

EXAMINING THE EFFECT OF NATURALNESS, HEALTH CONSCIOUSNESS, AND HEALTH BENEFITS ON PURCHASE INTENTION MEDIATED BY ATTITUDE

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Abstract

This study aims to analyze the effect of perceived naturalness, health consciousness, and perceived health benefits on purchase intention, with attitude as a mediating variable. The study is motivated by the high level of innovation and market saturation in the fast moving consumer goods (FMCG) industry, which causes products to become increasingly homogeneous and difficult to differentiate. The population in this study consists of consumers who have seen PURA product advertisements on social media. A total of 189 respondents were selected using a convenience sampling method. Data were collected through a closed-ended questionnaire using a five point Likert scale and analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS). The results show that perceived naturalness and perceived health benefits have a positive and significant effect on purchase intention, while health consciousness does not have a significant effect. In addition, perceived naturalness, health consciousness, and perceived health benefits are proven to have a significant effect on attitude, with perceived health benefits being the most dominant variable. Attitude also has a positive effect on purchase intention, although its level of influence is relatively lower compared to the other variables. This study provides both theoretical and practical contributions by emphasizing the importance of consumers' perceptions of products, particularly in terms of naturalness and health benefits, in influencing purchase intention. The findings imply that companies need to strengthen these aspects to enhance competitiveness in an increasingly saturated market.

Keywords: Perceived Naturalness, Health Consciousness, Perceived Health Benefits, Attitude, Purchase Intention

INTRODUCTION

The fast-moving consumer goods (FMCG) industry is currently experiencing rapid growth accompanied by a high level of product innovation. This condition has led to increased competition and market saturation (Panji et al., 2024). As a result, many products share similar characteristics, making it difficult for consumers to differentiate between them, and these products are often perceived as commodities (Panji et al., 2024). In such a situation, consumers tend to no longer evaluate products solely based on their functional advantages but are more influenced by external factors such as price or product availability (Napitupulu et al., 2025).

This phenomenon indicates that differentiation based on functional attributes is no longer sufficient to create sustainable competitive advantage (Nurrahmi et al., 2026). Therefore, companies need to develop differentiation strategies based on consumer perceptions and subjective values, one of which is by emphasizing health-related and natural product attributes (Panji et al., 2024). Along with the increasing public awareness of healthy lifestyles, consumers have

become more selective in choosing products by considering natural ingredients, safety, and the health benefits offered (Nurrahim et al., 2026).

Health consciousness reflects the level of an individual's concern for health and encourages consumers to be more cautious in selecting products (Napitupulu et al., 2025). In addition, perceived naturalness influences product quality perceptions because natural products are associated with being safer and healthier (Panji et al., 2024). Meanwhile, perceived health benefits serve as the basis for consumers' evaluation of the benefits provided by a product (Napitupulu et al., 2025).

These three variables shape consumer attitude, which acts as a mediating mechanism between perceptions and purchase intention (Nurrahim et al., 2026). Purchase intention reflects the consumer's tendency to purchase a product based on their formed evaluation (Napitupulu et al., 2025). However, previous studies have shown inconsistent results. Several studies found that health consciousness has a direct effect on purchase intention, while other studies indicate that this effect is not significant without attitude as a mediating variable (Nurrahim et al., 2026; Napitupulu et al., 2025). In addition, the effects of perceived naturalness and perceived health benefits also show varying results (Panji et al., 2024).

On the other hand, most previous research has focused on organic products or specific health-related products, so limited attention has been given to FMCG products experiencing market saturation (Napitupulu et al., 2025). In such conditions, the effectiveness of health and natural attributes as differentiation strategies becomes highly important (Panji et al., 2024). This study focuses on PURA products, which operate in the FMCG category and emphasize health and natural attributes. PURA products exist in a highly competitive market, making it interesting to examine whether perceived naturalness, health consciousness, and perceived health benefits can shape consumer attitudes and drive purchase intention.

Based on this background, the study aims to analyze the effect of perceived naturalness, health consciousness, and perceived health benefits on purchase intention, with attitude as a mediating variable in the context of PURA products. The novelty of this study lies in the simultaneous examination of these three variables in the context of FMCG market saturation, as well as the use of PURA products as a research object that has rarely been studied.

