

Research Article

The Influence of Health Consciousness, Food Safety Concern, Subjective Norm, Perceived Behavioral Control on Organic Rice Purchase Intention Mediated by Attitude: A Study on Millennial Generation in East Java

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Abstract: *This research examines the purchase intention of organic rice among millennial consumers in East Java. The objective is to evaluate the impact of health consciousness, food safety concerns, subjective norms, and perceived behavioral control on purchase intention, with attitude as a mediating factor. The study's population consists of millennials in East Java who have never bought organic rice. A sample of 150 respondents was selected through purposive sampling. The data analysis was conducted using Partial Least Squares (PLS) method with SMART PLS 3.3.9. The findings reveal that health consciousness does not significantly influence the purchase intention of organic rice, while food safety concern exerts a positive effect. All variables from the Theory of Planned Behavior (TPB) were found to have a direct impact on the purchase intention of organic rice. A complete mediating variable in the link between purchase intention and health consciousness was found to be attitude. Furthermore, the association between purchase intention and food safety concerns is partially mediated by attitude. This study enhances the understanding of organic rice purchase intention by reinforcing the constructs of TPB, health consciousness, and food safety concerns.*

Keywords: *Health consciousness, Food safety concern, Theory of Planned Behavior (TPB), Purchase intention, Organic rice.*

I. INTRODUCTION

Awareness of the importance of enduring a healthy diet has shown considerable improvement. A significant shift is conspicuous in the dietary habits of the Indonesian population, decided by a growing interest in organic food ingredients. This trend is backed by information from a Femina survey conducted in early 2021 involving 300 respondents. The study revealed that 69% of the participants had adopted more beneficial eating practices by incorporating organic ingredients into their meals [1]. Data from the 2019 Global Organic Food and Beverage Market Size Report indicates that the organic food market is balanced for rapid expansion over the next six years [2]. The market is projected to extend from \$220 billion in 2019 to \$620 billion by 2026, with an expected annual growth rate of 16.0% from 2020 to 2026.

The dietary patterns of individuals are evidenced by their fulfilment of nutritional and energy requirements, which involves focusing on staple foods. Rice (*Oryza sativa*), one of the most ancient grains globally, is readily accessible in markets at economical prices, providing essential sustenance for over 3.5 million individuals worldwide, especially in Asia, Latin America, and select districts of Africa [3]. Based on [4], the global organic rice market has developed as a significant trend, achieving a market value of USD 1.97 billion in 2021 and is projected to escalate to USD 3.94 billion by 2029. The period spanning 2022-2029 anticipates a compound annual growth rate (CAGR) of 9.05% [4]. This drift presents substantial opportunities for rice producers to transition from conventional to organic cultivation methods. Researchers investigated consumer behavior regarding the procurement of organic rice across both developing and developed nations.

China, being the foremost producer of rice with a yearly yield of 147.691 million tons, shows heightened interest in fruit and vegetable commodities, comprising over 70% of the organic market share. This trend mirrors perceptions in other rice-producing countries like India, Indonesia, Bangladesh, and Vietnam, where rice does not involve the primary position among preferred organic food choices [5], [6], [7], [8]. South Korea, a developed nation, continues to incorporate rice and kimchi as staple foods. Nevertheless, the Korean populace demonstrates limited interest in organic rice as a preferred product choice [9]. Several other developed nations, including Japan and Portugal, display comparable patterns in their consumption of organic rice [10], [11]. Based on accessible data, researchers are becoming more inclined to pursue deeper investigations into consumer behavior concerning organic rice, especially in developing nations like Indonesia. Further research has shown that, according to survey results, rice consistently ranks second to vegetables and fruit as the primary organic food choice among Indonesians, as



evidenced by surveys conducted in two distinct periods [7], [12].

From the perspective of consumer behavior, purchase intention plays a crucial role in evaluating the extent to which consumers plan to acquire a marketed product [13]. Important elements impacting customers' decisions to buy organic food, as examined across multiple developing and developed countries, encompass consumption motives such as concern for health and the safety of food [14], [15]. This research incorporated supplementary variables derived from the Theory of Planned Behavior (TPB) [16]. According to [17], this theory has been extensively employed as a theoretical framework for comprehending the purchasing and consumption behaviors of organic food in prior studies. Prior research suggests an inconsistency exists in how health consciousness and food safety concerns relate to the intention to purchase organic rice [18], [19], [20], [21]. To address these research gaps, the author suggests incorporating attitude variables, which use substantial influence over both health consciousness and food safety concerns.

