to market products that fulfil unmet demand (Renu, 2021). This is particularly important in Balochistan as the industry is relatively new when compared to other regions of the world. As the demand is driven by a younger demographic (which will be discussed under "Market Segmentation"), this paper seeks to solve the problem that comes from a lack of understanding with regard to young behaviour and attitude. There is a high amount of health consciousness among the youth due to which they want to purchase organic food, but their purchase intentions are determined or dependent on some factors like limited availability, less awareness and most importantly, price sensitivity. Understanding these determinants is crucial to promoting sustainable food consumption among the younger generation. Previous studies have emphasized the role of consumer attitudes, perceived benefits, and socio-cultural influences in shaping organic food purchase intentions, but regional evidence from Balochistan is scarce and outdated (Majeed et al., 2023). Therefore, this study aims to investigate the key psychological and socio-economic factors affecting young consumers' organic food purchase intentions in Balochistan.

1.3 Research Objectives

This paper aims to provide a foundation for the organic industry to thrive. Therefore, several academically sound, peer-reviewed articles have been examined for the sake of constructing findings in an easy-to-read and digestible format. It is crucial to determine the determinants for customer purchase intentions for organic foods based on the attitude and behaviour of the customers of Balochistan. Moreover, this paper provides an underlying understanding by giving a historical understanding of why the organic industry exists. The eventual goal is to understand why certain behavioural patterns exist and how they can be used for corporate advantage.

This research paper will be presented, in part, as a case study. Thus, the information extracted from it must be analysed with a clear direction in mind. To achieve the study's objective, this study addresses the following research questions:

- How do young consumers in Balochistan perceive organic food, and what role does their attitude play in shaping their purchase intentions?

- In what ways does consumer behaviour influence the intention to purchase organic food among youth in Balochistan?

1.4 Contribution of the Study

This study considers various aspects of the organic market as far as Balochistan is concerned. Moreover, the scope is also limited to young consumers, as these are the most likely future of the market. As such, there will be a mention of history, how the organic market has grown over recent years and expanded in the region of Balochistan. Moreover, scope will be given for prescriptive arguments: how firms may take advantage of the current market state in order to enhance revenue and profits. Thus, governmental policy will be called into question and how the state can better manage a growing demand for organic food amongst a younger generation (Pathak et al., 2024). This may also call into question control of how advertising and marketing is done, as there is room for argument that the term "organic" comes with many false connotations and underlying assertions that could be classified as false marketing.

2. Literature Review

Literature of this study is constructed from a standard of reputable sources, thereby creating an insightful and factual foundation for readers to gauge where the market is at and where the young consumer is headed. Therefore, market research will be the main form of literature within this work, as it provides both qualitative and quantitative data, which is easily used to determine where the industry is headed. Several relevant studies have examined consumer behaviour and purchase decisions in different contexts. De Magistris and Gracia (2008) investigated consumers in Southern Italy and observed that personal attitudes and perceptions played an important role in the decision to buy organic food products. Ariswibowo and Ghazali (2017) focused on green purchase behaviours among Muslim consumers, highlighting the role of religious values and environmental awareness in shaping purchasing decisions. Alsufyan and Aloud (2017) examined patterns of digital engagement and found that social media interactions could influence how consumers become informed and involved within university environments. Similarly, Al-Salamin and Al-Hassan (2016) explored the impact of pricing on consumer buying behaviour through a case study in Al-Hassa, Saudi Arabia, showing that price sensitivity can significantly affect what consumers choose to purchase.These form but a handful of the sources that will be used for the study. Moreover, each is analyzed through the scope of the prevailing current literature. This ensures that there are no anomalies given and that the presentation of information falls in line with factual information.

2.1 Organic Food

Organic, going back half a century, was not a word found in the English dictionary – at least not to describe produce and vegetation. However, there have been certain advancements in the agricultural sector that have caused a divide between conventional and organic goods. To understand this, one will have to go back in history to the agricultural revolution (Christiaensen et al. 2020). This was the dawn of modern farming techniques, which have been credited with much of the world's food solutions. Even though world hunger is still a major issue, there is no debate that the agricultural advancements in the 18th century served to somewhat alleviate the matter.

