

Research Factors Affecting Food Purchase Intention Safety of City Residents' Ho Chi Minh

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Abstract: - Food is a source of nutrients that nourish the body and create energy for human activities. In recent years, Vietnam has increasingly integrated with the world, opening the door for foreign goods to flood in. At the same time, domestic production is growing, while food quality management is not strict. Today's food not only satisfies the taste buds but also must be safe and beneficial for health. This context presents an opportunity for food businesses to adopt environmentally friendly production methods, modify product composition, and refine product distribution and consumption methods to benefit both the environment and people—consumers, businesses, and society. This study aims to understand the impact of the following factors: (1) health concern, (2) quality awareness, (3) environmental concern, (4) subjective norms, (5) awareness of product availability, (6) awareness of product selling price, (7) reference groups, and (8) mass media. Quantitative research was conducted through questionnaires and survey forms, with 356 customers shopping at ST Emart, Co-opmart, and Lottemart in the city of HCM.

Key-Words: - Food, quality, safe, environmentally friendly products, supermarket.

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1 Introduction

Around the world, the safe food production and trading industry has long been predicted to grow significantly in the future. According to Makatouni (2002), it can be seen that the safe food production and trading industry is one of the fastest-growing areas in the food market in Europe, South America, Australia, and Japan. Revenue from the safe food business in the world increases to nearly five billion US dollars each year, and this number promises to increase even higher in the coming years (Willer and Klicher, 2009). Transparency Market Research has reported on the safe food market that the demand for safe food was worth 70.7 billion USD in 2012 and is expected to increase to 187.85 billion USD by 2019, with a growth rate of 15.5% per year from 2013 to 2019 (Organic Food and Beverage Market, 2013). According to the 2013 Canadian Organic Trade Association report, retail sales of safe foods in Canada from 2006 to 2008 increased by approximately 30% per year and from 2008 to 2012 increased by an average of 9% per year and were always the industry leader in growth rate (The BC Organic Market, 2013). In the US, safe food retail sales in 2010 were 26.7 billion USD and in 2011 were 29.2 billion USD, with a growth rate of 7.7% in 2010 and 9.0% in 2011. 4%. (GAIN Report, 2013).

In the late 90s, the concept of safe food gained attention in Vietnam. Vietnamese farmers started

producing safe food. Initially, it was only specific products such as green tea, spice products, and vegetable oils for export to Europe. Later, Vietnamese farmers developed the production of more products such as vegetables, rice, fruits, honey, meat, seafood, etc.

Currently, farms and farmers with safe production certificates are being developed and promise to make a major contribution to safe food production in Vietnam.

In Vietnam, there are not many local organizations supporting the development of safe food production. Regarding international organizations, there are several organizations, the largest of which is ADDA (Agricultural Development Denmark Asia), operating in Vietnam with the ADDA-VNFU project since 1999. The objective of this project is to organize safe food producers and safe food consumers into associations that can manage the production of certified products and the supply of these products on the domestic market. In addition, the project's goal is to do marketing for safe food products.

Nutrition is the central factor affecting human health. Food directly affects the cardiovascular system, metabolism, immunity, the nervous system (psychology), and the risk of chronic diseases. Nutrition is the foundation of health. The food chosen every day determines the risk of the main

impact of food on health, which is to avoid chronic diseases, and at the same time, it affects the quality of life and longevity. Health-supporting foods: Vegetables, fiber, and fatty fish (omega-3): good for the heart and brain. - Eat a variety of foods; prioritize natural, pure foods. Increase vegetables, seeds, beans, fish, fruits, and filtered water. Eating right to live a healthy diet is the most important "medicine".

2 Theoretical basis

2.1 The basic concepts

2.1.1 Safe food

Vietnam's Food Safety Law (Law No. 55/2010/QH12) stipulates that safe food is food that does not harm human health or life. In the US, Europe, and around the world, safe food is considered food that does not contain toxic chemicals and is produced using comprehensive methods on safe farms. Safe food is grown and produced in conditions that do not use artificial fertilizing agents, pesticides, growth enhancers, growth enhancers for livestock, or genetically modified substances to ensure integrity. the integrity of the output product (Perry and Schultz, 2005; Essoussi and Zahaf, 2008). Winter and Davis (2006) define safe foods as products that pass through natural systems to promote biological turnover and reduce environmental pollution while providing livestock, crops, and farmers with a safe and healthy environment.