II. LITERATURE REVIEW

The commercial success of a product largely depends on the reception it receives from consumers. The study of consumer behavior examines how individuals search for, evaluate, purchase, and use goods or services that they believe will meet their needs [22]. This behavior is formed by two categories of factors: those connected to consumer characteristics (social, cultural and personal aspects) and those relating to consumer psychology (such as motivation, perception, emotions and memory) [13], [23]. Food that is organic is thought to be healthful and more natural than conventional food [23]. Individual preferences, consumer preferences, and socio-environmental factors all play a role in the purchase and consumption of organic food [20]. According to [14], [15] stated that health consciousness and food safety concerns act as strong motivators in influencing purchase intentions towards organic food. This motif expos that consumers are health-conscious pay attention to the quality of life, and act wisely when choosing food.

Health consciousness is associated with the tendency of consumers, both individuals and organizations, to identify and actively pursue various opportunities to protect their health [24]. Several previous studies, such as (Nagaraj 2021) and [25], support the idea that health consciousness is a variable that can influence consumers' intentions to purchase organic products. Meanwhile, contradictory results were found, such as research conducted by [18], [19], which did not have a significant influence on purchase intentions.

Inconsistencies were also found in the variable "food safety concern." Research shows that concerns about food safety, such as the absence of chemical additives in food processing, lead to greater purchases of organic food [14], [26]. The research results of [20] and [21] differed in that there was no direct relationship between the two variables.

Inconsistencies in research findings lead to research gaps, so factors that can fill these gaps are needed. Building on this, this research uses additional variables from the Theory of Planned Behavior (TPB). [17] explained that many previous studies have used the TPB as a framework for understanding organic food purchasing and consumption. This research is also motivated by previous research carried out in developed nations as opposed to developing nations, where developed nations first recognized the benefits of organic food [20], [25], [27].

A) Health Consciousness

Health consciousness is positively related to a healthy lifestyle and negatively related to unhealthy behavior. [28] found that the success of health consciousness depends on a person's self-esteem. [24] states that health consciousness can refer to consumers' willingness to recognize and take health actions. Research conducted by [20] [29] found that organic food knowledge and health consciousness were positively correlated with consumers' intention to purchase organic food. This measure of health awareness uses several subscales, such as healthcare self-monitoring, health self-consciousness, health engagement, and health attentiveness.

According to [30], health consciousness is a significant factor in influencing attitude. This viewpoint is in line with the findings of other studies, which showed that customers' perceptions of the benefits of organic products in terms of bettering their lifestyle and health were influenced by health consciousness. The results of this research are confirmed by previous studies, namely [19], [26], [31], [32] found that the variable health awareness can have a direct and significant positive influence on the variable attitude.

H1: Health consciousness has a significant effect on the purchase intention of organic rice

H2: Health consciousness has a significant effect on the attitude of organic rice

B) Food Safety Concern

Consumer worries regarding genetic alteration, artificial, chemical, and synthetic additives, growth regulators, or substances in food can be interpreted as food safety concerns [33]. In order to maintain a healthy diet and avoid ingesting

potentially toxic ingredients, consumers typically select organic foods that have a strong safety reputation. [14], [26], [34], [35], [36], [37] agree that food safety concern has a significantly positive influence on purchase intention. Consumers who are concerned about food safety tend to be more selective in their food choices, seeking to avoid chemicals that may negatively impact their health. The literature identifies food safety factors as key influencers of consumer purchase intentions. These factors have a positive impact on consumer attitudes toward organic food [26], [35].

H3: Food safety concern has a significant effect on the purchase intention of organic rice

H4: Food safety concern has a significant effect on attitude of organic rice

C) Theory of Planned Behavior

This theory was originally discovered by [16] to describe any behavior that requires planning. The Theory of Planned Behavior (TPB) suggests that individual intentions usually guide actions, and this element is very important in predicting and explaining individual behavior [16]. A person can be described by being identified with behavioral predictors that can be determined as the beginning of rational development from intention to behavior [38], [39]. Lastly, the purchase intention variable is measured using three scale items from [23]. TPB states that the intention to act on a particular individual behavior is influenced by the individual's attitude (attitude toward purchase), perceived behavioral control (a measure of the extent to which consumers can control their behavior toward certain activities), and subjective norms (the influence of social pressure on the performance of an action) [40].