Theoretically, this study is expected to enrich the literature on consumer behavior related to health and natural product attributes. Practically, it provides implications for companies in designing health-based marketing strategies to enhance purchase intention. The practical implication of this study is that companies need to strengthen communication regarding product health benefits and naturalness, as well as improve consumer education to build positive attitudes and encourage purchase intention. The scope of this study is limited to the variables perceived naturalness, health consciousness, perceived health benefits, attitude, and purchase intention in the context of PURA products.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

The Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is one of the most widely used theories to explain individual behavior in decision-making contexts, particularly in consumer behavior. TPB explains that an individual's intention to perform a behavior is influenced by three main factors: attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). Attitude refers to an individual's evaluation of a behavior as either positive or negative, subjective norms relate to perceived social pressure to perform or not perform the behavior, and perceived behavioral control reflects the extent to which an individual feels capable of performing the behavior (Ajzen, 1991).

In the context of consumer behavior, TPB is often applied to explain how individuals' perceptions and beliefs about a product shape their attitudes, which in turn influence purchase intention. The more positive an individual's attitude toward a product, the greater the likelihood

that the individual will have the intention to purchase it (Ajzen, 1991). In addition, TPB emphasizes that psychological factors play an important role in determining individuals' behavioral intentions, including purchasing decisions (Panji et al., 2024).

Therefore, TPB serves as a relevant theoretical foundation in this study to explain the relationship between perceived naturalness, health consciousness, perceived health benefit, attitude, and purchase intention, where attitude acts as the key mediating variable in shaping consumer purchase intention.

Perceived Naturalness

Perceived naturalness refers to consumers' perception of the extent to which a product is considered natural and free from chemical ingredients or artificial processing. Consumers tend to associate products with a high level of naturalness as being safer, healthier, and more environmentally friendly (Lu et al., 2025). This perception is important because it is not always based on objective facts, but rather on how consumers interpret the attributes presented by the product. In addition, perceived naturalness also plays a role in shaping consumers' overall evaluation of product quality. Products perceived as natural are generally considered to have higher value compared to conventional products (Govaerts et al., 2023). In a competitive market context, perceptions of naturalness can serve as a significant differentiating factor that influences consumer attitudes toward products.

Health Consciousness

Health consciousness refers to an individual's level of awareness regarding the importance of maintaining good health and the tendency to engage in behaviors that support such health maintenance. Individuals with a high level of health consciousness are more likely to pay attention to their consumption choices and prefer products that are perceived as healthier (Nurrahmi et al., 2026). In consumer behavior, health consciousness functions as an internal factor that drives individuals to evaluate products based on their health benefits. Health-conscious consumers tend to be more selective and critical in choosing products, including by considering ingredients, nutritional content, and overall health value (Panji et al., 2024). Therefore, health consciousness plays an important role in shaping consumer attitudes toward products, particularly those that offer health-related benefits.

Perceived Health Benefits

Perceived health benefits refer to consumers' beliefs regarding the health advantages that can be obtained from a product. This perception is formed based on the information received by consumers, whether from personal experience, marketing communication, or other external sources (Wang et al., 2025). Consumers tend to show greater interest in products that are believed to provide tangible health benefits, such as improving immunity or maintaining nutritional balance. This perception of health benefits not only influences rational evaluations but can also strengthen consumers' emotional attachment to the product (Dorce et al., 2021). Therefore, perceived health benefits represent an important factor in shaping positive attitudes toward products, particularly those positioned within the health-oriented market segment.

Attitude

Attitude refers to an individual's overall evaluation of an object or behavior, which reflects positive or negative feelings toward it. In the context of consumer behavior, attitude toward a product is formed through the interaction of perceptions, experiences, and information possessed by the individual (Sembiring et al., 2024). Attitude plays an important role in predicting consumer behavior because it serves as a link between perception and action. A positive attitude toward a product increases the likelihood that consumers will make a purchase. Conversely, a negative

attitude can hinder purchase intention even if the product possesses favorable attributes. Therefore, attitude is a key variable in explaining the relationship between perceptual factors and purchase intention.