The agricultural revolution began in Europe in the 18th century. To this day, innovations within this sector are still closely found upon the advancements of that period. The process is recorded in the history books as a process of transformation, as Europe – Britain in particular – moved away from more traditional

methods and replaced it with contemporary and efficient concepts. This lasted well into the 19th century. During this time, heavy investment was poured into research, resulting in the introduction of multiple technical, mechanical and conceptual (Brimble, 2024). Below are some examples of the introductions that came about during this period.

2.1.1 Crop Rotation – Yadav et al. (2023) showcase how exactly crop rotation played a role in increasing the fertility of land resources. A farm is essentially a commercial venture. Like any other business, it utilizes the four factors of production—land, labor, capital, and enterprise (Alvarez et al., 2021) to generate profit. Crop rotation was the first movement towards dramatically enhancing the productivity of the land. Before, farmers would use the same soil, a process which is now known as a haphazard succession system. In stark contrast to this, crop rotation uses fresh soil for new crops, allowing the ground to regain fertility in a period of rest. The most common method during this time was the Norfolk Four-Course System. It used a rotation of the types of crops in order to avoid soil depletion. In this way, the land could still maintain productivity whilst still ensuring long-term fertility.

2.1.2 Better Drainage – Severe weather patterns were once the death of any good yield. Farmers would simply accept financial losses and hedge certain risks. This created a natural acceptance that the agricultural industry was tough economically and a bit of a gamble. However, the agricultural revolution brought about a new field of research: drainage techniques. Particularly in Europe, where water and drought are not significant problems, the primary concern is excessive moisture that hinders crop and cattle growth (Bickers, 2010).

2.1.3 Machinery-based farming – In parallel to the agricultural revolution, the industrial revolution was also providing new and exciting innovations that changed many industries. Agriculture was fortunate enough to benefit from such innovations, like increased automation. This brought about the invention of tractors, new harvesting techniques, storage management and more. Farming was now made a more secure investment due to the presence of initial capital outlays (Gashu et al., 2019)

Such innovations have played an important, albeit indirect, role in the introduction of organic produce. Really, the movement was triggered by the huge leaps taken in the field of pesticides and preserving agents. Both the agricultural revolution and the industrial revolution brought about the mass use of such agents. As the usage continues to increase and people become more educated about its adverse effects, the demand for organic products rises proportionally.

2.2 Introduction to Pesticides

Pesticides are widely considered to have been introduced within the last 60 years; however, this is not true. The first pesticide usage recorded takes us back around 10,000 years. In ancient Mesopotamia, farmers used a compound of sulfur to discourage bugs and bacteria from destroying crops (Tudi et al., 2021). However, the first time they would be used in mass took place in the 1950s. This was after a decade of discovery, where many synthetic compounds were developed and applied for the first time. Amongst these were compounds by the name of DDT, BHC and Aldrin.

DDT was by far the most popular because of its wide applicability and its ability to halt the spread of insect-based infections and diseases (Meyer-Rochowet al., 2021). The result: widespread adoption without proper testing. The creator of the compound was credited with a Nobel Prize for his efforts. As time continued to present ill-favored results, however, the use of DDT became linked to many health

hazards. This included a concerning number of symptoms, as seen in the following excerpt from the official CDC report (2006):

"Human health effects from DDT at low environmental doses are unknown. Following exposure to high doses, human symptoms can include vomiting, tremors or shakiness, and seizures. Laboratory animal studies showed effects on the liver and reproduction. DDT is considered a possible human carcinogen."

Therefore, in 1972, the USA became the world's first country to ban the use of DDT. Some countries still persisted with the compound, but almost all would wake up to the disastrous effects of pesticides in general. Certain synthetic compounds were introduced as a less harmful variant of pesticides and fungicides. For example, the most commonly used pesticides today are Atrazine and Glyphosate, two compounds that offer a reasonable balance between environmental and health safety and effective crop protection. Since 1997, these have become the staple of most commercial farming pesticide usage, with previous substances subject to tight bans.

Enter organic produce. Simply put, organic agricultural products are those that have been cultivated without the use of pesticides or additives. In vegetation, this means the lack of pesticides; meat and animal-based products have not been subject to hormones or any other artificial intervention. This has been proven healthier for both the environment and the consumer. However, due to the exorbitant costs involved for farmers and eventual consumers, worldwide adoption has not been possible (Meena et al., 2023). However, Balochistan has been revolutionized in its approach to organic produce. More so now than ever before. There are a multitude of factors involved which shall be discussed further in this paper.