D) Attitude

According to [16], attitude toward a particular behavior refers to an individual's evaluation of the performance of that behavior. Individual attitudes are measured by assessing the positive or negative value attached to certain behaviors [40]. The influence of health awareness and food safety concerns can promote consumer attitudes towards organic products. [30] believes that health consciousness can be considered a determinant factor. In this context, consumer concern about food safety and quality is leading to an increasing attitude towards organic products [21]. Attitude is considered to be the most important determining factor that can encourage potential consumers to increase their purchase intention for organic food [41]. The more positive their attitude, the greater their interest in purchasing environmentally friendly products. Several previous researchers also proposed similar research and found that attitudes toward organic food had a significant impact on purchase intention [19], [20], [31], [42]. Thus, attitude is indirectly a mediating variable that can influence purchase intention. Attitude variables not only serve to fill gaps but can also increase the influence of health awareness and food safety concerns on purchase intention [20], [21], [43].

H5: Attitude has a significant effect on the purchase intention of organic food

H8: The effect of health consciousness on the purchase intention of organic food is mediated by attitude

H9: The effect of food safety concerns on the purchase intention of organic food is mediated by attitude

E) Subjective Norm

The term "subjective norm" refers to a person's perception of social pressure to act and the motivation of consumers to follow that person's views [40]. Consumers who perceive that friends, family, and other social influences shape their behavior in order to acquire positive attitudes and beliefs regarding organic food are more likely to intend to buy it [36]. Research conducted in Tanzania, a nation that has an identical economy to India, also shows the same thing that subjective norms as a behavioral framework influence consumers' purchasing intentions for organic food [39]. According to [44], there is a direct correlation between the role of subjective norms and purchase intention for organic food, which has been confirmed by other research findings [42], [45].

H6: Subjective norm has a significant effect on the purchase intention of organic food

F) Perceived Behavioral Control

Perceived Behavioral Control (PBC) is used to evaluate respondents' viewpoints about the level of understanding of the ease or difficulty of carrying out organic product consumption behavior [46]. According to [42], perceived behavioral control is a major measuring factor that could influence Brazilians' intentions to purchase organic food. The inclusion of the variable "Perceived Behavioral Control" leads positively to direct intentions towards positive behavior when purchasing organic food [31], [45], [47].

H7: Perceived behavioral control has a significant effect on the purchase intention of organic food

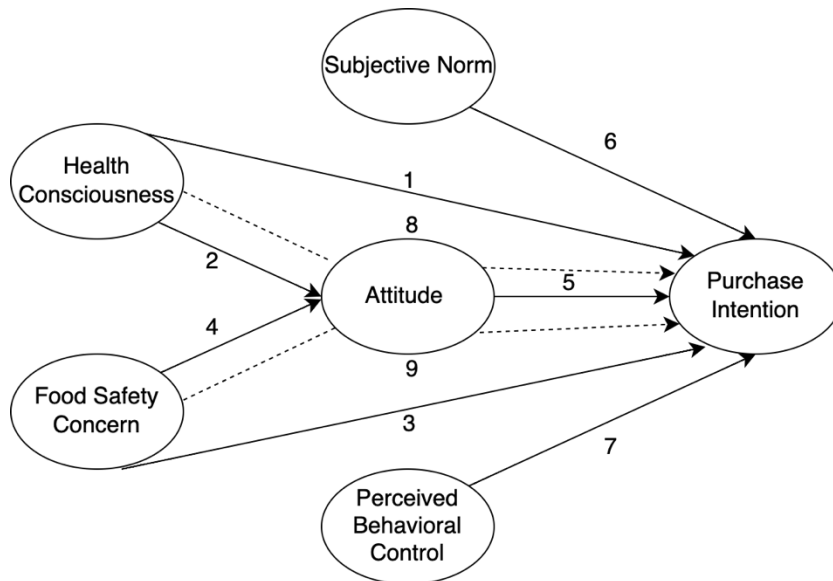


Figure 1: Conceptual Framework

In this study, an explanatory approach is used to examine the relationship of each variable. To choose respondents for the study, a method known as non-probability sampling was used who had no previous experience purchasing organic rice. Additionally, respondents were specifically millennials residing in East Java, Indonesia. The survey successfully gathered responses from 150 individuals, ensuring a diverse demographic representation in terms of age, gender, and occupation. The instrument involves employing a Likert- Scale ranging from 1 (strongly disagree) to 5 (strongly agree). The data collected was analyzed using Partial Least Squares Structural Equation Modeling (SEM-PLS), which was selected because the variables under study were unobservable through multiple indicators.

