Organic Food Purchase Intention among Young Bali Consumers: Subjective Norm, Food Safety Concern, and Attitude

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Abstract

This study examines how subjective norms and concerns about food safety influence the intention of young people in Bali to buy organic food, with attitude acting as a mediating factor. A quantitative survey involving 200 respondents selected through purposive sampling was conducted using five-point Likert-scale questionnaires. The analysis of data was carried out through Partial Least Squares–Structural Equation Modelling (PLS-SEM). The findings show that subjective norms have a positive and significant effect on both attitude and purchase intention, while food safety concerns significantly affect attitude but have no significant direct effect on purchase intention. A positive attitude has a strong effect on the desire to make a purchase and partly explains how social pressure affects the decision to buy ($\beta = 0.116$, $p = 0.002$). It also mediates the relationship between food safety concerns and purchase intention through an indirect-only mediation pattern ($\beta = 0.135$, $p < 0.001$). These results show how social influence and attitude formation play a key role in influencing the desire to buy organic food. This study has some limitations because it is based on data collected at a single point in time, perception-based data, and focuses on young consumers in Bali. It contributes empirical evidence on the distinct direct and mediated relationships among subjective norms, food safety concerns, attitude, and purchase intention.

Keywords: *Attitude, Food Safety Concern, Organic Product, Purchase Intention, Subjective Norm*

1. INTRODUCTION

In the modern era, people's feelings about organic food items are becoming more favorable, which is helping the organic product market grow. This change is influenced by the increasing knowledge of consumers, the availability of organic food products in the market, and awareness of the importance of health and environmental protection (Liu, Liu, & Mo, 2020). Accordingly, the demand for organic food products has continued to increase over the past few decades, driving the growth of organic product production and consumption globally (Khan, Hameed, & Akram, 2023). Research by Madureira, Nunes, Veiga, Mata, Alexandraki, Dimitriou, and Malissiova (2025) and Miftari, Haas, Meixner, Imami, and Gjokaj (2022) shows that health issues are the main factors affecting consumer attitudes towards organic food, one of which is the absence of chemicals in the food. Within this broader context, understanding organic food purchase intentions requires examining the specific factors that shape consumer attitudes and purchasing decisions, particularly subjective norms and food safety concerns.

Consumers' attitudes and intentions towards organic products are largely determined by their level of awareness and concern for the environment. Leyva-Hernández, Toledo-López, and Hernández-Lara (2021) found that in the purchase of environmentally friendly products, a positive and meaningful connection was discovered between attitude and intention to buy, as positive views from consumers about purchasing eco-friendly products increased their interest and expectations of buying those products. Empirical findings in Vietnam indicate that increasing consumer attention to health and environmental aspects positively contributes to the attitude and purchase intention of organic products (Truong & Huong, 2025). Environmental concern is strengthening as consumers understand the benefits of organic farming in supporting the sustainability of natural resources and ecosystem preservation (Pant, Saxena, Gupta, Yadav, AD, & Pant, 2024; Sari, Annisa, Supriyanto, Muwakhid, & Nugraha, 2026).

The growth trend towards organic consumption is further supported by bibliometric analysis, which highlights the importance of health awareness and environmental concerns in the literature on organic food consumption (Pant et al., 2024). Consumer attention to health is a key reason why

consumers choose to buy organic products. Additionally, concerns about food safety are the most influential factor in shaping consumer attitudes towards purchasing organic food (Nguyen, Park, & Choi, 2021). The process of consumer decision-making involves gathering precise information and conducting cognitive assessments of the characteristics of organic products, such as their health benefits, certification, and environmental impact (Yolanda, Madurani, & Al, 2025). These factors emphasize the need to explore the direct relationships between social influences, food safety concerns, and purchase intention, as well as the indirect relationships established through consumer attitudes. Subjective norms that reflect individual perceptions of social expectations also play a role in influencing purchasing behavior, although the level of influence varies across cultural contexts (Nainggolan, & Morada, 2026; Mousa, 2026). A study in Peru showed that social norms are more dominant in shaping consumer attitudes towards environmentally friendly products (Dangi, Narula, & Gupta, 2020; Rivera, & Barcellos-Paula, 2024).

