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Understanding sustainable organic food repurchase through behavioral and health factors

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ABSTRACT

INTRODUCTION. Concerns about food quality, food safety, and sustainable agricultural production have increased interest in organic food consumption. However, limited research has examined the factors influencing repurchase intention among Gen Z in urban markets.

AIM. This study examines the effects of perceived behavioural control, subjective norms, and health consciousness on organic food repurchase intention and their moderating roles.

MATERIALS AND METHODS. A quantitative approach using Partial Least Squares Structural Equation Modeling (PLS-SEM) was applied. Data were collected through a questionnaire survey of 120 Gen Z respondents who had recently purchased or consumed organic food and were analysed using SmartPLS.

RESULTS. Perceived behavioural control ($p = 0.001$), subjective norms ($p < 0.001$), and health consciousness ($p = 0.005$) significantly affected repurchase intention. However, the moderating effects of subjective norms ($p = 0.710$) and health consciousness ($\beta = 0.046$, $p = 0.384$) were not significant. The model explained 69.9% of the variance in repurchase intention ($R^2 = 0.699$).

CONCLUSION. Personal capability, social influence, and health consciousness are important drivers of continued organic food consumption, with practical implications for organic food supply chains, digital distribution platforms, and sustainable agricultural products.

KEYWORDS: organic food, repurchase intention, behavioral control, health consciousness, Gen Z

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Изучение поведенческих и здоровьеориентированных факторов, определяющих устойчивые повторные покупки органических продуктов питания

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АННОТАЦИЯ

ВВЕДЕНИЕ. Повышенное внимание к качеству продовольствия, его безопасности и устойчивости агропроизводства стимулирует рост потребительского спроса на органическую продукцию. Вместе с тем остается недостаточно изученным вопрос о факторах, формирующих повторные покупательские намерения у представителей поколения Z в условиях городских рынков.

ЦЕЛЬ. Изучить влияние воспринимаемого поведенческого контроля, субъективных норм и осознанности в отношении здоровья на намерение повторно приобрести органические продукты питания, а также их модераторские эффекты.

МАТЕРИАЛЫ И МЕТОДЫ. В работе применен количественный подход с использованием моделирования структурными уравнениями методом наименьших частных квадратов (PLS-SEM). Эмпирические данные собраны посредством анкетного опроса 120 респондентов из числа поколения Z, которые приобретали или употребляли органические продукты. Обработка данных выполнена с применением программного пакета SmartPLS.

РЕЗУЛЬТАТЫ. Установлено, что воспринимаемый поведенческий контроль ($p = 0,001$), субъективные нормы ($p < 0,001$) и озабоченность здоровьем ($p = 0,005$) оказывают статистически значимое положительное влияние на повторное покупательское намерение. При этом модераторские эффекты субъективных норм ($p = 0,710$) и озабоченности здоровьем ($\beta = 0,046$, $p = 0,384$) не достигают уровня значимости. Разработанная модель объясняет 69,9 % дисперсии зависимой переменной (скорректированный коэффициент детерминации $R^2 = 0,699$).

ЗАКЛЮЧЕНИЕ. Личностные возможности, социальное влияние и забота о здоровье выступают в качестве значимых драйверов устойчивого потребления органической продукции. Полученные выводы имеют практическую значимость для развития цепочек поставок органических продуктов, цифровых дистрибутивных платформ и продвижения экологически устойчивых агропродовольственных товаров.

КЛЮЧЕВЫЕ СЛОВА: органические продукты питания, повторное покупательское намерение, поведенческий контроль, забота о здоровье, поколение Z

INTRODUCTION

In the last few years, the concept of organic food systems has significantly changed from the traditional paradigm of the absence of synthetic inputs due, partly to academic evolution and partly to other reasons. Organic food systems now comprise a range of products such as rice, fruits, vegetables, coffee, tea, cocoa, and legumes, produced under ecological standards that prohibit synthetic inputs and promote sustainability [1; 2]. Organic food is increasingly seen as a holistic system of sustainable agricultural production, processing and supply chain management, and a broader sustainability agenda [3], which leads to the adoption of ecological farming, regenerative agriculture and resource-efficient production for environmental sustainability. There is also increasing adoption of technologies such as AI and digital agriculture to enhance productivity, food safety and operation efficiency along the supply chain [4; 5]. These trends suggest a greater focus on technology, quality and environmental responsibility in organic food systems as they try to respond to the increasing global demand to sustainable food production and consumption [6–8].