This study utilizes a well-established scale frequently employed in previous research. To assess health consciousness, five scale items are adapted from [23]. For food safety concerns, three scale items are taken from [36] and [37]. The attitude variable is measured using four scale items from [23] and [44]. The subjective norm construct includes five scale items from [48]. The perceived behavioral control variable is measured using six scale items adopted [15], [41].

III. RESULTS AND DISCUSSION

A) Respondent Characteristics

This research obtained 150 millennial respondents from East Java who had never purchased organic rice. The sample data have shown that 66,67% of respondents were female, and an additional 50 respondents, representing 33.33% of the total, were male. The majority of respondents (65.33%) were within the age range of 28 to 31 years, comprising 98 respondents. This suggests that consumers in this age range are more aware of organic rice products than people in other age groups. The 28 to 31-year age group is generally considered familiar with organic products and exhibits greater concern for health. However, only 12 respondents (8%) were within the 40 to 43-year age range, suggesting that consumers in this cohort may have limited exposure to organic rice products and are less aware of the latest market offerings. Based on the questionnaire results, the majority of respondents were private employees, totaling 74 individuals (49.33%). Following this category were public servants, with 20 respondents (13.37%), and State-owned Enterprise Employees, with 25 respondents (16.67%). These results indicate that office workers are conscious of what they consume and are familiar with organic rice, potentially in an effort to maintain their nutritional intake despite busy work schedules.

The table shows that 134 respondents (89.33%) have a bachelor's degree or diploma, based on the highest level of education attained. This suggests that the respondents are able to consider long-term health issues and are motivated to seek solutions by selecting daily amounts that are most beneficial to their bodies. The majority of respondents (63), according to their income characteristics, earned between IDR 2,500,000 and IDR 5,000,000. These findings are consistent with the characteristics of professions, the majority of which involve office workers earning above the minimum wage. Therefore, with this income, respondents feel capable of allocating funds to organic products, including organic rice.

Table 1. Respondent Demographics

Criteria	Classification	Number (People)	Percentage (%)
Gender	Male	50	33,33%
	Female	100	66,67%
Age (years)	28 – 31	98	65,33%
	32 – 35	20	13,33%
	36 – 39	20	13,33%
	40 – 43	12	8,00%
Region	Malang	30	20%
	Surabaya	30	20%
	Jember	30	20%
	Sidoarjo	30	20%
	Kediri	30	20%
Occupation	Private Employees	74	49,33%
	State-owned Enterprise Employees	25	16,67%
	Entrepreneur	20	13,33%
	Housewife	14	9,33%
	Government Employees	10	6,67%
	Student	5	3,33%
	Indonesian National Armed Force	2	3,33%
Monthly Income (Rp)	2.500.000-Rp5000.000	63	60,70%
	5.000.001 - Rp7.500.000	35	23,30%
	7.500.001- Rp10.000.000	24	16,00%
	10.000.001 - Rp12.500.000	18	12,00%
	12.500.001 - Rp15.000.000	2	1,30%
	15.000.001-Rp17.500.000	2	1,30%
	17.500.001-Rp20.000.000	2	1,30%
	>20.000.000	4	2,70%
Educational attainment	Complete high school	12	8,00%
	Complete bachelor's degree	134	89,33%
	Postgraduate studies	4	2,67%

B) Measurement Model Analysis

The measurement model has conducted multiple item tests, which include convergent validity (factor loadings > 0,70), discriminant validity (a valid factor loading has a constructed value higher than another construct; Fornell-Lacker is regarded as valid if the root value of AVE is higher than the correlation value between constructs); composite reliability (CR > 0,70); and reliability indicator (Cronbach's alpha > 0,70). According to the findings of each measurement model evaluation, all of the data exceeds the specifications in place, making it all considered valid and reliable. The results of convergent validity and discriminant validity are shown in Tables 2, 3, and 4.

