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# Antecedents of Organic Food Purchase Behavior for Consumer Wellbeing: A Social Media Perspective

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**Abstract:** In recent years, growing environmental awareness and health consciousness have significantly influenced consumer behavior, particularly in the organic food industry. This study investigates the determinants of organic food purchasing behavior through the lens of social media factors, with a specific focus on consumer well-being. Drawing on the Theory of Planned Behavior (TPB), this research examines how key social media factors—informativeness, trendiness, and credibility—shape consumer attitudes, perceived value, and subsequent purchasing decisions. Employing a quantitative research approach with survey data from social media users interested in organic products, the study tested the structural relationships linking the social media factors to TPB constructs and their outcomes. The study finds a significant positive effect of informativeness and trendiness on attitude and perceived value. However, contrary to conventional expectations, content credibility demonstrates a minimal and statistically insignificant effect on both attitude and perceived value, indicating a noteworthy deviation from prior research. Additionally, the results confirm that purchasing organic food positively contributes to consumer wellbeing, highlighting its broader psychological and social benefits. Overall, this research provides a more nuanced understanding of how different dimensions of social media influence organic food consumption behaviour. The findings have several implications for marketers and policymakers aiming to promote sustainable consumption and enhance consumer wellbeing through digital platforms.

**Keywords**: Social media; Organic food; Attitude; Perceived value; Purchase behavior; Consumer wellbeing; TPB

## 1. Introduction

Social media has emerged as a crucial component of organic food purchase behaviour, helping to overcome information imbalance by clearly differentiating certified organic items from other product categories. Therefore, social media factors become strong predictors of organic food purchase among most consumers. Due to the lack of consumer motivation and promotion, organic food consumption has not yet become extremely popular among consumers in developing countries (Ashraf et al., 2018). Consumers are not willing to invest effort to search for organic items in physical stores; instead, they prefer items that are readily available on social media platforms (Young et al., 2010). However, Bangladeshi consumers still show limited readiness to use social media for purchasing organic food (Rahman & Noor, 2016). Additionally, manufacturers are not encouraged to cultivate organic foods, and there are no

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formal laws governing organic foods in Bangladesh today. Although the production and consumption of organic foods are more prevalent in wealthy countries, this idea has recently gained ground in underdeveloped and developing nations (Yadav & Pathak, 2016). Several recent studies (Rahman & Noor, 2016; Murshed & Uddin, 2020) have shown a rising trend among consumers toward purchasing organic food for health reasons. According to Mainardes et al. (2017), organic foods are more valuable to consumers since they promote both human health and environmental benefits. Consumers have historically viewed organic food as a healthy option (Canavari & Olson, 2007) and buy organic food based on individual choices (Laureti & Benedetti, 2018). Marketers must therefore understand the needs of their clients as well as how they gather information about organic food and use it to choose items. Prior studies have not yet examined how customers' purchasing practices affect their wellness when they purchase organic food.

Finding trustworthy information on organic food products is crucial to consumers, as it increases consumer confidence and purchase intention. According to Kotler et al. (2010), information search is part of the decision-making process and is connected to perception because it involves providing customers with information that increases their awareness and attention about what is available, where to buy it, and why they should buy it. Consumers' appraisal of alternatives and purchasing decisions will be influenced by how they interpret and accept the information about the products (Wee et al., 2014). Few studies have examined consumer purchasing and consumption patterns for organic food products through the lens of the Theory of Planned Behavior. This study presents consumers' purchase behaviour from a distinct angle by setting a unique set of social media factors as the antecedents of consumer attitude and perceived value that can affect consumer purchase behaviour. Once consumers purchase and consume organic food, it will help them to live well. This study thus addresses the following research questions: (i) how do social media antecedents form consumer attitudes toward organic food? (ii) how does organic food consumption contribute to consumer wellbeing?

The following section discusses existing literature to identify the research gaps that will help answer the above research questions. Next, the research methodology is presented, followed by data analysis and findings. Discussion of the study findings with implications is provided in the later section of this article, followed by the conclusion with limitations and future research scope.

## 2. Literature Review

Social media advertising is known as a form of online advertisement proposed to targeted customers for promoting products and/or services through social media platforms (Chu & Kim, 2011). In today's business world, social media advertising is an important tool (Yang et al., 2008) used by marketers to gain a better advantage than those offered by traditional advertising media (Evans, 2010). Sun and Wang (2019) describe how social media advertising strategy facilitates consumers' decision-making process. Studies suggest that the two-way communicative nature (Mangold & Faulds, 2009) and the ability to target similar customer groups (Lee et al., 2018) have made social media advertising more effective.