Purchase Intention

Purchase intention refers to a consumer's tendency or desire to purchase a product in the future. This intention is formed as a result of an evaluative process involving both cognitive and affective aspects toward the product (Ayyub et al., 2021). In consumer behavior research, purchase intention is commonly used as an indicator to predict actual purchasing behavior. The higher an individual's purchase intention, the greater the likelihood that the individual will engage in an actual purchase (Basha et al., 2025). Therefore, purchase intention serves as an important dependent variable in this study to measure the effectiveness of the influence of perceived naturalness, health consciousness, perceived health benefits, and attitude on consumer purchasing decisions.

Hypothesis Development

1. Relationship between Perceived Naturalness, Health Consciousness, Perceived Health Benefits, and Purchase Intention

Perceived naturalness is one of the factors that influences consumer evaluation of a product, where products perceived as natural are often associated with higher quality and greater safety for consumption. This perception can increase consumer interest in the product and encourage the formation of purchase intention. Several previous studies have shown that perceived naturalness has a positive effect on purchase intention (Govaerts et al., 2023; Lu et al., 2025; Ayyub et al., 2021). Health consciousness reflects an individual's level of awareness regarding the importance of health, which can influence consumption behavior. Consumers with a high level of health consciousness tend to be more selective in choosing products that are considered healthy. However, previous research findings show inconsistency, where some studies found that health consciousness does not have a significant effect on purchase intention (Napitupulu, 2025), while other studies report a positive and significant effect (Panji et al., 2024; Nurrahmi et al., 2026).

Perceived health benefits refer to consumers' beliefs regarding the health advantages offered by a product. The higher consumers perceive the health benefits of a product, the greater their likelihood of having the intention to purchase it. This is supported by several studies showing that perceived health benefits have a positive and significant effect on purchase intention (Wang et al., 2025; Kamboj et al., 2023; Sembiring et al., 2024). Based on the above explanation, the hypotheses proposed are:

H1: Perceived Naturalness has a positive effect on purchase intention.

H2: Health Consciousness has a positive effect on purchase intention.

H3: Perceived Health Benefits have a positive effect on purchase intention.

2. Relationship between Perceived Naturalness, Health Consciousness, Perceived Health Benefits, and Attitude

Perceived naturalness plays a role in shaping consumer evaluation of a product, where products perceived as natural tend to be viewed more positively, thereby enhancing consumer attitudes toward the product. Previous studies have shown that perceived naturalness has a positive effect on attitude (Panji et al., 2024; Ayyub et al., 2021).

Health consciousness reflects consumers' level of concern for health, which encourages them to be more selective in evaluating products. Consumers with a high level of health

consciousness tend to have more positive attitudes toward products perceived to support health. This is supported by studies indicating that health consciousness has a positive effect on attitude (Panji et al., 2024; Nurrahmi et al., 2026; Wimardian et al., 2025).

Perceived health benefits also serve as an important factor in shaping consumer attitudes, where higher perceptions of health benefits lead to more favorable consumer attitudes toward a product. Several studies have shown that perceived health benefits have a positive effect on attitude (Kamboj et al., 2023; Sembiring et al., 2024; Wang et al., 2025). Therefore, the hypotheses proposed are:

H4: Perceived Naturalness has a positive effect on attitude.

H5: Health Consciousness has a positive effect on attitude.

H6: Perceived Health Benefits have a positive effect on attitude.

3. Relationship between Attitude and Purchase Intention

Attitude refers to consumers' overall evaluation of a product, which reflects their positive or negative feelings toward it. In the context of consumer behavior, a positive attitude toward a product increases consumers' tendency to make a purchase. The more favorable the attitude formed, the higher the consumer's purchase intention toward the product.

This is supported by previous studies indicating that attitude has a positive effect on purchase intention (Panji et al., 2024; Permatasari et al., 2024; Wimardian et al., 2025). Therefore, the hypothesis proposed is:

H7: Attitude has a positive effect on purchase intention.