Previous research identifies young consumers as a promising market for organic food because many of them show a willingness to maintain organic purchasing over time [9; 10]. However, the reasons underlying continued organic food consumption are diverse. Health consciousness and food safety are frequently identified as central motives because organic products are commonly associated with healthier and safer lifestyles [11–13]. Environmental awareness, altruistic values, and sustainability concerns may further strengthen consumers' commitment to organic consumption. Continued purchasing is also influenced by peer and family norms, cultural values, product knowledge, trust in organic labels, and positive brand experiences [14–17]. Organic food loyalty among young consumers should therefore be understood as a multidimensional outcome shaped by both personal motivations and social influences.

Previous studies have examined organic food purchasing across different generations and market contexts. Research involving Gen Z in developing economies has shown that health and environmental concerns, social influence, product trust, and perceived value can support organic food purchase and repurchase intention [15–17]. Studies conducted in China and Bangladesh have also identified perceived behavioral control, health-related values, trust, and

price consciousness as relevant factors in continued purchase intention and actual organic food consumption [16; 18–20]. Evidence from European consumers further indicates that product knowledge, perceived quality, availability, and sustainability-related motives contribute to organic food choices [21].

The concept and growing relevance of behavioral control suggest that consumers are more probable to buy and eat organic food when they believe they are able to get, afford, along with choose such products despite potential barriers. Viewed from this perspective, perceived behavioral control (PBC) is defined as what customers think regarding their capacity, afford, and consistently purchase organic food. Previous studies generally show positive effect of PBC on purchase intention and continued consumption, as consumers who perceive fewer barriers are more probable to maintain organic food choices over time [16; 22]. This relationship is particularly salient for younger consumers whose purchase decisions are often influenced by financial resources, product availability and changing lifestyle patterns. However, the impact of PBC is not always constant. Some studies have suggested it could have a weaker influence than attitudes or price factors and that this impact can vary by country, consumer segment and market conditions [23–25]. Based on the preceding arguments and empirical evidence, this study proposes that perceived behavioral control positively influences Gen Z's intention to repurchase organic food products (**H1a**).

Subjective norms (SN) in the context of organic foods are defined as social drive felt by key people, including family, friends and peers, that encourage individuals to perform a particular behavior, including the continued purchase and consumption of organic food [26; 27]. These social influences are particularly relevant for younger consumers because peer interactions, social expectations, and shared lifestyle values often influence purchasing decisions. The earlier investigations have showed that subjective norms have a positive effect on the purchase intentions and continuous eating of organic food products especially in collectivistic cultures that value social approval and conformity to group norms [14; 28]. However, the strength of this effect may be dependent on the context. Some research has found weak or non-significant relationships, suggesting that social influence may have different levels of importance depending on cultural background, market circumstances, or consumer characteristics [16; 29]. Inspired by these results, subjective norms could also be a contextual factor that affects the conversion of per-

ceived behavioral control into a long-term organic food consumption in the case of the younger generations, whose purchasing behavior is very sensitive to changing social settings and consumption trends [19; 30]. Drawing on the theoretical arguments and empirical findings discussed above, this investigation proposes that subjective norms positively influence Gen Z’s intention to repurchase organic food (**H1b**). In addition, it is projected that subjective norms serve as a moderating factor in the interplay within perceived behavioral control and organic food repurchase intention, such that the effect of perceived behavioral control may vary depending on the level of social influence perceived by Gen Z (**H2a**).

As consumer trends continue to evolve and understand of organic food increases, health has become a central consideration that shapes individuals’ decisions to buy and eat organic food products. In this context, health consciousness (HC) refers to the understanding and concern about maintaining and enhancing a person’s health through lifestyle and consumption choices, such as the choice of purchasing and consuming organic food. Regarding to organic food consumption, health-conscious consumers tend to think of organic products as safer, healthier, and better for long-term well-being [9; 31]. This view is especially relevant for younger generations, who are becoming more aware of healthy lifestyles and food quality. Previous studies in different countries and among different consumer groups have consistently reported a positive effect of health consciousness on organic food buying intentions and continued consumption [16; 18]. However, the strength of this relationship is not always consistent. Some studies have found that health conscious-

ness has a relatively small effect compared to other factors such as price, willingness to pay, or social influences, while others even report non-significant effects in specific contexts [32; 33]. Based on these findings, health consciousness may also influence how consumers translate perceived behavioural control into continued organic food consumption, as people with a higher level of health consciousness are more probable to be motivated to act on their perceived ability to access and purchase organic products [34; 35]. In light of the preceding discussion, health consciousness is expected to be a significant positive determinant of organic food repurchase intention among Gen Z (**H1c**). In particular, this research assumes that the consequences of perceived behavioral control on repurchase intention may differ according to consumers’ level of health consciousness. Thus, the study proposes that health consciousness moderates the relationship between perceived behavioral control and intention to repurchase organic food among Gen Z (**H2b**).