Safe food is food produced without the use of conventional insecticides. Foods from live animals such as meat, eggs, and milk...live animals that are not raised with antibiotics and growth hormones (Organic Foods Production Act, 1990). In the current context, when chronic non-communicable diseases are increasing rapidly in Vietnam, nutrition and food issues have become a central element in public health care strategies. A report by the World Health Organization (WHO, 2023) shows that more than 70% of deaths globally originate from chronic diseases such as cardiovascular disease, diabetes, cancer and obesity—all of which are closely related to dietary habits.

In Vietnam, the change in food consumption patterns – from a traditional diet mainly consisting of vegetables, fish, and rice to a diet rich in red meat, sugar, and processed foods – is leading to a “double burden” of nutrition: both excess energy and micronutrient deficiencies. Therefore, analyzing the relationship between food and health issues is very

important in policy making and changing nutritional behavior.

Food is not only a source of energy but also a biological, cultural and social factor. According to Drewnowski (2018), nutrition affects the body through three main mechanisms: (1) providing energy and nutrients for cellular activities; (2) regulating biological responses such as immunity, inflammation, oxidation; and (3) influencing behavior and mental health.

In addition, the WHO "Determinants of Health" model indicates that health is influenced by the environment, behavior, social conditions and the food system. Therefore, food is a mediating factor between individual behavior and community health.

2.1.2 Purchase intention

Action intention is defined by Ajzen (2002a) as human action guided by consideration of three factors: belief in behavior, belief in norms, and belief in control. The stronger these beliefs are, the greater the person's intention to act.

Regarding purchase intention Philips Kotler and colleagues (2001) argued that, during the purchase option evaluation stage, consumers rate different brands and form purchase intentions. In general, consumers decide to buy the products of their most popular brands. However, two factors can prevent buying intentions from becoming buying behavior: the attitudes of people around you and unexpected situations. Consumers can form purchase intentions based on factors such as expected income, expected selling price, and expected product features.

Purchase intention is described as a customer's willingness to buy a product (Elbeck et al., 2008) and this is the concept the author will use in the thesis. Business sales can be surveyed based on customer purchasing intentions. Predicting purchase intention is the initial step in predicting customers' actual purchasing behavior (Howard and Sheth, 1967). In addition, based on several theories, purchase intention is considered a basis for predicting future demand (Warshaw, 1980; Bagozzi, 1983; Fishbein and Ajzen, 1975).

2.1.3 Intention to buy safe food

Nik Abdul Rashid (2009) defines safe food purchase intention as an individual's ability and will to give preference to safe food over regular food in purchasing considerations. Ramayah et al., (2010) said that the intention to buy safe food is one of the specific manifestations of the buying action.

Han, Hsu, and Lee (2009) suggest that the intention to purchase safe food is often associated with good word of mouth about the product and the intention to pay more for safe products. In this, the author will use the concept of Nik Abdul Rashid (2009).

The customer's choice decision is a very complex problem, where they will have to decide: (1) How many types of items from each category are selected; (2) how purchase choices are made on shopping trips over time; (3) how to choose different types of stores (Bennaor A. C. (1995).

Theory of planned behavior (TPB) Model According to the theory of planned behavior TPB "Intention to perform behavior will be influenced by three factors developed from the theory of rational behavior" (Ajzen, 1991). "Attitudes toward behavior, subjective norms, and perceived behavioral control. Attitude toward a behavior is the degree to which the performance of the behavior is evaluated positively or negatively.

Theory of Reasoned Behavior (TRA) The TRA theory of reasoned action model holds that behavioral intentions lead to behavior and that intentions are determined by individual attitudes toward the behavior, along with the influence of subjective norms. surrounding the performance of those behaviors (Ajzen and Fishbein (1975). The theory of reasoned action is concerned with the behavior of consumers as well as determining their behavioral tendencies, in which behavioral tendencies are partly attitudes towards the behavior and partly subjective norms.

3 Research model and hypothesis

3.1 Research hypothesis

H1: The more health-conscious consumers are, the more they intend to buy safe food.

H2: Perception that safe food is of high quality has a positive impact on the intention to purchase safe food.

H3: The more consumers care about the environment, the more they intend to buy safe food.

H4: Subjective norms positive impact on the intention to buy safe food.

H5: The more consumers trust the safe food brands available on the market, the more they intend to buy.