Table 2. Validity Analysis

Measurement Item (s)	Convergent Validity		Discriminant Validity	
	Outer Loading	Result	AVE	Result
Health Consciousness			0,796	
I treat my health as a primary concern	0.921	Valid		Valid
I am particularly concerned about my health	0.926	Valid		Valid
I am usually aware of my inner feelings about my health	0.889	Valid		Valid
I consistently analyze my health	0.811	Valid		Valid
I am attentive to any changes in my health.	0.910	Valid		Valid
Food Safety Concern			0,756	
I am very concerned about the prevalence of artificial additives in foods	0.871	Valid		Valid
I am very concerned about the prevalence of preservatives in foods	0.894	Valid		Valid
I have concerns regarding the quality of the food.	0.843	Valid		Valid
Attitude			0,789	
I believe organic food is really helpful for fulfilling nutritional needs	0.918	Valid		Valid
Organic rice products are generally of higher quality compared to conventional ones	0.907	Valid		Valid
I am convinced that choosing organic rice is a rational choice	0.883	Valid		Valid

Measurement Item (s)	Convergent Validity		Discriminant Validity	
	Outer Loading	Result	AVE	Result
Consuming organic rice products makes me feel satisfied.	0.845	Valid		Valid
Subjective Norm			0,722	
My family thinks I should purchase organic rice	0.870	Valid		Valid
My friends think I should purchase organic rice	0.874	Valid		Valid
Newspaper articles provide a comprehensive explanation of the benefits associated with organic rice	0.852	Valid		Valid
Internet articles provide a comprehensive explanation of the benefits associated with organic rice	0.800	Valid		Valid
Government support for the Pro Organic Farmers Movement aims to increase the consumption of organic rice.	0.849	Valid		Valid
Perceived Behavioral Control			0,697	
I believe in my ability to purchase organic rice products	0.842	Valid		Valid
The choice to purchase organic rice rests entirely on my decision	0.788	Valid		Valid
I have the necessary resources to purchase organic rice products	0.886	Valid		Valid
I have the necessary information to purchase organic rice products	0.792	Valid		Valid
I have sufficient chances to purchase organic rice products	0.866	Valid		Valid
I perceive myself as being able to purchase organic rice eventually.	0.831	Valid		Valid
Purchase Intention			0,830	
I intend to purchase organic rice products in the near future	0.945	Valid		Valid
I intend to purchase organic rice products on a regular basis	0.907	Valid		Valid
I aim to purchase organic rice products for my long-term health benefits	0.881	Valid		Valid

Table 3. Reliability Analysis

Variable	Composite Reliability	Cronbach's Alpha	Result
Health Consciousness	0.951	0.935	Reliable
Food Safety Concern	0.903	0.839	Reliable
Attitude	0.937	0.911	Reliable
Subjective Norm	0.928	0.903	Reliable
Perceived Behavioral Control	0.932	0.913	Reliable
Purchase Intention	0.936	0.897	Reliable

Table 4. Fornel-Lacker Criterion

	ATT	FSC	HC	PBC	PI	SN
ATT	0.889					
FSC	0.714	0.870				
HC	0.765	0.683	0.892			
PBC	0.759	0.686	0.744	0.835		
PI	0.779	0.727	0.710	0.754	0.911	
SN	0.726	0.659	0.727	0.752	0.738	0.849

C) Structural Model Test

The structural model was tested using determinant coefficient (R^2), predictive relevance (Q^2), and goodness of fit. R -square to assess the variance explained by the dependent construct. The attitude variable's R -Square value is 0.654, suggesting that concerns about food health and safety were present to contribute 64.9% to attitude, with the remaining 34.6% influenced by other variables outside the research model. The purchase intention variable has an R -Square value of 0.766, showing that 71.6% of purchase intention is influenced by health consciousness, food safety concerns, attitude, subjective norms, and perceived behavioral control, while other variables outside the study influence 28.4%.

Based on the calculation results above, the Q^2 value obtained is 0.9015. Based on the calculation results above, the Q^2 value obtained is 0.9015. This value indicates that the structural model can explain 90.15% of the variance in the research data, with the remaining 9.85% explained by factors outside the research model. These results suggest that the research structural model exhibits a good fit and holds significant predictive value.