MATERIALS AND METHODS

This investigation used a quantitative approach in order and Partial Least Squares Structural Equation Modeling (PLS-SEM) were applied to assess the direct and moderating relationships of the proposed constructs. The proposed model and hypothesized paths investigated in this study are shown in Figure 1. The data were obtained from the questionnaire survey of 120 Gen Z individuals who were aware and have previously purchased or consumed organic food products. For the purpose of this study, Gen Z was operationally defined as individuals aged 20–29 years.

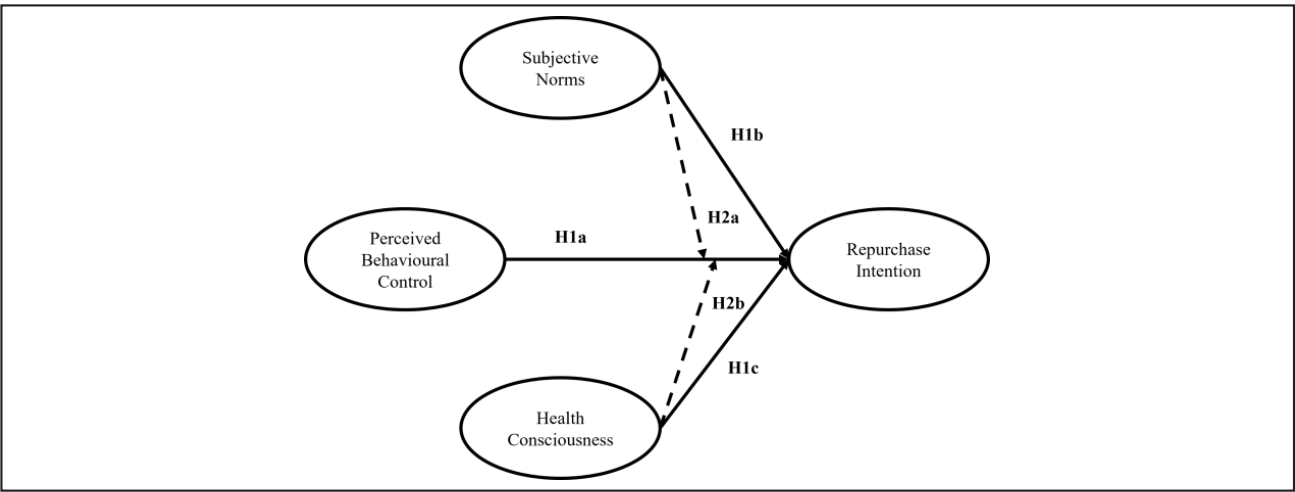


Figure 1
Proposed Model

This age range was used to include adult Gen Z who could independently make decisions concerning the purchase and consumption of organic food. Respondent eligibility was verified from their answers to the questionnaire. Participants were required to report that they had previously purchased or consumed organic food and to select a valid category describing their usual organic food purchase frequency. Only respondents who met these eligibility criteria were retained in the final sample. Respondents were determined using purposive sampling, and the sample numbers met the minimum requirement recommended by [36; 37] based on a five-to-one ratio between the number of measurement items and respondents.

Measurement items in Table 1 were adapted from [16]. Repurchase intention, subjective norms, perceived behavioral control, and health consciousness were each measured using three indicators. Respondents were told about the objective of the study prior to participating and participation was voluntary. No sensitive personal information was collected. Outer model and inner model assessments and hypothesis testing were performed using SmartPLS to examine the hypothesized direct and moderation effects.

RESULTS

The study comprised a total of 120 Gen Z respondents (Table 2). The sample was mostly female (75.0%) and the majority of the respondents were between the ages of 20 and 23 years (88.33%). The majority of the subjects

were students (84.17%), followed by private sector employees (14.17%) and housewives (1.67%). In terms of purchase behavior of organic foods, vegetables emerged as the most purchased organic food category (43.33%) followed by processed organic products such as milk and packaged foods (29.17%) and fruits (27.50%). In terms of purchase frequency, over half of the respondents (56.67%) purchased organic food two to three times per month, while 35.83% purchased organic products once a month and only 7.50% reported purchasing them more than three times a month. These characteristics indicate that the sample largely consists of young consumers with regular exposure to organic food products.