This study focuses on young consumers in Bali, where the younger generation's awareness of sustainability issues shows a significant upward trend. Survey findings indicate that approximately 58% of consumers from Generation Z tend to choose brands that implement environmentally friendly principles and transparency in supply chain management (SigmaResearch, 2025). This phenomenon emphasizes that social values play an important role in shaping consumer purchasing behavior. This study will be conducted in Bali because this region shows a relatively high demand for organic products outside of Java Island. Data from November 2025 indicate that Bali accounts for approximately 33% of all organic restaurants in Indonesia (PoiData, 2025). This suggests that Bali has a high level of organic product consumption, reflected in the number of restaurants and outlets adopting organic food and the growing healthy and environmentally friendly lifestyle among the community.

Despite the growing body of research on organic food consumption, several gaps remain in understanding the mechanisms underlying consumers' purchase intentions. Previous studies have demonstrated that the subjective norm can influence organic food purchase intention and consumer attitude, however, the strength and nature of this relationship may vary across cultural and consumer contexts. Similarly, existing evidence on how food safety concerns affect purchase intentions remains inconsistent, with some studies reporting a significant relationship, while others indicate that its influence may operate indirectly through consumer attitudes. This inconsistency suggests that examining these variables only through their direct effects may not sufficiently explain how consumers develop intentions to purchase organic food.

In particular, limited attention has been given to the simultaneous examination of subjective norm and food safety concerns, with attitude positioned as a mediating mechanism between these factors and purchase intention. Furthermore, empirical evidence focusing specifically on young consumers in Bali remains limited, despite the region's growing organic food market and increasing awareness of sustainability among younger consumers. Therefore, this study examines the direct impact of subjective norms on organic food purchase intention and food safety concerns, and their indirect effects through attitude among young consumers in Bali. This approach provides a more comprehensive explanation of how social influence and food safety perceptions are translated into organic food purchase intentions within a specific cultural and consumer context.

2. LITERATURE REVIEW

2.1 Subjective Norm

Subjective norms refer to the perception that others will approve or disapprove of the decision to consume a product (Teixeira, Barbosa, Cunha, & Oliveira, 2021). Subjective norms can be understood as an individual's assessment of the social influence coming from parties that hold significance in their lives related to the decision to engage in a behavior (Amalia, Rosalina, & Anggita, 2026; Andini, Solikah, & Faisol, 2026). These reference groups include family, partners, relatives, friends, and the work environment (Pang, Tan, & Lau, 2021). This idea can affect how consumers make choices, especially when it comes to whether they decide to buy organic food (Ahmed, Li, Khan, Qalati, Naz, & Rana, 2021). Chu (2018) revealed in his study in China that the

influence of subjective norms on the intention to purchase organic products is mediated by consumer attitudes. This explains that consumers choose organic food because they want to behave in accordance with the expectations of people they consider important in their lives.

2.2 Food Safety Concern

The concern for food safety among consumers is related to the fact that food produced and processed in unhealthy ways will endanger them (Talwar, Jabeen, Tandon, Sakashita, & Dhir, 2021). This concern is the most relevant factor in explaining consumer attitudes towards the purchase of organic food (Nguyen et al., 2021). Organic products are seen as better for the environment, more natural, and richer in nutrients, and they also help reduce harm to the environment by lowering pollution levels (Chetioui, Butt, Lebdaoui, Neville, & El Bouzidi, 2023). Yadav and Pathak (2016) view food safety as food that is free from pesticides, chemical fertilizers, artificial colors, and additives. Consumers generally believe that products produced organically are more beneficial for health and safer to consume compared to regular food, which ultimately improves their attitude towards these items (Chen, Lobo, & Rajendran, 2014). Although previous studies associate food safety concerns with favorable perceptions of organic products, this relationship does not necessarily imply an immediate intention to purchase. Consumers may recognize potential food-related risks without automatically choosing organic alternatives. The distinction between recognizing safety concerns and forming purchasing intentions suggests that attitude may provide an intermediate evaluative process.

2.3 Attitude

Attitude can be understood as an individual's tendency to respond positively or negatively to a particular object or action (Fishbein & Ajzen, 2011). This reflects an individual's subjective evaluation of the execution of a behavior. Previous research has shown that consumer attitudes towards organic food serve as a significant predictor of the intention to purchase organic products (Eberle, Milan, Borchardt, Pereira, & Graciola, 2022; Parashar, Singh, & Sood, 2023). Consumer attitudes towards various attributes of organic food, such as taste, health benefits, food safety, nutrition, and environmental impact, have played a key role in influencing how people decide to buy organic products (Rana & Paul, 2017). Attitude correlates with consumer purchase intention, previous research has shown a positive relationship between consumer attitude and the intention to buy organic food (Khan et al., 2023).