Scholars have identified different social media antecedents or drivers of consumer purchase behaviour. For instance, Kim and Ko (2012) categorized five particular social media advertising (SMA) activities: word-of-mouth, entertainment, trendiness, interactivity, and customization. Similar dimensions of SMA were mentioned by Seo and Park (2018), who also added perceived

risk as a consideration for effective SMA. Arli (2017) presented four dimensions of social media advertising: entertainment, usefulness, informativeness, and irritation. Godey et al. (2016) defined SMA with entertainment, interaction, trendiness, and customization. Chen and Lin (2019) considered word-of-mouth, customization, trendiness, interaction, and entertainment as social media advertising activities. Others considered credibility an important predictor of social media advertisements (Hamouda, 2018; Arora & Agarwal, 2019; Taghipoorreyneh & De Run, 2016). From the above description and applicability of SMA, this study found informativeness, trendiness, and credibility to be the most relevant predictors of social media advertising in the current study settings.

### 2.1. Informativeness

Informativeness refers to the ability to effectively provide relevant information to interested users (Oh & Xu, 2003). It reflects the ability of organizations or brands to assist consumers' decision-making processes with product- or service-related information (Rotzoll & Haefner, 1990). Waldt et al. (2009) denoted informativeness as the ability of advertising to supply useful information in a proper manner. Khasawneh and Shuhaiber (2013) defined informativeness as the information-delivering ability of advertisements aimed at satisfying consumer needs. Hence, informativeness works as a rational tool for marketers to attract consumers (Lee & Hong, 2016). On social media pages, information is not only passed through advertisements but also through consumers' comments, posts, reviews, opinions, and user experiences (Saxena & Khanna, 2013). As a result, most people use social media sites for seeking accurate and up-to-date information about products or services (De Vries et al., 2012). Thus, information presented in social media advertisements is considered valuable by consumers (Zeng et al., 2009), which plays a positive role in attracting consumers toward the advertisement (Varshney, 2003).

### 2.2. Trendiness

Providing the latest or newest information about products or services is defined as trendiness (Godey et al., 2016). Naaman et al. (2011) described trendiness as presenting hot topics regarding products or services. In general, new ideas, reviews, and updates about products or services are considered trendy information (Godey et al., 2016). Since social media provides the most up-to-date information regarding products or services (Naaman et al., 2011), people trust information acquired from social media advertisements more than from any other traditional media and frequently search for product- or service-related information on different social media platforms (Mangold & Faulds, 2009).

### 2.3. Credibility

Credibility is defined by the perceived truthfulness, honesty, and believability of any advertising content (Mackenzie & Lutz, 1989). Regarding the credibility of social media advertising, scholars note that consumers count on social media advertisements more than any other media, and this positive perception is gradually increasing (Mangold & Faulds, 2009). In fact, consumer experiences and thoughts shared on social media make the content of social media advertising more trustworthy (Chu & Kim, 2011). As a result, advertising credibility has shown significant influence on consumer attitudes and purchase behavior (Jin & Villegas, 2006). Literature suggests that the absence of credibility in advertising content reduces the

effectiveness of advertisements (Mangold & Faulds, 2009) and can negatively influence consumers' attitudes toward advertisements (Dahlen & Nordfält, 2004).

### 2.4. Attitude toward Organic Food

Attitude refers to the personal tendency of consumers regarding purchasing or consuming products and/or services (Armitage & Conner, 2001). Attitude toward organic food is defined as "consumers' favorable or unfavorable evaluation toward purchasing organic food" (Nguyen et al., 2019). Attitude has been recognized as a strong predictor of specific human behavior in the Theory of Planned Behavior by Ajzen (1991) as well as in the Theory of Reasoned Action (Ajzen & Fishbein, 1975; Fishbein & Ajzen, 1980). Previous studies focused on attitude toward organic food to analyze organic food-related consumer behavior (Tsakiridou et al., 2008). Moreover, prior studies on organic food-related consumer behavior documented attitude as a significant predictor of organic food purchase intention (Magnusson et al., 2003; Tarkiainen & Sundqvist, 2005; Michaelidou & Hassan, 2008). Many recent studies have also explored the TPB model examining the direct effect of attitude on actual behavior (Ali, Li & Hao, 2021; Gracia & de Magistris, 2007). Magnusson et al. (2003) noted that consumers with a highly positive attitude toward organic food consider purchasing organic food a smart decision.