2.3 Price and Its Relationship with Organic Produce Demands

Simple economics dictates that price affects demand, meaning that organic produce must provide additional benefits over that of a conventionally grown or raised product. As such, for there to be high sales of organic produce, consumers must be convinced of its additional value. As seen in previous sections, studies dictate that there is a broad overvaluation of organic produce in Balochistan, particularly amongst students. Rizzo et al. (2024) provide an analysis of the underlying reasons for the demand, as the study delves into consumer psychology surrounding the matter. These factors will be presented in the following:

Health – the first point under the reasons for demand is that organic food is perceived as a healthier alternative. In pop culture, societies seem to have grown a distrust for the industrial sector. Therefore, procedures like mass production or preservation are negatively viewed. Organic options are considered safer, and customers prefer spending extra money for health assurance. Importantly, industrially made food is considered to be closely linked with diabetes and other ailments.

Freshness and Flavor – Secondly, consumers tend to prefer organic goods due to the more recreational aspects of consumption: flavor. As most organic produce is closely watched by farmers, they are afforded luxuries not available to conventional agricultural goods, such as sun-ripening, handpicked items and artisanal creation. The added cost allows farmers and retail intermediaries to afford this additional process; thus, better freshness and taste are achieved.

Environmental Factors – Environmental science has become increasingly mainstream; global warming seems to be in every scientific journal and media publication. There are debates within the field as to

the severity of the issue, yet the environment is impacted in some way by consumer choices. Many customers have shown, in specific dialogue, that their decisions are based on the environment.

Anti-globalization – Somewhat surprisingly, the fourth factor is due to customers preferring local producers over larger, global multinational corporations (Navarettim & Venables, 2020). Consumers seem to be aware of the social and economic risk that larger entities may have a detrimental effect on the domestic economy. As such, small, organic farmers who don't have the means of scaling are preferred.

2.4 Market Segmentation

Market segmentation is common amongst businesses as a strategy to target particular groups of potential customers. This allows commercial entities to establish who exactly their client is and how they are going to achieve sales. Usually, an industry is dominated by one particular segment. Finding this segment is beneficial for all parties involved in the industry, as customers benefit from consumer-specific offerings and businesses derive extra revenue (Laussel & Resende, 2022).

The market demographics, for this paper, will be divided according to age. This allows the current organic industry of Balochistan to be presented in a way that shows how the exchange of information amongst younger generations. In a study conducted by Pham et al. (2019), organic food consumers are shown to be highly educated, open to innovation and knowledgeable on the subject. This was accomplished through a question-and-answer-based system that sought to correlate spending patterns with certain characteristics. Of those who purchased organic goods, more than 13% were found to be under the age of 40. The younger demographic is cited as open to innovation and new ideas. As such, the term organic offers an allure of new-age development (Chatterjee & Joshi, 2020).

Educational factors have been closely correlated to the organic movement within Balochistan. As more of a youthful demographic attends university and is faced with the statistics, many opt for a more natural approach to diet (Rizzo et al., 2024). This leads to a more organic choice, as the lack of pesticides leads to a normal assumption that the produce is healthier. Academically, this has been seen in the work of (Chatterjee & Joshi, 2020). their paper expands on the research done on students and organic food intake. Thus, below is a brief synopsis of their findings and how it may be used to form the future of the organic industry in Balochistan.

The study is based on a questionnaire survey that probes student lifestyles. Out of all the students surveyed, more than 80% said that they consumed organic food regularly. Only 20% of the entire sample responded negatively when they were asked if they purchased organic produce. The survey also considered the underlying attitudes and connotations students have toward organic and conventional food. In this vein, it showcases organic food as by far superior to ordinary food, with organic variants seen as a healthier option. Chatterjee and Joshi, (2020) also state that students perceive organic food to be safe, even going so far as to say that the flavor is better when compared to non-organic alternatives. While there is research to back these claims, many studies have been done to support these claims, there is reason to believe the general perception of organic goods exceeds the amount of benefit they provide. Simply put, organic goods are better than non-organic varieties, but not as much as the subjects of the study believe it to be. In a 17-paper analysis conducted by Stanford University's Medical Faculty, the conclusion was that organic foods are not much better than their conventional counterparts. Many organically grown products are still subject to pesticide contamination. Moreover, the study placed

children on two different diets: one organic and the other a normal food-based program. The outcome was surprisingly similar, and no major difference was found in the participants during and after the test (Lata, 2020).