2.4 Purchase Intention

Purchase intention can be understood as the desire and readiness of an individual to make a specific purchase, which is the initial step before the actual buying behavior occurs (Teixeira et al., 2021). Yolanda and Fatikhah (2024) state that Purchase Intention (PI) can be understood as the desire or tendency of consumers to make a purchase of a product or service. When a product meets the expectations and needs of consumers, they are satisfied and more likely to buy it. Meeting and satisfying various consumer needs is the simplest way to encourage buying and increase profits (Pang et al., 2021). Thus, a consumer is considered to have an intention to buy organic food when they are more likely to choose it and pay a higher price for it compared to other options they are thinking about buying.

Considering these perspectives, the proposed model distinguishes the two mechanisms underlying organic food purchase intention. Subjective norms may influence purchasing intentions through social expectations while simultaneously shaping consumers' personal evaluations (Chu, 2018). Meanwhile, food safety concerns may contribute to purchase intention through favorable attitudes toward organic alternatives (Nagaraj, 2021). These differences provide the rationale for examining attitude as a mediator in both relationships, rather than assuming that social influence and food safety perceptions operate through identical pathways. The research framework developed in this study is illustrated in Figure 1.

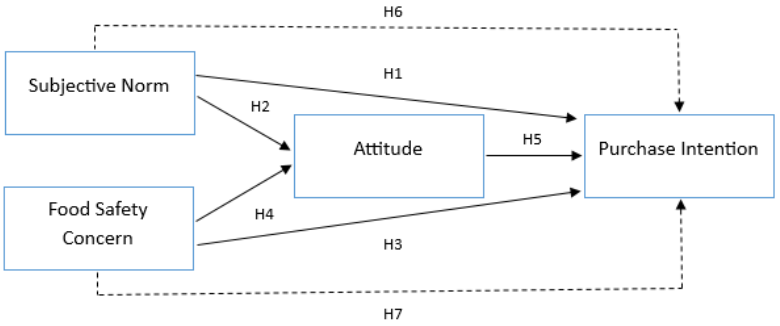


Figure 1. Research framework

3. RESEARCH METHODOLOGY

This research was conducted on young consumers in Bali, with a focus on organic products. The research is quantitative, using purposive sampling and a total of 200 respondents. The research tool started with 26 questions that were rated on a five-point scale. Following the assessment of the measurement model, seven items with outer loading values below 0.70 were excluded, leaving 19 indicators for subsequent analysis. The retained indicators consisted of five items measuring Subjective Norm (SN1, SN2, SN3, SN4, SN5) adopted from Mai, Phuong, Dat, and Truong (2023) and Pang, Tan, and Lau (2021)). Five items measuring Food Safety Concern (FSC1, FSC2, FSC3, FSC4, and FSC6) adopted from Ahmad, Fahad, Zaki, Alam, and Khalid (2026) and Nagaraj (2021). Four items measuring Attitude (ATT1, ATT2, ATT4, and ATT6) adopted from Leyva-Hernández, Toledo-López, and Hernández-Lara (2021), Pang et al. (2021), and Yadav and Pathak (2016). Five items measuring Purchase Intention (PI1, PI2, PI3, PI5, and PI6) adopted from Leyva-Hernández et al. (2021) and Pang et al. (2021). The researcher used a descriptive and verificative approach, descriptive to obtain an overview or description of the variables being studied and a verificative approach aimed at testing the influence between variables in this research. The data analysis method in this study uses Structural Equation Modelling (SEM) with the Partial Least Square (PLS) program.

4. RESULTS AND DISCUSSION

4.1 Results

Measurement Model (Outer Model), in the first test, showed that several items still had values < 0.70, out of four variables totalling 26 questionnaire items, there were seven invalid items. These findings indicate that the seven indicators require further evaluation and potential removal to improve the measurement model's convergent validity. The PLS program model examined in this study is illustrated in Figure 2.