### 2.5. Perceived Value

Previous studies have documented perceived value as a significant predictor of purchase intention for any product or service (Baek & King, 2011; Chen & Lin, 2019; Khan & Razzaque, 2015; Cuong, 2020; Calvo-Porral & Lévy-Mangin, 2017). With increased awareness about food items and food safety, consumers hold a positive perception regarding organic food items (Dodds et al., 1991). Scholars have focused on the direct influence of perceived value on purchase intention of organic food (Attanasio et al., 2013; Sumi & Kabir, 2018; Le-Anh & Nguyen-To, 2020). Attanasio et al. (2013) found a positive impact of the perceived value of organic food on purchase intention in Italy. Furthermore, Le-Anh and Nguyen-To (2020) presented a positive effect of perceived value on purchase intention in Vietnam. Sumi and Kabir (2018) also documented the positive influence of perceived value on organic food purchase intention in Bangladesh.

### 2.6. Actual Purchase Behavior

Purchase behavior refers to actual purchases made by customers after careful evaluation (Keller, 2001). Scholars suggest that consumer buying behavior is complex in nature (Keller, 2001) and that psychological motivators or predictors can influence a consumer's actual purchase action (Kim et al., 2007). In developing the Theory of Planned Behavior (TPB), Ajzen (1991) identified purchase intention as a significant predictor of actual purchase behavior. Prior to that, Sheppard et al. (1988) documented a high positive correlation of intention with behavior. Fleseriu et al. (2020) also stated purchase intention as a driver behind actual purchase behavior. Similarly, Singh and Verma (2017) stated purchase intention for organic food products as a prerequisite of actual purchase behavior of organic food.

### 2.7. Consumer Wellbeing

Wellbeing is described as "the state of being or doing well in life; happy, healthy, or prosperous condition; moral or physical welfare of a person or community" (Oxford English Dictionary). This definition makes it clear that "wellbeing" denotes more than just physical health. Although there is no single universally agreed definition of wellness or wellbeing, the World Health Organization uses the term in its definition of health: "a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity." In addition, Ares et al. (2014) described wellbeing as "a complex construct that is mainly related to physical health, body functioning, intellectual capacity, positive emotions, and social contact and relationships." McMahon (2010) suggested that key participants in the food industry who adopt the terms wellness and wellbeing can design more logical and consistent nutrition messages and health promotion campaigns. In light of the aforementioned claims, this study defines consumer wellbeing as mental, bodily, and social wellness, happiness, and contentment.

## 3. Theoretical Foundation and Hypotheses Development

This study investigated the influence of social media antecedents on customers' purchase intention, behavior, and wellbeing in accordance with the Theory of Planned Behavior (TPB). As this theory has been successfully applied by previous researchers to analyze consumer behavior, its principles and motifs were used to offer the theoretical foundation for the current study (Asif et al., 2018; Nguyen et al., 2019; Yadav & Pathak, 2016).

The Theory of Planned Behavior (TPB) is the most widely accepted theory for studying consumer attitude, intention, and behavior. It postulates attitudes, subjective norms, and perceived behavioral control as three salient determinants of behavioral intention. Ajzen (1991) suggested adding new variables to the TPB model in order to enhance and widen its knowledge base, which opened the door for future TPB model modifications. Based on the theoretical support of TPB and scholars' opinions, the current study takes into account informativeness, credibility, and trendiness as social media antecedents that influence consumer attitudes, purchase intentions, and purchase behavior of organic food. This framework holds that consumer attitude toward purchasing organic food products and perceived value are strongly influenced by three variables: informativeness, trendiness, and credibility. The model is depicted in Figure 1.

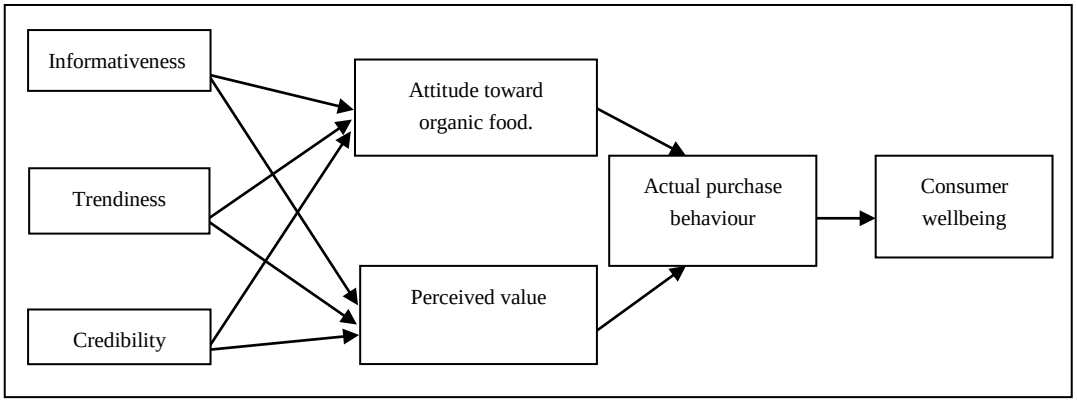


Figure 1: Conceptual Framework

A factor known as behavioral control was introduced in TPB, which indicates a person's intention to be influenced by both internal and external components (Ajzen, 1991). This study

uses TPB to conceptualize the relationships among the research constructs and demonstrates how social media advertising antecedents (trendiness, credibility, and informativeness) significantly influence attitudes toward organic food and perceived value of organic food (Arli, 2017; Taghipoorreyneh & De Run, 2016; Hamouda, 2018; Van-Tien Dao et al., 2014; Arora & Agarwal, 2019; Kim & Ko, 2012; Seo & Park, 2018; Godey et al., 2016; Chen & Lin, 2019). The study finally addresses the effect of consumer purchasing behavior on overall wellbeing.