H6: Awareness of high safe food prices positively affects the intention to buy safe food.

H7: Consulting people about safe food positively affects the intention to buy safe food.

H8: Mass media positively affects the intention to buy safe food.

Thus, the study has eight hypotheses equivalent to the eight independent variables studied. The assessment of the impact of eight factors on the intention to buy safe food for urban residents in Ho Chi Minh City

3.2 Research Model

The research model was formed based on finding the influence of several factors on the intention to buy safe food in Vietnam.

Based on Ajzen's (1991) theory of planned behaviour and the results of previous research works, the author has proposed influencing factors that may be meaningful in the Vietnamese context. These are the factors: (1) health concern, (2) quality awareness, (3) environmental concern, (4) subjective norms, (5) Trust in the product's brand, (6) awareness of the product's selling price, (7) reference groups, (8) mass media.

Many previous studies have mentioned health concerns as a main factor affecting the intention to buy safe food (Thien T. Truong et al. (2010); Anssi Tarkiainen et al (2005). This factor is always mentioned because safe food is considered better for consumers' health (Bo Won Suh et al., 2008). Previous studies also often consider the factor of concern for the environment (Thien T. Truong et al. (2010); Sudiyanti (2009); A.H. Aman et al. (2012). According to the concept of safe food, this type of food helps protect the environment because the production and business process does not use chemicals and technologies that pollute the environment. (Winter and Davis, 2006). Therefore, concern for the environment is considered to be the cause of the intention to buy safe food (A.H. Aman et al. (2012). Chen (2009) also said in his research that purchasing safer food requires consideration of health and environmental concerns to predict the intention to buy safe food. Additionally, Magnusson et al. (2001) found that most of those interviewed in their research, attach great importance to the consequences of their food consumption on their health and the environment. Only a few (1%-11%) say they do not care about the impact of food consumption on health and the environment.

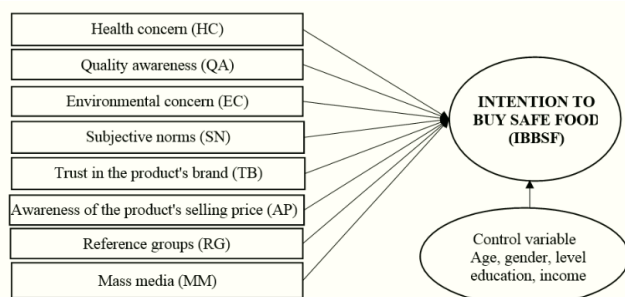


Fig. 1: Research Model
(Source: Author's synthesis)

4 Research Methodology

• Data analysis

Data analysis

Qualitative data collected from group discussions and in-depth interviews were synthesized and classified according to each criterion and research content. The results obtained from the research subjects were compared and evaluated, with consultation from experts to unify the contents to suit the characteristics of the research area. Qualitative research is the first stage of the research process. At the end of this stage, the author has enough grounds to revise hypotheses, factors, variables, scales and research models, and at the same time to adjust and complete the questionnaire for the next phase of quantitative research.

Data were collected through distributed questionnaires. All data was collected between January 2024 and February 2024. The survey subjects were customers shopping at Co-opmart, Emart, and Lottemart supermarkets. The included questionnaire had 40 questions, of which 36 questions included observed variables on 8 independent scales and four observed variables for the dependent scale. There were 400 face-to-face questionnaires distributed, and 378 questionnaires were collected. 22 questionnaires were discarded due to not having enough information in them. Therefore, finally, 356 questionnaires were used for further analysis.

Research sample:

Regarding the age structure of the sample, it can be seen that the number of people from 18 to 25 years old includes 89 people, accounting for 25%, and the number of people between the ages of 26 and 35 years old is the largest (142 people), accounting for 39.89%. It can be said that these are the two age groups mainly responsible for the main food shopping in the family. The age group from 36 to 54 years old has the second largest number (109 people) accounting for 30.62%. The group aged 55 years and

older includes 16 people accounting for the smallest proportion at 4.49%. Thus, it can be seen that the sample has a high proportion of young people (35 years old and under), accounting for 64.89% of the sample. According to the supermarket group, Co-opmart accounts for 46.2% of the survey sample; Emart supermarket group accounts for 33.2%; Lottemart supermarket group accounts for 20.6%.