Outer Model Measurement

The measurement of the outer model (Table 3) was found to be reliable and valid. All outer loading (OL) values spanned between 0.802 and 0.913, reaching the suggested cutoff of 0.70 and verifying indicator reliability. Cronbach's alpha (CA) levels were between 0.797 and 0.869, while composite reliability (CR) values were from 0.880 and 0.920, both exceeding the minimum criteria of 0.70. The average variance extracted (AVE) was in excess of the proposed cut-off of 0.50, with values spanning 0.710 to 0.792, demonstrating the measure's convergent validity. The HTMT values were all less than 0.90, with a range of 0.687 to 0.893, showing adequate discriminant validity. Finally, VIF values spanned from 1.604 to 2.840, significantly shown below the 5.00 criterion, implying that collinearity was not an issue in the measurement framework.

Table 1
Construct Measurement

Construct	Item
Repurchase Intention [16]	Planning to buy organic foods in near future
	Purchase organic food regularly
	Maintain repeated purchases of organic products
Subjective Norms [16]	Perceptions of increasing organic food trends
	Beliefs held by people in the surrounding environment regarding the health benefits of organic food
	Approval from family and close friends
Perceived Behavioral Control [16]	Ease of buying organic food as perceived by consumers
	Availability of resources such as time and money
	Perceived control over purchasing decisions
Health Consciousness [16]	Concerns about daily nutritional intake
	Beliefs regarding the health benefits of organic food
	Awareness of healthy eating practices

Table 2
Participants Characteristics

Characteristics		Freq	%
Gender	Female	90	75.00
	Male	30	25.00
Age	20–23	106	88.33
	24–26	9	7.50
	27–29	5	4.17
Occupation	Students	101	84.17
	Private employee	17	14.17
	Housewives	2	1.67
Which type of organic food do you buy most often?	Vegetables	52	43.33
	Fruits	33	27.50
	Processed organic products (milk, eggs, etc.)	35	29.17
How frequently do you buy organic food products?	Once a month	43	35.83
	Two to three times a month	68	56.67
	More than 3 times a month	9	7.50

Table 3
Outer Model Measurement

Construct – Item	OL	CA	CR	AVE	HTMT				VIF
					HEA	PBC	RPI	SUB	
Health Consciousness	—	—	—	—	—	—	—	—	2.221
HEA1	0.859	0.810	0.887	0.724	—	—	—	—	1.719
HEA2	0.836								1.748
HEA3	0.858								1.865
Perceived Behavioural Control	—	—	—	—	—	—	—	—	2.840
PBC1	0.913	0.869	0.920	0.792	0.813	—	—	—	2.699
PBC2	0.880								2.175
PBC3	0.877								2.188
Repurchase Intention	—	—	—	—	—	—	—	—	—
RPI1	0.862	0.797	0.880	0.710	0.797	0.889	—	—	1.791
RPI2	0.802								1.62
RPI3	0.862								1.703
Subjective Norms	—	—	—	—	—	—	—	—	1.910
SUB1	0.858	0.802	0.884	0.717	0.687	0.797	0.893	—	1.853
SUB2	0.827								1.604
SUB3	0.854								1.776

*OL = Outer loading (>0.7), CA = Cronbach's alpha (>0.7), CR = Composite reliability (>0.7), AVE = Average variance extracted (>0.5), HTMT = Heterotrait-monotrait ratio (<0.9), VIF = Variance inflation factor (<5); HEA = Health Consciousness, PBC = Perceived Behavioural Control, RPI = Repurchase Intention, SUB = Subjective Norms

Inner Model Measurement

The inner model measurement (Table 4) indicates satisfactory predictive capability. The endogenous construct, Repurchase Intention, achieved an R^2 value of 0.699, suggesting that Health Consciousness, Perceived Be-

havioural Control, Subjective Norms, and the interaction effects explain 69.9% of its variance. According to the generally accepted guidelines R^2 values higher than 0.50 can be considered as a moderate explanatory power and those higher than 0.75 as a substantial explanatory power, so the obtained value shows a moderate to high

explanatory accuracy. All the Q^2 values were positive and spanned from 0.371 to 0.609, thus over the suggested of 0.00 recommended, suggesting that the model has sufficient predictive relevance and is able to predict the observed data with satisfactory accuracy.