D) Hypothesis Test

After completing the conditions in the measurement model, analysis of the structural model is carried out. If the t-statistic value exceeds the t-table (1.960) or the p-value is less than 0.05, we can consider that the direct relationship between variables has a significant effect. Table 4 shows the results, where all direct effect hypotheses aside from hypothesis 1 are accepted. The

first hypothesis has a path coefficient value of 0.061, a t-statistic value of $0.681 < 1.960$ (t-table), and a p-value of $0.486 > 0.05$, which indicates that there is no significant relationship between health consciousness and purchase intention of organic rice. Therefore, hypothesis 1 is rejected.

According to the second hypothesis, there is a direct relationship between health consciousness and attitude towards organic rice with a path coefficient value of 0.509, a t-statistic value of $6.297 > 1.960$ (t-table), and a p-value of $0.000 < 0.05$. Hypothesis 2 is accepted because these findings show that health consciousness positively and significantly affects attitude.

The third hypothesis's results show the relationship between food safety concerns and purchase intention for organic rice, with a path coefficient value of 0.218, a t-statistic value of $2.542 > 1.960$ (t-table), and a p-value of $0.010 < 0.05$. Thus, it may be said that Hypothesis 3 is accepted, as concern about food safety concern has a positive and significant impact on purchase intention.

The fourth hypothesis's results show the relationship between food safety concerns and attitude toward organic rice, with a path coefficient value of 0.368, a t-statistic value of $4.990 > 1.960$ (t-table), and a p-value of $0.000 < 0.05$. Therefore, it may be determined that Hypothesis 4 is accepted, as concern about food safety concern has a positive and significant impact on attitude.

The fifth hypothesis's results show the relationship between attitude and purchase intention for organic rice, with a path coefficient value of 0.290, a t-statistic value of $2.520 > 1.960$ (t-table), and a p-value of $0.013 < 0.05$. The result presented shows that attitude has a positive and significant effect on purchase intention, so it is possible to conclude that the fifth hypothesis is accepted.

The sixth hypothesis's results show the relationship between attitude and purchase intention for organic rice, with a path coefficient value of 0.290, a t-statistic value of $2.520 > 1.960$ (t-table), and a p-value of $0.013 < 0.05$. The result presented shows that attitude has a positive and significant effect on purchase intention, so it is possible to conclude that the fifth hypothesis is accepted.

The sixth hypothesis's analysis results show a path coefficient value of 0.194 and a t-statistic value of $2.371 > 1.960$ (t-table). Hence, $0.024 < 0.05$ is the p-value. The information presented indicates that subjective norms positively and significantly influence purchasing intention. As a result, Hypothesis 6 has been accepted.

The seventh hypothesis's analysis results show a path coefficient value of 0.193 and a t-statistic value of $2.434 > 1.960$ (t-table). Hence, $0.027 < 0.05$ is the p-value. The information presented indicates that purchasing intention is positively and significantly influenced by perceived behavioral control. As a result, Hypothesis 7 has been accepted.

Table 5 Result of Direct Hypothesis Test

Hypothesis	Path Coefficient	t-Statistics	p-Values	Result
H ₁ Health Consciousness → Purchase Intention	0.061	0.681	0.486	Rejected
H ₂ Health Consciousness → Attitude	0.509	6.297	0.000	Accepted
H ₃ Food Safety Concern → Purchase Intention	0.218	2.542	0.010	Accepted
H ₄ Food Safety Concern → Attitude	0.368	4.990	0.000	Accepted
H ₅ Attitude → Purchase Intention	0.290	2.520	0.013	Accepted
H ₆ Subjective Norm → Purchase Intention	0.194	2.371	0.024	Accepted
H ₇ Perceived Behavioral Control → Purchase Intention	0.193	2.434	0.027	Accepted

The mediating relationship of the attitude variable is shown in Table 5. Sobel computation is [18], [19], [49] used for this indirect effect test. All current hypotheses of mediation are supported. Hypothesis 8 shows the results of the indirect path coefficient value of 0.147 with a t-statistic value of 2.535, where this value is greater than 1.960 (t-table). Additionally, the p-value is $0.012 < 0.05$. These results support hypothesis 8 by showing that attitude can significantly mediate the effects of health consciousness on the purchase intention of organic rice. Therefore, attitude fully mediates the relationship between health consciousness and purchase intention.

According to the ninth hypothesis, the indirect path coefficient value is 0.107 with a t-statistic value of $2.100 > 1.960$ (t-table) and a p-value of $0.036 < 0.05$. Based on these results, attitude is able to mediate food safety concerns on purchase intention significantly, so hypothesis 9 is accepted. Thus, attitude partially mediates the link between the intention to buy and concerns about food safety.