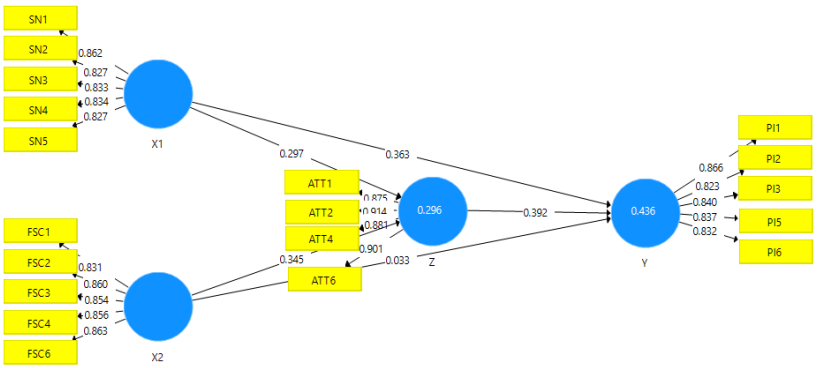


Figure 2. Measurement model

4.1.1 Validity and reliability test

Table 1. Outer loading

Variables	Indicator	Outer Loading	Explanation
Subjective norm (X_1)	SN1	0.862	Valid
	SN2	0.827	Valid
	SN3	0.833	Valid
	SN4	0.834	Valid
	SN5	0.827	Valid
Food Safety Concern (X_2)	FSC1	0.831	Valid
	FSC2	0.86	Valid
	FSC3	0.854	Valid
	FSC4	0.856	Valid
	FSC6	0.863	Valid
Purchase Intention (Y)	PI1	0.866	Valid
	PI2	0.823	Valid
	PI3	0.84	Valid
	PI5	0.837	Valid
	PI6	0.832	Valid
Attitude (Z)	ATT1	0.875	Valid
	ATT2	0.914	Valid
	ATT4	0.881	Valid
	ATT6	0.901	Valid

Table 1 presents the outer loading values for each indicator used to measure subjective norms, food safety concerns, purchase intention, and attitude. The results indicate that every indicator has outer loading values higher than the suggested minimum of 0.70, with values ranging from 0.823 to 0.914. Specifically, the outer loading values for subjective norms range from 0.827 to 0.862, food safety concerns from 0.831 to 0.863, purchase intention from 0.823 to 0.866, and attitude from 0.875 to 0.914. These results indicate that all measurement indicators meet the required loading criteria and are therefore considered valid for subsequent analysis.

Table 2. Construct reliability

	Composite Reliability	Average Variance Extracted (AVE)
X_1	0.921	0.7
X_2	0.93	0.727
Y	0.923	0.705
Z	0.94	0.798

Table 2 shows the outcomes of testing the reliability of the constructs and how well they measure related concepts. The composite reliability values for subjective norm (X_1), food safety concern (X_2), purchase intention (Y), and attitude (Z) were 0.921, 0.930, 0.923, and 0.940, respectively, all exceeding the recommended threshold of 0.70. Based on the results of the convergent validity test, the loading factor of each latent variable was greater than 0.70. The convergent validity value can be used in research because it shows good validity and can be continued for further analysis. Based on the construct reliability value, all measurement variables met the required reliability criteria, with a composite reliability greater than 0.7, therefore, it can be concluded that this research model is reliable and can be used in subsequent testing.

4.1.2 Path Analysis
Table 3. Path coefficient

	Original Sample (O)	*t* statistic	*p* values	Explanation
$X_1 \rightarrow Y$	0.363	5.414	0.000	Significant Positive
$X_1 \rightarrow Z$	0.297	3.93	0.000	Significant Positive
$X_2 \rightarrow Y$	0.033	0.51	0.610	Not Significantly Positive
$X_2 \rightarrow Z$	0.345	4.657	0.000	Significant Positive
$Z \rightarrow Y$	0.392	6.085	0.000	Significant Positive
$X_1 \rightarrow Z \rightarrow Y$	0.116	3.06	0.002	Significant Positive
$X_2 \rightarrow Z \rightarrow Y$	0.135	3.896	0.000	Significant Positive