Regarding educational level, there are 91 people with less than a high school education, accounting for 25.56%. The number of people with a high school diploma in the sample is 84 people, accounting for 23.60%. The number of people graduating from college or university is 146 people, accounting for 41.01.6%. The group with postgraduate qualifications accounts for 9.83%, including 35 people. This is the group with the highest rate. Descriptive statistics of the sample show that the educational level of the sample is relatively high (50.83 of the sample have a college degree or higher). This is because the sample was selected in the inner city of Ho Chi Minh, where there is a high concentration of intellectuals.

• Statistics describe the independent variable and test the distribution shape of the independent variable scales

The statistical results describing the independent variables show that the responses to the statements of the scale of the independent variables are quite diverse. Some opinions strongly agree, and opinions strongly disagree. The minimum and maximum values of the scales range from 1 to 5, indicating that there is no limit in terms of variation for the scales used. The average values of the observed variables have a large difference (2.45 - 4.25), proving that there is a different assessment of the importance level between the independent variables.

The results of testing Skewness and Kurtosis show that the absolute values of these two indices are within the allowable limits, respectively Skewness is less than 3 and Kurtosis is 5. The above results show that the independent variable scale has a normal distribution, ensuring the requirement to perform subsequent testing and analysis in the following sections.

• Check the value of the scale

Preliminary assessment was performed using a scale with Cronbach's alpha reliability coefficient and exploration factor analysis method, presenting indicators to check the suitability of the research model such as F-value, R², correlation coefficient, variance factor (VIF) and hypothesis testing. Then, we tested the appropriateness of the model and regression equation and tested the hypotheses. Finally, we tested the reliability of the scale using

Cronbach's Alpha, EFA, CFA, and SEM linear structural analysis.

• Exploratory factor analysis (EFA)

Determining the number of appropriate factors, indicators are often interested in testing such as KMO (Kaiser-Meyer-Olkin) coefficient > 0.5 as a sufficient condition. For proper factor analysis (Hoang Trong et al., 2010), factor loadings, if the factor loadings are less than 0.4 in EFA, it will be rejected (Anderson & Gerbing, 1998) and Eigenvalues stop when extracted. Extract factors with eigenvalue coefficients ≥ 1 and total variance extracted (AVE $\geq 50\%$) (Hoang Trong et al., 2010).

Regarding the overall level of fit, the confirmatory factor analysis of this model has a chi-square statistical value of 526.876 with 219 degrees of freedom ($p = 0.000$). The relative chi-square for degrees of freedom CMIN/df is 1.752 (< 0.2). Other indexes are: GFI = 0.905 (> 0.9), TLI = 0.918 (> 0.9), CFI = 0.936 (> 0.9) and RMSEA = 0.063 (< 0.08). Therefore, this model is consistent with market data. This also allows us to say that there is a non-directionality of the observed variables. The convergent value and standard weights of the scales are all > 0.5 and statistically significant at $p < 0.5$. Therefore, the scales achieve convergent values.

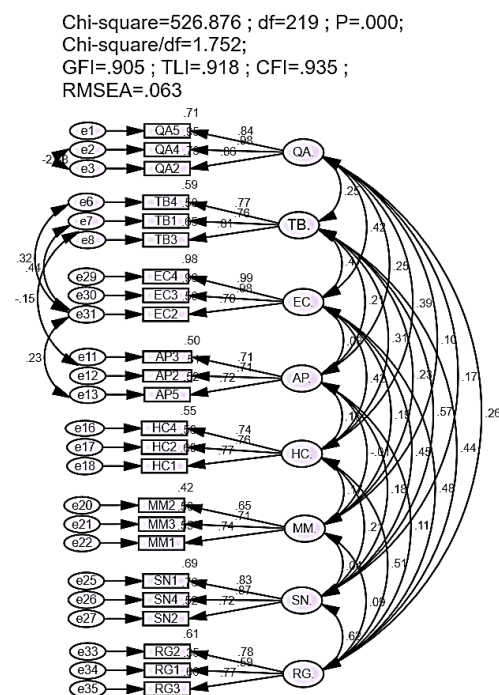


Fig. 2: - CFA analysis results
(Source: authors' own calculations in SPSS Amos 23.0)

Table 1. Results of estimating the causal relationship between factors of purchase intention safe food