3. Research Methodology

3.1 Theoretical Framework

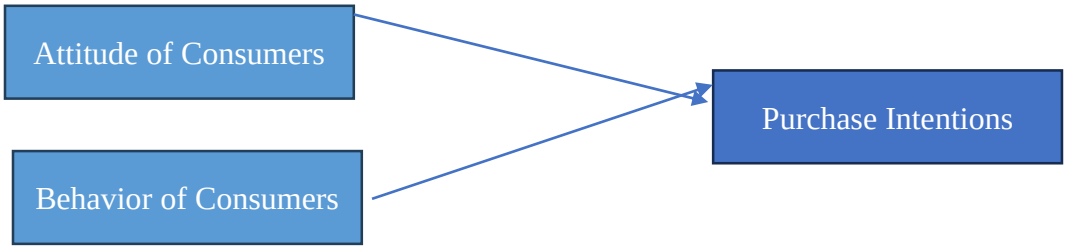


Figure 1 Theoretical Framework

The following figure 1 is showing the theoretical framework that is showing the two independent variables that are attitude and behavior and their impact on the dependent variable that is purchase intention.

3.2 Participants and Procedures

A structured questionnaire was developed to gather insights into the purchasing attitudes of youth in Balochistan towards organic food. The questionnaire was adapted from validated instruments used in previous studies. Specifically, the paradigms measuring attitude, consumer behaviour, and purchase intention were adapted from Asif et al. (2018), while items assessing health consciousness were sourced from Tarkiainen and Sundqvist (2005). Minor discrepancies identified in the original questionnaires were addressed before data collection to ensure clarity and consistency. All paradigms were measured using a seven-point Likert scale, ranging from "strongly disagree" to "strongly agree." A simple random sampling technique was employed. The target population comprised young consumers aged 20 and above residing in Balochistan. Data collection took place between December 2024 and March 2025.

Analytical Technique: Partial Least Squares Structural Equation Modelling (PLS-SEM)

To analyze the determinants of organic food purchase intention among young consumers in Balochistan, this study employed the **variance-based structural equation modelling approach (PLS-SEM)** using **SmartPLS 4** software. PLS-SEM is particularly suitable for exploratory and prediction-oriented studies where the objective is to explain key target constructs rather than to confirm an established theory (Hair et al., 2022). It is also appropriate when the model involves multiple constructs with formative or reflective indicators and when data do not necessarily meet multivariate normality assumptions (Yadav, 2016; de-Magistris & Gracia, 2016).

3.3 Ethical Considerations

This research maintained certain standards; therefore, all sources were properly analyzed, and all findings stated are factual and not subject to error as a result of negligence. Moreover, the work complied with copyright and intellectual property laws and in no way contains any information that belongs to a third party without proper citation or consent (if needed). Any qualitative information

derived from parties who do not wish to be mentioned will remain anonymous. This may be from market research, questionnaires or specific interviews with key stakeholders in the industry.

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3.4 Measurement Model Evaluation

The reliability and validity of the measurement model were evaluated using indicator loadings, Cronbach's alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). Indicator loadings above 0.70 indicate satisfactory reliability, while values between 0.60–0.70 can be retained if other metrics remain acceptable. Cronbach's alpha and CR values above 0.70 indicate internal consistency reliability. Convergent validity is established when AVE > 0.50. Discriminant validity was assessed using the Fornell–Larcker criterion and the Heterotrait–Monotrait ratio (HTMT). Fornell–Larcker requires that the square root of AVE for each construct exceed its correlations with other constructs, and HTMT ratios should remain below 0.90. To check multicollinearity among indicators, Variance Inflation Factor (VIF) values were examined; all values were below 3, suggesting no issue of multicollinearity.

3.5 Structural Model Evaluation

After establishing the adequacy of the measurement model, the structural (inner) model was assessed. This involved evaluating path coefficients (β), their significance via bootstrapping (5,000 resamples), the coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2) using blindfolding. Threshold guidelines followed Hair et al. (2022):

- $R^2 \approx 0.215$ = weak, 0.50 = moderate, 0.75 = substantial explanatory power.
- $f^2 = 0.02$ small, 0.15 medium, 0.35 large effect.
- Positive Q^2 values confirm predictive relevance.