4. Attitude as a Mediating Variable between Perceived Naturalness, Health Consciousness, Perceived Health Benefits, and Purchase Intention

Attitude serves as a mediating variable that bridges the relationship between consumer perceptions and purchase intention. In consumer behavior, various product-related perceptions such as perceived naturalness, health consciousness, and perceived health benefits do not always directly influence purchase intention; instead, they first shape consumer attitudes. A positive attitude subsequently increases the likelihood of consumers engaging in purchasing behavior. Perceived naturalness can foster a positive consumer attitude toward a product, which in turn encourages purchase intention. This is supported by previous studies showing that attitude mediates the relationship between perceived naturalness and purchase intention (Panji et al., 2024; Nurrahmi et al., 2026; Ayyub et al., 2021).

Health consciousness also influences purchase intention through the formation of consumer attitudes. Consumers with a high level of health consciousness tend to develop more positive attitudes toward products perceived as healthy, which subsequently increases their purchase intention. Previous studies have shown that attitude mediates the relationship between health consciousness and purchase intention (Panji et al., 2024; Nurrahmi et al., 2026; Parashar et al., 2023).

Perceived health benefits also affect purchase intention through attitude, where perceptions of product health benefits form positive attitudes that ultimately drive purchase intention. This is supported by studies indicating that attitude mediates the relationship between perceived health benefits and purchase intention (Dorce et al., 2021; Bajat et al., 2023; Wang et al., 2025). Therefore, the hypotheses proposed are:

H8: Attitude mediates the positive effect of perceived naturalness on purchase intention.

H9: Attitude mediates the positive effect of health consciousness on purchase intention.

H10: Attitude mediates the positive effect of perceived health benefits on purchase intention.

RESEARCH METHODS

Population and Samples

The population in this study consists of consumers who have seen PURA product advertisements on social media; therefore, the exact population size cannot be determined. Accordingly, the sampling technique used is a non-probability sampling approach. According to (Hair et al., 2010), in Structural Equation Modeling (SEM) analysis, the minimum sample size should be at least five times the total number of indicators and structural paths in the research model. In this study, there are 23 indicators and 10 paths, resulting in a required minimum sample size of $5 \times (23 + 10) = 165$ respondents. Thus, the minimum sample size for this study is 165 respondents. The sampling technique applied is convenience sampling, where respondents are selected based on ease of access. Prior to completing the questionnaire, respondents were asked to confirm that they had seen PURA product advertisements on social media.

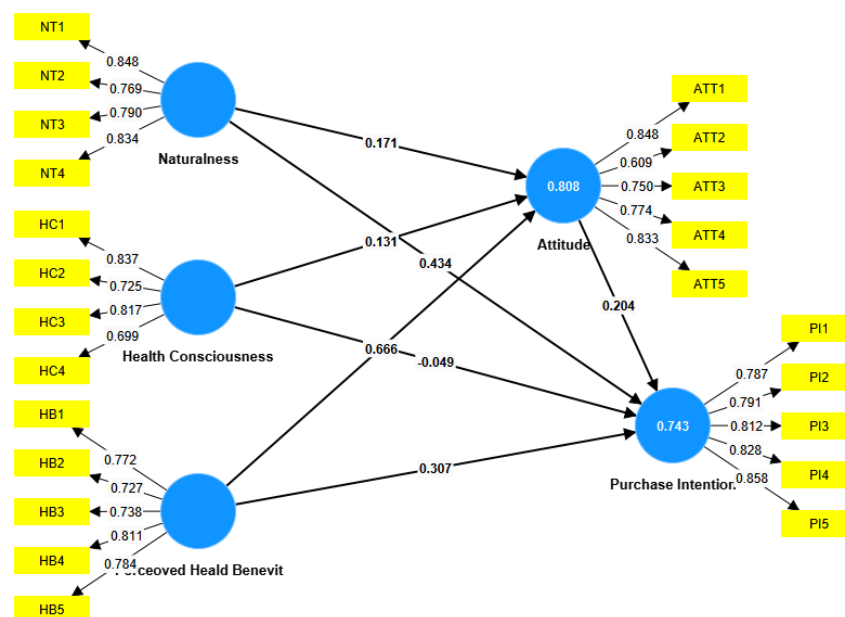


Figure 1. Research model

Variable Measurement

This study employed a closed-ended questionnaire as the primary instrument for data collection. All measurement items were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was developed by adapting measurement items from previous studies with established validity and reliability to ensure that each construct was measured appropriately within the context of this research.