Table 4
Inner Model Measurement

Construct — Item	Q^2	R^2
Health Consciousness	0.434	—
HEA1	0.419	—
HEA2	0.424	—
HEA3	0.459	—
Perceived Behavioural Control	0.553	—
PBC1	0.609	—
PBC2	0.523	—
PBC3	0.526	—
Repurchase Intention	0.408	0.699
RPI1	0.436	—
RPI2	0.371	—
RPI3	0.419	—
Subjective Norms	0.424	—
SUB1	0.460	—
SUB2	0.377	—
SUB3	0.434	—

The model fit assessment is shown in Table 5, which reveals that the suggested model has an adequate general

fit. The SRMR values for both saturated and estimated models were 0.075, which is less than the recommended value of 0.08. The NFI score of 0.782 and 0.780 suggest a moderate level of fit; though they do not reach the higher threshold of 0.90, NFI is generally considered a supplementary index in PLS-SEM. The d_{ULS} and d_G values (0.437–0.444 and 0.284–0.285) are reported as discrepancy measures and are generally interpreted by comparing them with bootstrap confidence intervals. In general, the model shows an adequate level of fit and is suitable for an extended examination of the structural equation model.

Table 5
Model Fit Assessment

Description	Saturated Model	Estimated Model
SRMR	0.075	0.075
d_{ULS}	0.437	0.444
d_G	0.284	0.285
Chi-Square	195.366	197.228
NFI	0.782	0.780

The path coefficient analysis presented in Table 6 showed that perceived behavioral control, subjective norms, and health consciousness had positive and significant effects on organic food repurchase intention. Perceived behavioral control positively predicted repurchase intention ($\beta = 0.385$, $t = 3.283$, $p = 0.001$), supporting H1a. Subjective norms also had a positive effect on repurchase intention ($\beta = 0.390$, $t = 4.566$, $p < 0.001$), supporting H1b. Health consciousness positively influenced repurchase intention ($\beta = 0.214$, $t = 2.803$, $p = 0.005$), supporting H1c. In contrast, the moderating effects of subjective norms ($\beta = 0.030$, $t = 0.372$, $p = 0.710$) and health consciousness ($\beta = 0.046$, $t = 0.871$, $p = 0.384$) were not statistically significant. Therefore, H2a and H2b were not supported.

Table 6
Path Coefficients

Path — Hypothesis		OS	SM	STD	T	p	Remark
Perceived Behavioural Control → Repurchase Intention	H1	0.385	0.373	0.117	3.283	0.001	Supported
Subjective Norms → Repurchase Intention	H2	0.390	0.398	0.085	4.566	0.000	Supported
Moderating Effect 1 → Repurchase Intention	H3	0.030	0.032	0.081	0.372	0.710	Not supported
Health Consciousness → Repurchase Intention	H4	0.214	0.221	0.077	2.803	0.005	Supported
Moderating Effect 2 → Repurchase Intention	H5	0.046	0.043	0.053	0.871	0.384	Not supported

*OS = Original sample; M = Sample mean; STD = Standard deviation; p = p-value.

DISCUSSION

Perceived Behavioural Control as a Key Driver of Organic Food Repurchase Intention

Results support H1 Perceived behavioral control positively and significantly influences repurchase intention. This means that Gen Z is more probable to buy more organic food if they feel it is easy to do and in their control. In the setting of this investigation, respondents who felt that organic food was easy to obtain, believed they had sufficient time and financial resources to purchase it, and considered the purchasing decision to be entirely under their own control were more probable to repurchase organic food products in the future. This finding aligns with earlier research, reporting that perceived behavioural control is a major predictor of organic food buying and continuance intentions because it reduces practical barriers and strengthens consumers' confidence in maintaining organic consumption habits [16; 29]. The result also supports evidence from Gen Z, where more power over materials, knowledge, and purchasing opportunities encourages more consistent green purchasing behaviour [38]. Furthermore, the predominance of young consumers in this study may explain the strength of this relationship, as Gen Z is highly familiar with digital platforms that make organic products easier to search, compare, and purchase. Previous research has shown that e-commerce platforms, mobile applications, and digital food delivery services improve convenience, accessibility, and purchasing efficiency, thereby reinforcing consumers' perceptions of control and encouraging repeated purchases [39–41]. Therefore, the present finding strengthens the argument that perceived behavioural control remains a key behavioural mechanism underlying organic food repurchase intention among contemporary Gen Z.