	Correlati on		Estima te	S.E.	C.R.	P
QA	<-->	TB	0.071	0.017	4.093	***
QA	<-->	AP	0.089	0.023	3.915	***
QA	<-->	HC	0.127	0.023	5.631	***
QA	<-->	SN	0.055	0.019	2.968	0.003
QA	<-->	EC	0.154	0.023	6.564	***
QA	<-->	AG	0.054	0.019	2.817	0.005
TB	<-->	AP	0.055	0.018	3.024	0.002
TB	<-->	HC	0.075	0.017	4.506	***
TB	<-->	M	0.049	0.015	3.281	0.001
TB	<-->	SN	0.141	0.019	7.524	***
TB	<-->	EC	0.128	0.018	6.978	***
TB	<-->	AG	0.116	0.018	6.444	***
AP	<-->	HC	0.043	0.021	2.071	0.038
AP	<-->	SN	0.053	0.028	2.608	0.009
HC	<-->	M	0.041	0.017	2.459	0.014
HC	<-->	SN	0.058	0.018	3.218	0.001
HC	<-->	AG	0.107	0.027	5.357	***
SN	<-->	AG	0.154	0.021	7.336	***
EC	<-->	AG	0.125	0.027	6.207	***
HC	<-->	EC	0.128	0.021	6.241	***
M	<-->	EC	0.052	0.017	3.015	0.003
SN	<-->	EC	0.141	0.023	7.013	***

(Source: Author's calculations)

• Structural equation modeling (SEM) results

The research model includes 6 concepts, after checking CFA and SEM, 6 concepts meet the requirements, including 6 independent concepts: (1) Attractiveness of tourist destination, (2) Ability

access to tourist destinations, (3) Infrastructure and services of community tourism destinations, (4) Tourism knowledge and skills of local people, (5) Cooperation and support from outside parties outside the community and (6) Factors for developing community tourism in the Northwest region. In contrast, the purpose of purchasing functional foods (IP) is a dependent concept.

The results show that this model has a chi-square value of 1420.016 with 309 degrees of freedom ($p = 0.000$). The relative square value of the degrees of freedom $CMIN / df$ is 1.756 (< 2). Other indexes include: $GFI = 0.903$ (> 0.9), $TLI = 0.924$ (> 0.9), $CFI = 0.946$ (> 0.9), and $RMSEA = 0.056$ (< 0 , including 08). Therefore, this model achieves compatibility with the information collected. Covering elements.

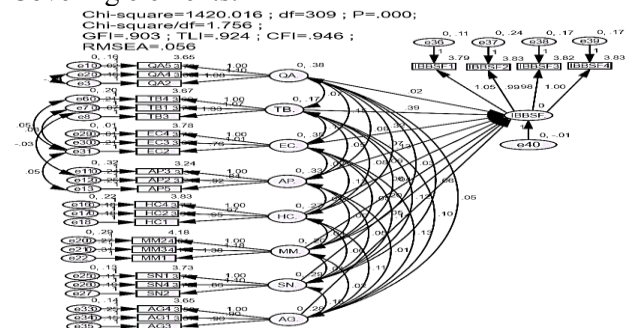


Fig. 3: - The model structure after final calibration in SEM

(Source: authors' own calculations in SPSS Amos 23.0)

Table 2. Results of estimating the causal relationship between factors

Correlation	Estimate	S.E.	C.R.	P	Label
IBBSF<--- QA	0.019	0.018	1.060	0.009	Yes
IBBSF<--- TB	0.389	0.048	8.177	***	Yes
IBBSF<--- EC	0.320	0.028	11.53	***	Yes
IBBSF<--- AP	0.066	0.023	02.92	0.004	Yes
IBBSF<--- HC	0.085	0.028	3.053	0.002	Yes
IBBSF<--- MM	0.060	0.028	2.156	0.031	Yes
IBBSF<--- SN	0.195	0.032	6.136	***	Yes
IBBSF<--- AG	0.048	0.030	1.584	0.013	Yes

(Source: Author's calculations)

The bootstrap method is usually used to test the model estimates, with the pattern repeatedly being $N = 1000$. The estimation results for 1000 samples averaged together with the deviations are presented in Tab 4. CR has a very small absolute value, thus, it can be stated that the deviation is very low, while also being not statistically significant at the 95% confidence level. Thus, we can conclude that the model estimates can be trusted.