Specifically, Perceived Naturalness was measured using four indicators adapted from Lu et al. (2025). Health Consciousness was measured using four indicators adapted from Nurrahim et al. (2026). Perceived Health Benefits was measured using four indicators adapted from Kamboj et al. (2023). Furthermore, Attitude was measured using four indicators adapted from Panji et al. (2024), Permatasari et al. (2024), and Pan et al. (2025). Finally, Purchase Intention was measured using four indicators adapted from Nurrahim et al. (2026), Wimardian (2025), Parashar et al. (2023), and Wolor et al. (2023).

The adapted measurement items were modified only to suit the research context while preserving their original conceptual meaning. The use of validated indicators from prior studies

enhances the content validity of the questionnaire and ensures that each construct is measured consistently and accurately.

Data Analysis Tool

The data in this study were analyzed using SmartPLS software. Hypothesis testing was conducted using the Partial Least Squares-based Structural Equation Modeling (SEM-PLS) approach. Furthermore, the mediating effect was tested using the Sobel test method.

RESULTS AND DISCUSSION

General Description of Respondents

This study was conducted through a survey of 189 respondents who had seen PURA product advertisements on social media at least once.

Table 1. General description of respondents

Gender	Frequency	Percentage	Age			Occupation		
Male	88	46,56%	< 20	2	1,06%	Student Private	43	22,75%
Female	101	53,44%	20–25	68	35,98%	Employee Government	71	37,57%
			26–30	85	44,97%	Employee	32	16,93%
			> 30	34	17,99%	Entrepreneur	25	13,23%
						Others	18	9,52%

The majority of respondents in this study are within the productive age group and exhibit high levels of social media activity, making it likely that they have seen PURA product advertisements at least once. This is consistent with the respondent profile, which is dominated by private employees and individuals aged 20–30 who are active users of various digital platforms. In addition to social media, information about PURA products can also be obtained through various other communication channels, allowing respondents from diverse backgrounds to become familiar with the product. For older respondents, understanding of PURA advertisements was facilitated through media provided within the questionnaire. Overall, both working and non-working respondents demonstrate a relatively good level of familiarity with PURA products, enabling them to provide relevant evaluations in this study.

Outer Model Evaluation

1. Convergent Validity

Convergent validity is used to assess whether the indicators employed to measure the variables meet the validity criteria. An indicator is considered valid if it has an outer loading value greater than 0.7. In the initial test involving 23 indicators, ATT2 and HC4 were found to have outer loading values below 0.7, indicating that they were not valid and therefore were eliminated. Subsequently, a re-evaluation was conducted using 21 indicators, in which all indicators met the validity criteria, with an average outer loading value of 0.802.

2. Discriminant Validity

Discriminant validity in this study was evaluated using cross-loading values. The results indicate that all indicators have higher loadings on their respective constructs compared to other constructs. This suggests that each indicator appropriately represents its intended variable and that there is no overlap between constructs. Therefore, it can be concluded that the research model meets the criteria for discriminant validity satisfactorily.

Tabel 2. Result of the discriminant validity analysis

Indicator	Attitude	Health Consciousness	Naturalness	Perceived Health Benefits	Purchase Intention
ATT1	0.880	0.506	0.640	0.716	0.685
ATT3	0.802	0.470	0.567	0.684	0.582
ATT4	0.828	0.537	0.657	0.696	0.612
HC1	0.498	0.829	0.528	0.521	0.470
HC2	0.459	0.755	0.426	0.442	0.410
HC3	0.504	0.841	0.502	0.531	0.420
NT1	0.563	0.447	0.845	0.632	0.656
NT2	0.593	0.483	0.772	0.647	0.674
NT3	0.657	0.524	0.793	0.701	0.629
NT4	0.591	0.493	0.831	0.690	0.698
HB1	0.643	0.418	0.658	0.774	0.628
HB2	0.594	0.433	0.668	0.726	0.649
HB3	0.580	0.460	0.579	0.735	0.571
HB4	0.706	0.560	0.615	0.813	0.624
HB5	0.671	0.491	0.641	0.784	0.653
PI1	0.639	0.435	0.653	0.620	0.788
PI2	0.581	0.385	0.725	0.674	0.790
PI3	0.588	0.470	0.632	0.663	0.814
PI4	0.615	0.434	0.653	0.682	0.828
PI5	0.636	0.466	0.680	0.686	0.858