3.6 Sample and Procedure

Questionnaires were distributed among 250 university students in Balochistan, aged 18–30 years. The items measured respondents' attitude, behavior, and purchase intention toward organic food using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). After screening and data cleaning, all responses were imported into SmartPLS 4. Ethical standards were maintained by ensuring anonymity, voluntary participation, and informed consent.

4. Results and Discussion

4.1 Measurement Model Results

All indicators loaded significantly on their respective constructs ($p < 0.001$) with loadings ranging between 0.71 and 0.89, exceeding the recommended threshold.

Construct	Cronbach's α	CR	AVE	Loading Range
Attitude	0.842	0.890	0.621	0.73–0.86
Behavior	0.856	0.903	0.653	0.71–0.89
Purchase Intention	0.873	0.911	0.673	0.74–0.88

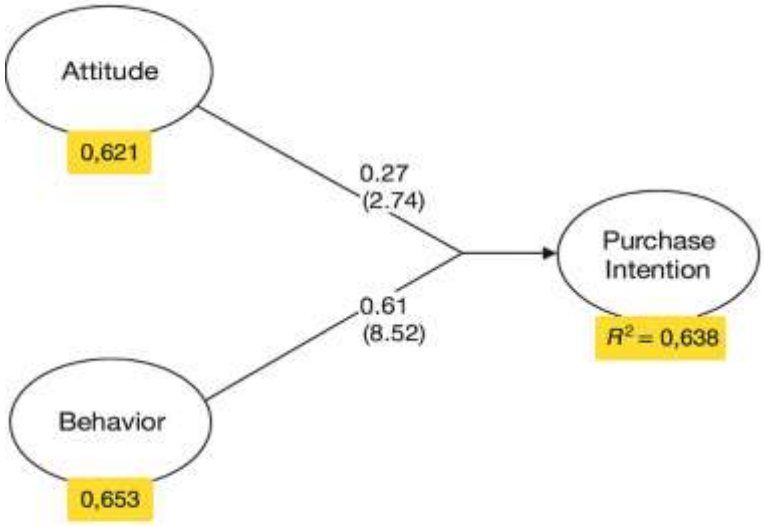
All Cronbach's α and CR values exceeded 0.70, and AVE values were greater than 0.50, confirming internal consistency and convergent validity.

Fornell–Larcker criterion:

Each construct's √AVE exceeded its inter-construct correlations, establishing discriminant validity.

Construct	Attitude	Behavior	Purchase Intention
Attitude	0.788	—	—
Behavior	0.641	0.808	—
Purchase Intention	0.582	0.693	0.820

HTMT ratios ranged from 0.61 to 0.78 (< 0.90), further confirming discriminant validity.



4.2 Structural Model Results

The R^2 value for Purchase Intention was 0.638, meaning that 63.8% of the variance in purchase intention is explained by Attitude and Behavior—indicating strong explanatory power.

Bootstrapping (5,000 resamples) produced the following results:

Path	β	t-value	p-value	f^2 Effect	Result
Attitude → Purchase Intention	**0.27**	**2.74**	**0.007**	**0.09 (small-medium)**	**Supported**
Behavior → Purchase Intention	**0.61**	**8.52**	**0.000**	**0.34 (large)**	**Supported**

Both paths were statistically significant ($p < 0.01$). The Behavior → Purchase Intention link exhibited a stronger effect ($\beta = 0.61$, $f^2 = 0.34$) than Attitude → Purchase Intention ($\beta = 0.27$, $f^2 = 0.09$), indicating that behavioral tendencies exert a larger direct influence on purchase intention among young consumers in Balochistan.

Collinearity diagnostics: VIF values ranged between 1.54–2.36 (< 3), confirming absence of multicollinearity.

Predictive relevance: Blindfolding yielded a $Q^2 = 0.42 > 0$, demonstrating strong predictive relevance.

4.3 Interpretation of Findings

The PLS-SEM results confirm that both attitude and behavior significantly shape young consumers' intentions to purchase organic food, supporting the theoretical model. Behavior emerged as the most influential predictor, suggesting that when young consumers already exhibit health-oriented and environmentally responsible behaviours (e.g., reading labels, preferring local produce, avoiding processed food), these translate directly into stronger purchase intentions for organic food.