Table 3. Results estimated by means of bootstrap, $N = 1000$

Parameters	SE	SE-SE	Mean Bias	SE-Bias	CR	
IBBSF<--- QA	0.298	0.061	0.001	0.297	-0.001	0.002
IBBSF<--- TB	0.314	0.077	0.002	0.316	0.002	0.002
IBBSF<--- EC	0.048	0.055	0.001	0.047	-0.001	0.002
IBBSF<--- AP	0.177	0.099	0.002	0.182	0.005	0.003
IBBSF<--- HC	0.554	0.15	0.003	0.551	-0.003	0.005
IBBSF<--- MM	0.038	0.043	0.001	-0.034	0.004	0.001
IBBSF<--- SN	0.137	0.07	0.002	0.137	-0.001	0.002
IBBSF<--- AG	0.391	0.082	0.002	0.394	0.003	0.003

(Source: Author's calculations)

5 Conclusion

The research is based on the Theory of Planned Behavior and several studies on purchasing intentions related to safe food in Vietnam and worldwide. The research results were compared by the author with the results of previous related studies and analyzed in the context of Vietnam as follows:

One-Sample Test						
Test Value = 0						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
HC	84.415	355	.000	3.60393	3.5200	3.6879
QA	92.445	355	.000	3.63062	3.5534	3.7079
EC	93.873	355	.000	3.47552	3.4027	3.5483
SN	97.425	355	.000	3.59270	3.5202	3.6652
TB	61.967	355	.000	3.16362	3.0632	3.2640
M	122.859	355	.000	3.63162	3.5735	3.6898
AP	90.951	355	.000	3.79101	3.7090	3.8730
AG	88.979	355	.000	3.63961	3.5592	3.7201

Bootstrap for One-Sample Test						
	Mean Difference	Bootstrap ^a				
		Bias	Std. Error	Sig. (2-tailed)	95% Confidence Interval	
					Lower	Upper
HC	3.60393	.00072	.04387	.001	3.52025	3.68764
QA	3.63062	.00035	.04057	.001	3.55341	3.71067
EC	3.47552	.00017	.03682	.001	3.40416	3.54976
SN	3.59270	-.00037	.03726	.001	3.52024	3.66909
TB	3.16362	-.00049	.05110	.001	3.05978	3.26401
MM	3.63162	.00110	.03073	.001	3.57103	3.69179
AP	3.79101	-.00026	.04184	.001	3.71180	3.87246
AG	3.63961	.00019	.04044	.001	3.55396	3.71570

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
HC	Between Groups	.961	1	.961	1.482	.224
	Within Groups	229.394	35	.648		
	Total	230.354	35			
QA	Between Groups	2.429	1	2.429	4.467	.035
	Within Groups	192.497	35	.544		
	Total	194.926	35			

EC	Between Groups	.312	1	.312	.639	.425
	Within Groups	172.924	35	.488		
	Total	173.236	35			
SN	Between Groups	.022	1	.022	.046	.831
	Within Groups	171.839	35	.485		
	Total	171.861	35			
TB	Between Groups	1.277	1	1.277	1.378	.241
	Within Groups	328.129	35	.927		
	Total	329.406	35			
MM	Between Groups	.742	1	.742	2.394	.123
	Within Groups	109.683	35	.310		
	Total	110.424	35			
AP	Between Groups	.385	1	.385	.622	.431
	Within Groups	219.186	35	.619		
	Total	219.571	35			
AG	Between Groups	.897	1	.897	1.508	.220
	Within Groups	210.555	35	.595		
	Total	211.452	35			

• Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics

	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.392	.152		-.2576	.010		
HC	.113	.025	.140	4.453	.000	.754	1.327
QA	.064	.021	.092	3.068	.002	.823	1.216
EC	.338	.031	.386	10.968	.000	.603	1.657
SN	.190	.031	.224	6.045	.000	.544	1.837
TB	.147	.030	.168	4.917	.000	.639	1.566
MM	.071	.021	.094	3.341	.001	.950	1.052
AP	.092	.022	.118	4.181	.000	.943	1.061
AG	.122	.031	.139	3.948	.000	.601	1.664

(Source: Author's calculations)

• The impact of concern on health (HC)

Research hypothesis 1 (H1) states that the more health-conscious consumers are, the more they intend to buy safe food. As expected, the results of analyzing survey data show that health concern has $\text{sig} = 0.000 < 0.05$ and $\beta_1 = 0.140 > 0$. Thus, H1 has been confirmed.