Social Influence as a Catalyst for Organic Food Repurchase among Young Generation

The result shows that subjective norm has a favorable and significant impact on consumers' repurchase intention of organic food in Gen Z and thus supports H2 ($\beta = 0.390$, $p < 0.001$). This implies that youth people are more probable to repurchase organic food if they believe others expect them to do so. Subjective norm was measured in this study driven by the perception of increasing organic food trends, the belief of surrounding people about the health advantage of organic food, and

the approval of family and close friends, which seems to reinforce stronger intentions to repurchase organic products. The outcomes are line up with previous investigation that has demonstrated the crucial role of social influence to predict organic food intentions and behaviors, especially among younger consumers and in a collectivistic setting where group approval and conformity are still vital [9; 14; 26]. This also supports the evidence that Gen Z is heavily connected to social media, online communities and word-of-mouth networks that make social cues more relevant in their consumption decisions [15; 42]. Furthermore, the relatively strong coefficient found in this study supports the arguments that subjective norms affect attitudes toward organic food, but they may also directly stimulate repurchase intention when organic consumption becomes a socially desirable and widely accepted behavior [12; 43]. The exposure to organic food discussion, recommendation, and positive feedback from peers and family members among digitally-connected Gen Z in Jakarta may reinforce positive perception and encourage continued purchasing behavior. Therefore, the present study strengthens the growing evidence that social influence remains a significant behavior mechanism behind organic food repurchase intention among contemporary young consumers.

Personal Control Matters More Than Social Pressure in Organic Food Repurchase

Hypothesis testing does not support H3, indicating that subjective norms do not significantly affect the link between perceived behavioral control and organic food repurchase intention among Gen Z customers ($\beta = 0.030$, $p = 0.710$). This finding implies that although social influence directly encourages organic food repurchase, it has no effect on customers' perceived capacity to access and purchase organic food. In this investigation, perceived behavioural control was reflected by ease of purchasing organic food, the availability of time and financial resources, and personal control over purchasing decisions, whereas subjective norms captured increasing organic food trends, beliefs of surrounding people regarding health benefits, and approval from family and close friends. This result is consistent with studies reporting that subjective norms often become weak or insignificant once consumers rely more on internal motivations and perceived capabilities, particularly among younger and digitally connected consumers [44; 45]. The slope analysis (Figure 2) further supports this conclusion; the three lines for low (-1 SD), mean, and high ($+1$ SD) levels of subjective