Table 3 presents the results of the path coefficient analysis used to examine the hypothesized relationships among the constructs. The results indicate that subjective norms have a positive and significant effect on purchase intention ($\beta = 0.363$, $t = 5.414$, $p < 0.001$) and attitude ($\beta = 0.297$, $t = 3.930$, $p < 0.001$). Food safety concerns have a positive and significant effect on attitude ($\beta = 0.345$, $t = 4.657$, $p < 0.001$) but not on purchase intention ($\beta = 0.033$, $t = 0.510$, $p = 0.610$). Furthermore, attitude has a positive and significant effect on purchase intention ($\beta = 0.392$, $t = 6.085$, $p < 0.001$). The indirect effects are also significant, with subjective norms influencing purchase intention through attitude ($\beta = 0.116$, $t = 3.060$, $p = 0.002$) and food safety concerns influencing purchase intention through attitude ($\beta = 0.135$, $t = 3.896$, $p < 0.001$). These findings provide empirical support for the hypothesized direct and mediated relationships in the proposed research model.

4.2 Discussion

4.2.1 The Influence of Subjective Norm on Purchase Intention

Purchase intention is positively and significantly influenced by subjective norms, as shown by the research results with an original sample value of 0.363 and a *p*-value of 0.001, thus, H_1 is accepted. These findings indicate that the stronger the subjective norm perceived by consumers, the higher their purchase intention. Subjective norms reflect consumers' perceptions of social pressure or support from parties considered important in determining behavior. In the context of purchasing food products, consumers consider not only personal judgements but also the views of family, friends, partners, and social groups around them. Positive support from the social environment can strengthen the belief that the purchase decision is socially acceptable, thereby encouraging an increase in purchase intention.

These findings are in line with the research of Tarkiainen and Sundqvist (2005), who applied the theory of planned behavior and discovered that subjective norms help explain people's intention to buy organic food. Lim and An (2021) also showed that subjective norms positively influence the intention to purchase well-being food in South Korea. Furthermore, Gundala, Nawaz, Boobalan, and Gajenderan (2022) found that subjective norms have a positive and significant effect on purchase intention among organic food consumers in the United States. Thus, the results of this study strengthen the empirical evidence that support and encouragement from parties considered important play a role in increasing consumer purchase intention for organic products.

In the context of young consumers in Bali, this relationship may be associated with the growing interest in sustainable consumption described in the study's background. Recommendations and expectations from significant social groups may become particularly relevant when organic food purchases are perceived as consistent with shared lifestyle preferences. This interpretation suggests that social influence may contribute to purchase intention by reinforcing the perceived social relevance of choosing organic products. Nevertheless, the present study did not separately measure the influence of specific social groups; thus, this explanation remains contextual rather than empirically established.

4.2.2 The Influence of Subjective Norm on Attitude

The research shows that subjective norm has a positive and significant effect on attitude. The original sample value is 0.297, and the p-value is less than 0.001, thus, H_2 is accepted. These findings indicate that the stronger the subjective norm perceived by consumers, the more positive the consumers' attitude towards the product being studied. The views of people considered important can serve as sources of information and social references that influence consumers' evaluations of a product. These results are in line with the research by Tarkiainen and Sundqvist (2005), which shows that subjective norm influences attitude in the context of organic food purchases, and that purchase intentions can be explained through attitudes formed by subjective norms.

Empirical support was also obtained from the research by Gundala, Nawaz, Boobalan, and Gajenderan (2022) on organic food consumers in the United States, which found a positive and significant relationship between subjective norms and attitude, and tested the relationship between the two with purchase intention. Furthermore, Bazhan, Sabet, and Borumandnia (2024) found that subjective norms positively influence attitude and purchase intention among organic food consumers in developing countries, with the influence on purchase intention occurring both directly and through attitude. Thus, the results of this study reinforce the understanding that social norms play a role not only in directly encouraging purchase intentions but also in shaping consumers' evaluations and positive attitudes towards organic products.

4.2.3 The Influence of Food Safety Concern on Purchase Intention

The research findings show that food safety concerns have a positive effect but are not statistically significant on purchase intention. The original sample value is 0.033, and the *p*-value is 0.610, which is higher than the 0.05 significance level, thus, H_3 is rejected. Although the path coefficient shows a unidirectional relationship, the test results have not provided sufficient statistical evidence that an increase in food safety concern can directly enhance purchase intention. Food safety concern reflects consumers' attention to food safety, including concerns about chemical residues, the use of additives, and the safety of consumed products. These findings are in line with the research by Riptiono, Wiwoho, and Rhamdhani (2024) on organic food consumers in Central Java, which shows that food safety concern does not have a significant direct impact on purchase intention, whereas consumer attitudes and trust do influence purchase intention. The similarity indicates that concern for food safety does not necessarily directly drive the intention to purchase organic products.