3. Cronbach's Alpha and Composite Reliability

Cronbach's alpha is used to measure the reliability of a construct in a study. A construct is considered reliable if it has a Cronbach's alpha value greater than 0.70. Based on the test results, all variables in this study have Cronbach's alpha values above 0.70, namely attitude (0.786), health consciousness (0.735), perceived naturalness (0.825), perceived health benefits (0.824), and purchase intention (0.874). Therefore, it can be concluded that all variables meet the reliability criteria and are consistent in measuring the constructs under study.

Inner Model Evaluation

The structural model describes the relationships or influences among variables in the study. Evaluation of the structural model is conducted by examining the R-square values. The R-square result for the attitude variable indicates that perceived naturalness, health consciousness, and perceived health benefits explain 0.715 of the variance in attitude. Meanwhile, the R-square value for purchase intention shows that perceived naturalness, health consciousness, perceived health benefits, and attitude explain 0.741 of the variance in purchase intention. Both R-square values are considered high, as they exceed 0.33 (Ghozali, 2014).

Hypothesis Testing

The test results indicate that most of the hypotheses are supported by the data. Perceived naturalness and perceived health benefits are found to have a positive and significant effect on

purchase intention, while health consciousness does not show a significant effect on purchase intention. This suggests that consumers' purchase intention is more influenced by their perceptions of the product rather than their level of health consciousness directly. Furthermore, perceived naturalness, health consciousness, and perceived health benefits are proven to have positive and significant effects on attitude. Among these variables, perceived health benefits have the strongest influence in shaping consumer attitude. Attitude also shows a positive effect on purchase intention, although its level of significance is relatively lower compared to the other variables. Meanwhile, the mediation hypotheses H8, H9, and H10 were not further tested. This is because one of the main requirements for mediation is the presence of a significant direct effect between the independent and dependent variables. In this study, the relationship between health consciousness and purchase intention is not significant; therefore, the mediation analysis could not be fully conducted.

Tabel 3. Result of bootstrapping and sobel test

Path	Coefficient	t value	P value	Conclusion
NT -> PI	0.446	6.270	0.000	H1 is accepted
HC -> PI	-0.036	0.547	0.292	H2 is rejected
HB -> PI	0.339	3.066	0.001	H3 is accepted
NT -> ATT	0.135	1.827	0.034	H4 is accepted
HC -> ATT	0.121	2.111	0.017	H5 is accepted
HB -> ATT	0.649	9.250	0.000	H6 is accepted
ATT -> PI	0.157	2.034	0.021	H7 is accepted

CONCLUSION

Referring to the Theory of Planned Behavior (TPB), the findings of this study indicate that perceived naturalness and perceived health benefits have a positive effect on purchase intention. This suggests that consumers are more likely to develop purchase intention when they perceive a product as natural and offering clear health benefits. In contrast, health consciousness does not show a significant effect on purchase intention, implying that although consumers are aware of the importance of health, this awareness does not necessarily translate into actual purchase decisions. Furthermore, perceived naturalness, health consciousness, and perceived health benefits are found to have positive effects on attitude. This indicates that these variables are capable of shaping a positive consumer attitude toward PURA products. Among them, perceived health benefits have the strongest influence on attitude, making it the most dominant factor in shaping consumer perceptions.

In addition, attitude also has a positive effect on purchase intention, indicating that consumer attitude still plays a role in driving purchase intention. However, its influence is relatively weaker compared to the direct effects of perceived naturalness and perceived health benefits. The lack of support for the effect of health consciousness on purchase intention represents one of the limitations of this study, even though theoretically the relationship is expected to be strong. Therefore, future research is recommended to re-examine this relationship by incorporating other relevant variables, such as consumer trust or brand awareness, in order to obtain more comprehensive results.

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