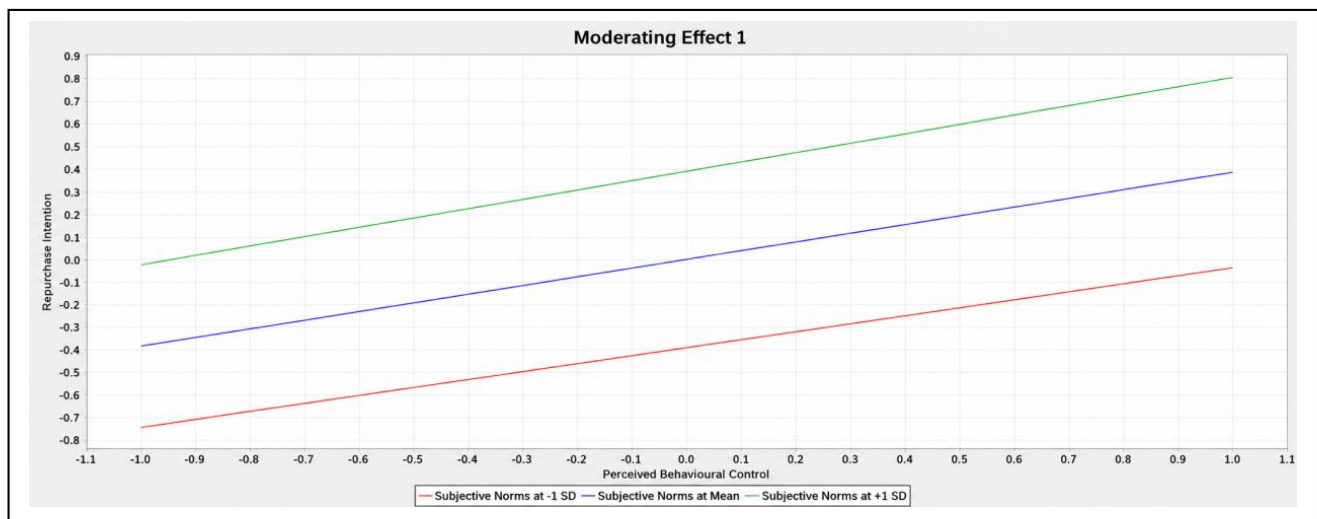


Figure 2
Slope Analysis: Moderating Effect 1

norms all show the similar positive slopes. Consumers with higher subjective norms always report slightly higher levels of repurchase intention, but the parallel pattern means that the power of the perceived behavioural control-repurchase intention relationship is not significantly different across levels of social influence. In other words, subjective norms are influential in determining the overall level of repurchase intention, but not the effect of perceived behavioural control itself. This trend lines up with earlier research that perceived behavioural control and subjective norms generally are parallel predictors rather than interactive factors [27; 46]. Moreover, digital marketplaces, traceability systems and increased supply chain transparency mainly enhance consumers' perceived level of control and access to information rather than social pressure [34; 47; 48]. Therefore, Gen Z in Jakarta appear to make repeat organic food purchases largely based on their own capabilities and access to information, regardless of whether social influence is relatively high or low.

Health-Oriented Consumption and the Growing Appeal of Organic Food Among Urban Generation Z

Health consciousness had a positive and significant effect on organic food repurchase intention among Gen Z, supporting H1c ($\beta = 0.214$, $p = 0.005$). Respondents who paid closer attention to their daily nutritional intake, believed in the health benefits of organic food, and considered healthy eating practices important were more likely to intend to purchase organic food again. This finding is consistent with previous

studies identifying health consciousness as an important determinant of organic food purchase and repurchase intention because consumers commonly associate organic products with food safety, long-term health protection, and overall well-being [18; 49; 50]. This relationship may be particularly relevant in an urban setting such as Jakarta, where concerns about diet quality, environmental pollution, pesticide residues, and artificial additives may increase consumer interest in organic products [9; 51]. Organic food is also valued for production practices that restrict synthetic pesticides and artificial additives and exclude genetically modified organisms [21; 49; 52]. Greater access to organic certification information, digital traceability systems, and online product information may further strengthen consumers' confidence in product safety, origin, and production practices [40; 42; 53]. Overall, the findings indicate that health consciousness remains an important direct predictor of organic food repurchase intention among Gen Z.

Health Awareness and Perceived Control as Parallel Drivers of Organic Food Repurchase

The results show that health consciousness has no significant effect on the link between perceived behavioural control and repurchase intention and therefore H5 is not supported ($\beta = 0.046$, $p = 0.384$). This points out that Gen Z who are health-conscious, concerned about their daily nutritional intake, are convinced of the health advantages of organic food, and practice healthy eating habits are more probable to show stronger repurchase intentions, but health con-

sciousness does not significantly influence the effect of perceived behavioural control on their purchase decision. In this investigation, perceived behavioural control was reflected through ease of purchasing organic food, availability of time and financial resources, and personal control over purchasing decisions, whereas health consciousness captured nutritional concerns, beliefs regarding health benefits, and awareness of healthy eating practices. The outcome lines up with previous studies showing that health consciousness and perceived behavioural control generally function as independent predictors of organic food purchase and repurchase intentions rather than as interacting factors [16; 29; 49]. The slope analysis (Figure 3) further supports this conclusion. Although respondents with higher health consciousness (+1 SD) consistently reported higher levels of repurchase intention than those with average or lower health consciousness, the three slope lines remain nearly parallel across all levels of perceived behavioural control. This pattern indicates that health consciousness increases the overall tendency to repurchase organic food, it does not significantly strengthen or reduce the favorable effect of perceived behavioral control. In other words, consumers with low, moderate, and high health consciousness respond similarly to improvements in their capacity to find and buy organic food. Furthermore, the proliferation of e-commerce platforms, mobile organic food delivery applications, and information-rich digital supply chains primarily enhances consumers' convenience, accessibility, and purchasing capability, thereby reinforcing perceived behavioural control directly rather than through health-related motivations [39;

40; 54]. Therefore, among Gen Z in Jakarta, health consciousness and perceived behavioural control appear to encourage organic food repurchase through parallel rather than interactive mechanisms.

CONCLUSION

The objective of this study is to look at the factors affecting the repurchase intention of organic food for Gen Z, especially the impact of perceived behavioral control, subjective norms, and health consciousness. The influence of subjective norms and health consciousness on the connection between perceived behavioural control and repurchase intention is also explored. The outcomes show that perceived behavioral control, subjective norms and health consciousness are positive and substantial predictors of intention to repurchase organic food. These findings suggest that Gen Z is more probable to continue buying organic food when they view the behavior as easy and feasible, when they receive positive social support from surrounding environment, and when they are highly aware of healthy lifestyles and the health advantages of food. In contrast, subjective norms or health consciousness did not substantially moderate the perceived behavioral control-repurchase intention relationship, suggesting that these variables act as independent drivers rather than boundary conditions that intensify or dampen the effect of perceived behavioral control.