In contrast, Alfiansyah and Daulay (2025) found that food safety concerns have a positive and significant impact on purchase intention, both directly and through consumer involvement. These differences in results may be related to respondent characteristics, purchase experience, variable measurement, or the research model structure. Consumers may also consider price, product availability, and trust in organic claims before forming purchase intention. However, this possibility requires further testing and cannot be stated as the cause of insignificance based solely on the H_3 test. Among young consumers in Bali, the absence of a significant direct relationship may indicate that recognizing food safety concerns is insufficient to establish an intention to purchase organic products. Although Bali provides a relevant market context for organic consumption, awareness of food safety does not necessarily translate into purchasing preferences without a favorable evaluation of organic alternatives. This interpretation is consistent with the study's significant indirect relationship through Attitude. Other considerations, including product prices, availability, and trust in organic claims, may also be relevant, although their influence was not examined in the present model.

4.2.4 The Influence of Food Safety Concern on Attitude

The research results show that food safety concern has a positive and significant effect on Attitude, with a coefficient of 0.345 and a *p*-value < 0.001, thus, H_4 is accepted. When people care more about food safety, they tend to have a better view of organic products, especially if they believe that these products are safe. These findings are in line with Ahmad, Fahad, Zaki, Alam, and Khalid (2026) and Riptiono, Wiwoho, and Rhamdhani (2024), who found the influence of food safety awareness on consumer attitudes. Conceptual support is also provided by Pan and Wu (2024) through the construct of food safety consciousness, as well as Tan, Lau, Sarwar, and Khan (2022) in the

context of eating green, while still considering the differences in constructs and research scope. Furthermore, the results of this study are in line with the study by Ahmad et al. (2026), which shows that attention to food safety positively influences consumer attitudes towards organic food products. These findings indicate that consumer perceptions of the safety of organic food products for consumption also support the formation of positive attitudes towards these products. This research emphasizes that attention to food safety is one of the factors that shape positive attitudes towards organic products. Practically, clear, accurate, and verifiable product safety information is needed to help consumers evaluate organic products.

4.2.5 The Influence of Attitude on Purchase Intention

The research shows that attitude has a positive and significant impact on purchase intention, with a coefficient of 0.392 and a *p*-value of < 0.001, thus, H_5 is accepted. These findings indicate that the more positive the consumer's attitude towards the product, the higher the purchase intention. Attitude reflects the overall evaluation of consumers regarding the goodness, benefits, attractiveness, and feasibility of the product for purchase. This finding is consistent with the theory of planned behavior developed by Ajzen (1991), which states that attitude is one of the primary factors influencing behavioral intention. In the context of food consumption, (Ajzen, 2015) specifically explains that consumers' decisions to purchase or consume food products can be explained through attitude, subjective norm, and perceived behavioral control that shape intention. These findings are also in line with Lim and An (2021) on wellbeing food and Gundala et al. (2022) on organic food, which show a positive relationship between attitude and purchase intention. The results of this study reinforce the theoretical foundation and previous findings that positive evaluations of products play a role in increasing consumer purchase intentions.

4.2.6 The Influence of Subjective Norm on Purchase Intention through Attitude

The research results show that subjective norm has a positive and significant effect on purchase intention through attitude, with an indirect influence coefficient of 0.116 and a p-value of 0.002, thus, H_6 is accepted. These findings indicate that attitude serves as a mechanism explaining how social support shapes consumer purchase intention. Because both the direct and indirect influences are positive and significant, the role of attitude is categorized as complementary partial mediation. These results are in line with Tarkiainen and Sundqvist (2005), who showed that subjective norm indirectly influences the intention to purchase organic food through attitude formation. Similar support is provided by Gundala, Nawaz, Boobalan, and Gajenderan (2022), who found a positive influence on the relationship between subjective norm, attitude, and purchase intention, as well as a significant indirect influence through attitude with a partial mediation pattern. Thus, social influence plays a role in increasing purchase intention both directly and through the formation of a positive attitude towards the product.