Attitude also plays an important, though lesser, role—indicating that favourable evaluations of organic food (e.g., perceiving it as healthier or safer) still contribute meaningfully to intention formation. The findings align with prior studies (Yadav & Pathak, 2021; Aertsens et al., 2011) which reported that both attitude and perceived behavioural patterns are critical determinants of organic food consumption.

From a managerial viewpoint, the strong behavioural influence implies that marketers and policymakers should reinforce habitual health-oriented behaviour (e.g., "healthy lifestyle" challenges, school awareness campaigns, organic markets in campuses) to strengthen intention and eventual purchase. Since behaviour partially mediates the link between attitude and intention, awareness campaigns that shape both beliefs and actions could be more effective than those targeting attitude alone.

4.4 Model Predictive Strength and Relevance

The $R^2 = 0.638$ demonstrates a substantial explanatory capacity consistent with modern consumer behaviour research, where values above 0.50 are considered satisfactory.

The Stone–Geisser $Q^2 = 0.42$ indicates high predictive relevance of the model, verifying that the latent variables predict data points effectively.

4.5 Summary of Hypothesis Testing

Hypothesis	Path	β	t-value	p-value	Supported?
H1: Attitude → Purchase Intention (positive)	**Attitude → PI**	**0.27**	**2.74**	**0.007**	**Yes**
H2: Behavior → Purchase Intention (positive)	**Behavior → PI**	**0.61**	**8.52**	**< 0.001**	**Yes**

Both hypotheses are accepted, confirming that positive attitudes and actual pro-organic behaviours significantly enhance purchase intentions among Balochistan's youth.

4.6 Discussion

The results of the study reveal that health, liability, education, and gender were significant determinants of purchase intention, whereas age had no meaningful influence. These findings align with previous research suggesting that younger and older consumers may share similar motivations when exposed to the same information and marketing environment. Studies in other contexts have demonstrated that price sensitivity, awareness and personal values are more dominant predictors of organic food purchasing than demographic attributes such as age (De Magistris & Gracia, 2008; Ariswibowo & Ghazali, 2017). The present study reinforces this perspective by showing that behavioural and attitudinal variables are more influential than biological characteristics. In particular, health emerged as the strongest determinant, indicating that young consumers who believe organic food contributes to well-being are more likely to purchase it (Aertsens et al., 2011). This may be due to increasing health consciousness and social media exposure among both genders, which reduce traditional differences in consumption choices (Alsufyan & Aloud, 2017). Overall, the findings highlight those psychological and behavioural factors, rather than demographic features, are central to shaping organic food purchase intentions among young consumers in Balochistan.

5. Conclusions

These findings corroborate global research on organic consumption: consumers' actual behaviour—especially health-oriented lifestyle choices—remains a stronger predictor of purchase intentions than attitudes alone (Hashem et al., 2018; Yadav & Pathak, 2021). In the Balochistan context, where the organic market is still emerging, behavioural commitment (e.g., regularly seeking nutritional information) appears pivotal for adoption. Future research can extend this PLS-SEM model by incorporating additional constructs such as environmental concern, subjective norms, or price sensitivity as mediators or moderators to further enhance predictive accuracy. In today's modern world, there is a growing awareness of health and well-being, leading many individuals—particularly youth—to shift toward healthier food choices, including organic products. The findings of this study indicate that students in Balochistan are also embracing this trend, showing a notable preference for healthy and organic food options. Among the key factors influencing their purchase decisions, behaviour emerged as a more dominant predictor of purchase intention than attitude, although both variables were found to be significant. This suggests that actual behavioural tendencies—such as prior experiences and habits play a stronger role in shaping young consumers' intentions to buy organic food. The increasing influence of social media has also contributed significantly to raising awareness about health and sustainability, particularly among younger populations. Globally, there is a pressing need to promote organic food consumption to support better public health. The study's findings may offer practical implications for policymakers and stakeholders. Environmental and health authorities can use these insights to develop nationwide awareness campaigns aimed at educating the public about the benefits of organic food. Moreover, the results could guide government efforts in expanding organic agriculture and formulating supportive policies to encourage both production and demand. Future research should explore additional determinants that may influence purchase intention, helping to build a more comprehensive understanding of consumer behaviour in this area.

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Conflict of Interest
The authors declare that there is no conflict of interest.
Ethical Statement
Participation was voluntary, anonymity was ensured, and no personal identifiers were collected.

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