This investigation adds to the current literature by closing the continuous gap in organic food purchase intention and repurchase behaviour among the young-

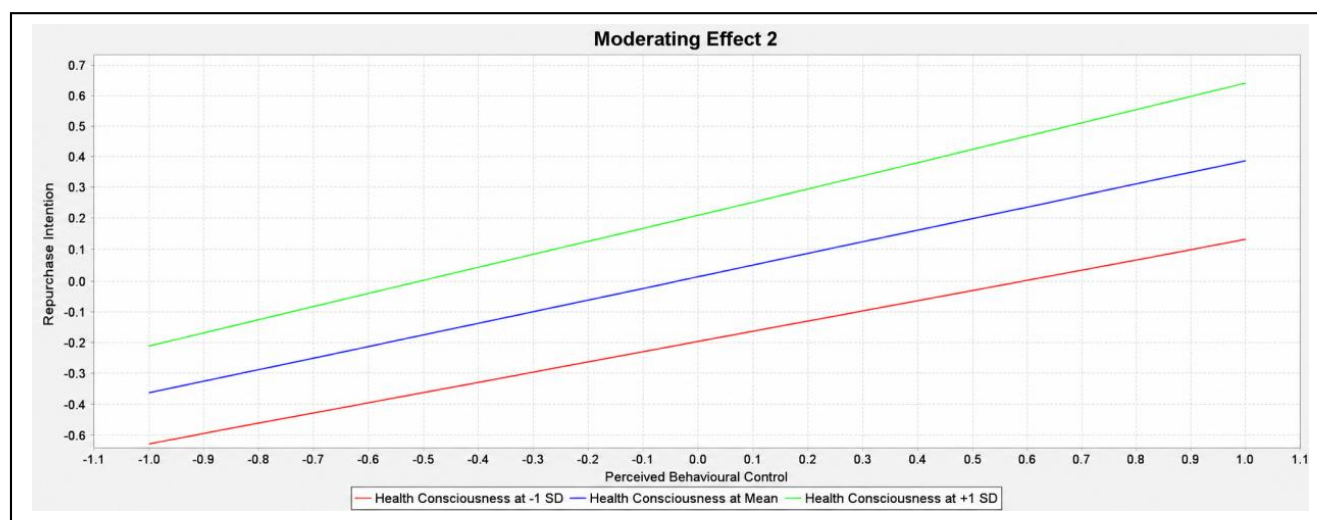


Figure 3
Slope Analysis: Moderating Effect 2

ger consumers. While prior investigations have primarily focused on initial purchase intention, the present findings provide evidence regarding the drivers of continued purchasing behaviour among Gen Z, a consumer segment that is increasingly important for the long-term development of the organic food market. The novelty of this investigation lies in demonstrating that social influence and health awareness remain important direct antecedents of repurchase intention, yet their moderating roles are not supported, suggesting that personal capability, access, and convenience remain the dominant mechanisms underlying repeat organic food purchases among digitally connected young consumers.

From a practical perspective, organic food producers, retailers, and digital platform providers should improve product availability, price transparency, accessibility, and purchasing convenience. Retailers and online platforms may support perceived behavioral control by making certified organic products easier to identify, compare, order, and receive. Marketing communication should provide credible and verifiable information about product origin, certification, production practices, and health-related attributes. Posi-

tive recommendations from family members, peers, online communities, and existing customers may also be used to strengthen repurchase intention, although such social communication should complement rather than replace improvements in product access and affordability.

Several limitations should be acknowledged. The study used a non-probability purposive sample of 120 Gen Z consumers from one urban geographical context. The sample was also predominantly female and composed mainly of students, which limits the generalizability of the findings to the wider Gen Z population. In addition, the cross-sectional design and self-reported measures do not allow conclusions about temporal changes or causal relationships. Future studies should use larger and more demographically balanced samples, probability or stratified sampling where feasible, and comparisons across cities, generations, or countries. Longitudinal designs and actual purchasing data could provide stronger evidence about changes in organic food repurchase behavior over time. Future research could also examine trust, environmental concern, product knowledge, perceived value, certification credibility, and digital engagement.

Data Availability

The data are available at the following link.

AI-Assisted Language Editing

The authors used AI-assisted tools, QuillBot and ChatGTP, to help edit this manuscript, including grammar correction, language polishing, and readability enhancement during the preparation of this manuscript.

Contributions

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