The mediation pattern provides further insight into how social expectations relate to the purchasing intentions of young consumers in Bali. Beyond encouraging purchase intention directly, social approval may contribute to more favorable personal evaluations of organic foods. These evaluations may strengthen consumers' willingness to consider organic products. The coexistence of significant direct and indirect relationships suggests that social influence is associated with purchase intention through multiple pathways, although the cross-sectional design does not establish the temporal sequence of these processes.

4.2.7 The Influence of Food Safety Concern on Purchase Intention through Attitude

The research results show that food safety concern has a positive and significant effect on purchase intention through Attitude, with an indirect influence coefficient of 0.135 and a *p*-value < 0.001, thus, H_7 is accepted. These findings indicate that concern for food safety is related to an increase in purchase intention through the formation of a positive attitude towards organic products. Practically, these results emphasize the importance of clear, credible, and verifiable product safety information to help consumers form a positive attitude. These findings are in line with Minervani and Sukaatmadja (2025), who identified the role of attitude in the connection between food security and purchase intention, while still considering the differences in the construct of food safety awareness

and the context of healthy food. Ahmad, Fahad, Zaki, Alam, and Khalid (2026) support the mediation path component through the significant influence of food safety concern on attitude and attitude on purchase intention, although the significance of both paths does not replace the testing of indirect effects. Köksal and Uyanık (2023) provide conceptual support through the mediation of attitude towards purchase behavior, while Truong and Huong (2025) support the general role of attitude as a mediator in organic consumption without specifically testing food safety concern.

The indirect-only mediation pattern suggests that favorable attitudes are particularly relevant for understanding how food safety concerns relate to organic food purchase intentions among young consumers in Bali. In this setting, consumers may recognize the importance of food safety without immediately developing the intention to purchase. Their evaluations of organic products appear to provide a more relevant explanatory pathway within the tested models. This distinction indicates that communicating food safety information may be more meaningful when it helps consumers form positive and informed evaluations, rather than merely increasing awareness of potential food-related risks.

5. CONCLUSIONS

5.1 Conclusion

This study concludes that subjective norms positively and significantly influence both attitude and purchase intention among young consumers in Bali. Food safety concerns have a significant positive effect on attitude but no significant direct effect on purchase intention. Attitude positively influences purchase intention and partially mediates the relationship between subjective norms and purchase intention. Furthermore, someone's attitude towards food safety affects their intention to buy by influencing their attitude, and this happens indirectly. These findings demonstrate the distinct direct and indirect relationships among the examined variables, emphasizing the mediating role of attitude in organic food purchase intention.

5.2 Research Limitations

This study has certain limitations regarding the model's scope, as it only includes subjective norms and food safety concerns as external factors, attitude as a mediator, and purchase intention as an internal outcome, thereby omitting other possible factors that might influence consumer attitudes and purchasing decisions. The cross-sectional approach also restricts the study's capacity to track how both variables change over time. Additionally, using questionnaires that rely on personal perceptions can lead to response bias, and the intentions people state about making purchases may not always match their real purchasing actions. The generalization of research findings should be approached with caution, considering the characteristics of the participants, their location, the type of product involved, and the social and cultural environment in which the research takes place.

5.3 Suggestions and Directions for Future Research

Future research may influence the decision to buy organic food, such as awareness of health benefits, environmental concerns, perceptions of the product's value, pricing opinions, trust in the brand, and product availability, and the sense of control over purchasing behavior, which were not part of the current study's model. Since food safety concern did not have a major direct impact on purchase intention but did have a significant indirect influence through Attitude, future research could explore other mediating or sequential factors to more thoroughly understand this connection. Future studies are also recommended to examine different age groups, generations, regions, or cultural settings to identify whether the influence of subjective norm, food safety concern, and attitude differs among various consumer groups. In addition, long-term studies could be carried out to examine how consumer attitudes and buying intentions change over time, taking into account real purchasing behavior rather than just depending on what people say they intend to do. In the future, researchers might use bigger and more varied groups of participants and different methods of analysis to make the results about eating organic food more widely applicable and more reliable.

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AUTHOR CONTRIBUTIONS

LY was responsible for developing the research concept, conducting the analysis, and writing the manuscript. HN provided support with software, helped validate the data, and critically reviewed the manuscript. NG was involved in the administration of the project and the management of data. All the authors have reviewed the final version of the manuscript and have approved its publication.

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