The beta value of the regression model > 0 shows that the more health-conscious consumers are, the higher their intention to buy safe food. This result is consistent with the research results of Thien T. Truong et al. (2010), research by Jay Dickieson et al. (2009), and research by Victoria Kulikovski et al. (2010). The results of the thesis do not support the research results of Anssi Tarkiainen and colleagues (2005).

• Impact of perception on QA quality (QA)

Research hypothesis 2 (H2) states that the perception that safe food is of high quality has a positive impact on the intention to purchase safe food. The test results indicate that quality awareness has a positive and significant relationship with the intention to buy safe food, with $\beta_2 = 0.092 > 0$ ($\text{sig} = 0.002 < 0.05$). Thus, H2 is concluded to be correct.

The beta value of the regression model is > 0 , so the more consumers perceive that the quality of safe food is high, the more they intend to buy safe food. This result is consistent with the research of Jay Dickieson et al. (2009), Victoria Kulikowski et al. (2010), and Magnusson et al. (2011).

• The impact of subjective norms (EC)

Research hypothesis 3 (H3) states that the more consumers care about the environment, the more they intend to buy safe food. However, the research results show that $\text{sig} = 0.386 > 0.05$. According to the analysis results, the Beta value of this independent variable has the largest value. Thus, the test results show that there is not enough basis to confirm hypothesis H3.

The research results of the thesis are consistent with Thien T. Truong and colleagues' (2010) research. However, this result contradicts the study of A.H. Aman et al (2012).

• The impact of subjective norms (SN)

Research hypothesis 4 (H4) states that subjective norms positively impact the intention to buy safe food. True to the stated hypothesis, subjective norms have a significant positive relationship with the intention to buy safe food at $\beta_4 = 0.224 > 0$ ($\text{sig} = 0.000 < 0.05$). The test results allow the conclusion that H4 has a correct basis and has been confirmed.

The Beta value of the regression model is > 0 , so subjective norms positively influence the intention to buy safe food, and according to the analysis results, the Beta value of this independent variable has the largest value. This result is consistent with the research results of Anssi Tarkiainen and colleagues (2005) and especially supports the research results of Sudiyanti (2009) about subjective norms being the most important factor in predicting intention to buy safe food.

• Impact on trust in product brand (TB)

Research hypothesis 5 (H5) states that the more consumers perceive that safe food is available on the market, the more likely they are to purchase it. However, the research results show that $\beta_5 = 0.168 > 0$ ($\text{sig} = 0.000 < 0.05$). Thus, there is enough basis to confirm hypothesis H5. This result is consistent with the research results of Anssi Tarkiainen and colleagues (2005) but contradicts the research results of Bo Won Suh and colleagues (2008) and Zanoli and Naspetti (2002).

• Impact of awareness on selling price of products (AP)

Research hypothesis 6 (H6) states that awareness of high safe food prices positively affects the intention to buy safe food. Analysis results show that awareness of product price has a significant and positive relationship with the intention to buy safe food with $\beta_6 = 0.118 > 0$ ($\text{sig} = 0.000 < 0.05$). Thus,

hypothesis H6 is well-founded and has been confirmed.

The Beta value of the regression model > 0 shows that consumers perceive that safe food has a higher price than regular food, the more they intend to buy it. This is a new finding that supports Philip Kotler's (2001) view that product price awareness affects purchasing behaviour but this result is not in agreement with previous studies such as Research by Jay Dickieson and colleagues (2009), and Victoria Kulikovski and colleagues (2010)

- **The impact of Consulting people about safe food (AG)**

Research hypothesis 7 (H7) states that consulting people about safe food influences the intention to buy safe food. However, the research results show that $\text{sig} = 0.139 > 0.05$. Thus, there is not enough basis to confirm hypothesis H7 or to confirm that the individual's desire to consult people about safe food affects the individual's intention to buy safe food there. This result is consistent with the research results of Robin Robert (2007).

- **Impact of mass media (MM)**

Research hypothesis 8 (H8) states that the impact of mass media is the intention to buy safe food. However, the research results show that $\text{sig} = 0.094 > 0.05$. Thus, there is not enough basis to confirm hypothesis H8 or to confirm that the impact of mass media is the intention to buy safe food. This result is consistent with the research results of Robertson (2007)

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The authors have no conflicts of interest to declare that are relevant to the content of this article.

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