Table 6. Result of Indirect Hypothesis Test

Hypothesis	Path Coefficient	t-Statistics	p-Values	Result
H ₈ Health Consciousness → Attitude → Purchase Intention	0.147	2.535	0.012	Full mediating effect
H ₉ Food Safety Concern → Attitude → Purchase Intention	0.107	2.100	0.036	Partial mediating effect

E) Discussion

The results of the data analysis show that hypothesis one is rejected, which states that health consciousness has no significant effect on the purchase intention of organic rice. This finding aligns with studies by [18], [19], and [49], which state that purchase intention is not much impacted by health consciousness. A person's intention to purchase organic food is not directly impacted by their level of health consciousness, which includes being aware of and attentive to changes in their body's health as well as taking conscious responsibility for these health issues. While [19] and [49] did their research in developed countries, [18] study was carried out in developing nations. From this data, a healthy lifestyle and paying attention to health do not serve as the primary driving forces behind the purchase of organic food.

The second hypothesis which states that attitudes toward organic rice are influenced by health consciousness, found significant positive results or the hypothesis was accepted. This implies that customers will see organic rice more favorably the more health-conscious they are. These findings confirm other studies, particularly those by [19], [30], [31], [32], which found a strong correlation between health consciousness and attitudes toward organic rice. Since organic vegetables are the study's object, this research demonstrates that the same findings might be achieved with another object, namely organic rice [19], [31]. The study's findings indicate that a person who is highly concerned about their health will alter their perception of the nourishment that comes from eating organic rice, which will improve their attitude.

The results of the study showed that purchasing intention was highly impacted by food safety concerns, confirming the acceptance of hypothesis 3. The findings of this study verify those of studies by [14], [35], which showed a significant relationship between purchase intention and worries about food safety. As a result, a person's intention to purchase organic rice will be more and more influenced by their self-serving concern for food safety. According to [14], a person is more likely to purchase organic and nutritious foods if they take part in selecting high-quality food, such as natural food and food devoid of additives, preservatives, or other chemicals. Therefore, highlighting the food's quality and nutritional value is a smart way to promote organic rice and enhance purchase intentions.

The acceptance of hypothesis 4 was based on the research findings, which indicated a significant positive effect of food safety concerns on attitude. When considering the nutrition of organic rice, customer evaluations based on food safety are thought to affect consumer attitudes positively. These results indicate that the higher a person's level of food safety concern, the more positive their attitude towards organic rice will be. Marketers have the ability to adjust food safety standards to align with consumer preferences and maintain the high quality of organic rice, thereby encouraging consumer attitudes towards purchasing it as opposed to conventional rice. The hypothesis's findings are consistent with studies by [21], [35], and [49], study discovered that worries regarding food safety have a major impact on views about organic food. Customers' concerns about food safety, including preservatives and residues found in food, are believed to shape positive perceptions [49].

The SEM data analysis indicates that hypothesis 5 is accepted because attitude has a positive and significant influence on purchase intention. Customers in East Java who belong to the millennial age may be persuaded to buy organic rice based on their evaluation of the product's value. Customers think eating organic rice is the proper thing to do and feel that it is more nutritious than conventional rice. These findings are consistent with earlier studies that showed that consumer attitude evaluations could directly affect consumers' intentions to purchase organic food [19], [20], [31], [42], [45]. [42] found that attitude is a significant factor in the Theory of Planned Behavior (TPB) and predicts young consumers' intentions to purchase organic food in China. [31], focusing on organic vegetables, propose effective marketing strategies to enhance consumer attitudes.

The results of SEM analysis data testing demonstrate that subjective norms significantly influence purchase intention, thereby supporting hypothesis 6. These findings suggest that those who have higher subjective norms and are receiving external information on the benefits of organic rice are more likely to intend to purchase organic rice. The hypothesis's findings are consistent with studies by [39], [44], [45], which found that consumers' intentions to purchase organic food might be influenced by social pressure or subjective standards. According to [45], behavioral intention to purchase organic food is influenced by subjective norms, also known as the motivation phase. The study examined organic fruits and vegetables as objects.

According to the findings of Hypothesis 7, millennial consumers' intentions to purchase organic rice are significantly influenced by their perception of behavioral control. There is a clear correlation between consumers' perceived behavioral control and their purchase intention: the higher the perceived behavioral control, the stronger the intention to purchase organic rice. Consequently, hypothesis 7 is supported. This study's results are corroborated by research from [31], [42], [45], [47], all of which found that purchasing intention is significantly impacted by perceived behavioral control. [42] further demonstrated shows that

young Chinese consumers' inclinations to buy organic food are influenced by their perceptions of behavioral control. In addition, [47] were able to compare findings on the impact of PBC on organic food from developed and developing nations (USA and India), and they discovered comparable outcomes when PBC was a driving force behind a person's desire to purchase organic food.

Based on the results of data analysis, attitude is able to mediate the influence of health consciousness on organic rice purchase intention, so hypothesis 8 is accepted. Attitude is able to provide a full mediating effect, this is because the health consciousness possessed by millennial consumers in East Java cannot directly influence the intention to buy organic rice. In this regard, the stronger a person's health consciousness is in influencing their attitude, the more positive their perception of the intention to buy organic rice will be. According to research from [19], [29], [31], [32], a person's high health consciousness can have a high influence on attitude values toward organic rice, according to studies by [19], [20], [31], [42], consumers' attitudes toward organic rice can affect their intentions to make a purchase. This finding supports the idea that attitudes affect purchase intentions. Consequently, when it comes to purchasing intention, attitude can fully mediate health consciousness. According to studies by [31] and [32], attitude influences the relationship between purchase intention and health consciousness.

The results show that the higher a person's value of food safety concern is, the higher their value of attitude towards organic rice and the greater their consumer intentions to buy organic rice. Therefore, hypothesis 9 is accepted. Attitude is able to provide a partial mediating effect because the concern for food safety that millennial consumers in East Java possess can directly influence the intention to buy organic rice. The research indicates that millennial consumers place a high value on food quality and are generally conscious of food safety issues, including the use of chemicals and preservatives. The hypothesis results regarding the relationship between food safety concern and attitude are in line with research from [21], [35], who stated that increasing a person's food safety awareness can increase the influence on consumer attitudes. Research from [20], [31], and [45] supports the idea that attitude affects purchase intention. According to [32] findings, a person's attitude value has a bigger influence on their inclination to buy organic rice.

Consequently, attitude may function as a partial mediator in the link between purchase intention and food safety concerns. According to [20]'s study, there is an indirect association between food safety concerns and intent to buy. The connection is significantly mediated by attitude.

IV. CONCLUSION

This study set out to investigate the variables influencing East Javan millennial consumers' intentions and behaviors when it comes to buying organic rice. The Theory of Planned Behavior (TPB) is implemented in this study as a conceptual model. This study's model incorporates all of the TPB's components as well as additional variables, including health consciousness and food safety concerns. This research model was tested using samples from the millennial generation in East Java who had never consumed organic rice. The results of this study confirm all the proposed hypotheses except for hypothesis 1.

Health consciousness is an individual consideration that plays the most important role in influencing a person's choice of organic food [18], [19], [49]. However, the results of this research show that health consciousness does not directly influence the intention to buy organic rice among the millennial generation. These findings suggest that although millennials in East Java have a high level of health consciousness, they do not yet exhibit a significant desire to purchase organic rice. A mediator attitude component must impact the link between health consciousness and purchasing intention. The findings suggest that this relationship is fully mediated by attitude.

According to [14], customers are mostly concerned with the safety and health benefits of organic food. Consequently, customers are more likely to buy nutritious foods and declare their desire to purchase premium organic items when they consider food safety to be a greater priority. According to recent research, consumer intentions to purchase organic rice may be influenced by food safety concerns both directly and indirectly [20], [21], [35]. Attitudes serve as a mediator in the indirect pathway, indicating a partially mediated relationship.

According to the Theory of Planned Behavior, consumers' intentions to purchase organic food are shaped by three key predictors: attitude, subjective norm, and perceived behavioral control [31], [42], [50]. The findings of the study indicate that these factors directly influence consumers' decisions to purchase organic rice.

Future researchers are encouraged to advance this study to ensure its contemporaneity, particularly regarding the influential role of independent variables on consumers' intentions to purchase organic rice. In addition, future researchers should consider expanding their scope to include different generational cohorts or conducting gender-based comparisons to enhance comprehension

V. REFERENCES

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