### 3.1. Effect of Informativeness on Attitude and Perceived Value

Ducoffe (1996) demonstrated that informativeness has a strong influence on consumer attitudes when transmitted through the web and is considered a strong predictor of advertising value. Extending this point further, previous studies assessed informativeness in relation to attitude and value toward advertising. A positive impact of informativeness on attitude toward advertising has been consistently reported (Arli, 2017; Taghipoorreyneh & De Run, 2016). Schlosser et al. (1999) also highlighted the positive impact of informativeness on developing consumer attitudes. On the other hand, Chowdhury et al. (2006) found a negative relationship between informativeness and attitude toward advertising. However, a recent study by Le-Anh and Nguyen-To (2020) found a positive influence of informativeness on attitude toward organic food. Based on the above discussion, the following hypotheses are proposed:

**H1:** There is a significant positive impact of informativeness on perceived value of organic food.
**H2:** There is a significant positive impact of informativeness on attitude towards organic food.

### 3.2. Effect of Trendiness on Attitude and Perceived Value

According to Kaplan and Haenlein (2010), trendiness in social media advertising has transformed consumers' information-searching behaviors. Based on the trendy nature of social media advertising, previous scholars considered trendiness as an antecedent of social media advertising (Kim & Ko, 2012; Seo & Park, 2018; Godey et al., 2016; Chen & Lin, 2019). Chen and Lin (2019) documented a significant positive relationship between trendiness and perceived value. Despite the increasing use of organic food, the relationship between trendiness and perceived value toward organic food remains almost untouched in the literature. This study investigates the impact of trendiness on consumers' attitudes and perceived value toward organic food in the context of Bangladesh. Based on the above discussion, the following hypotheses are proposed:

**H3:** Trendiness has a significant positive influence on the perceived value of organic food.
**H4:** Trendiness has a significant positive influence on attitude towards organic food.

### 3.3. Effect of Credibility on Attitude and Perceived Value

Many previous scholars considered credibility as an antecedent of advertising (Hamouda, 2018; Arora & Agarwal, 2019; Van-Tien Dao et al., 2014). In line with the previous literature, this study also considers credibility as an antecedent of social media advertising. Previous studies focused on the relationship of credibility with advertising attitude and advertising value. Wang et al. (2009) documented an insignificant relationship of credibility with online advertising. Given the discrepancies among studies examining the relationship of credibility with attitude toward organic food and perceived value of organic food, the current research aims to test the following hypotheses:

**H5:** There is a significant positive impact of credibility on consumers' perceived value of organic food.

**H6:** There is a significant positive impact of credibility on attitude towards organic food.

### 3.4. Effect of Attitude and Perceived Value on Actual Purchase Behavior

In organic food research, consumer attitude toward organic food has been recognized as an important and impactful construct by scholars (Tsakiridou et al., 2008). Although the Theory of Planned Behavior proposes that attitudes influence behavior primarily through behavioral intention, prior research suggests that attitudes can also exert a direct influence on actual behavior, particularly when individuals hold strong evaluations toward a product category and when behavior involves routine consumption decisions. Existing research on TPB has presented evidence that attitude toward organic food can influence actual purchase behavior (Ali, Li & Hao, 2021; Gracia & de Magistris, 2007; Magnusson et al., 2001). Based on the above discussion, the following hypothesis is proposed:

**H7:** Attitude towards organic food has a significant positive influence on actual purchase behaviour.

In the organic food research, scholars consider perceived value an important construct related to buyers' purchase behavior and satisfaction (Le-Anh & Nguyen-To, 2020; Sumi & Kabir, 2018). In previous studies, perceived value showed a positive influence on consumers' purchase intention (Le-Anh & Nguyen-To, 2020; Sumi & Kabir, 2018). Hence, this proposed study intends to investigate the relationship between perceived value and actual purchase behavior:

**H8:** Perceived value of organic food has a significant positive influence on actual purchase behaviour.

### 3.5. Effect of Purchase Behavior on Consumer Wellbeing

Scholars have presented evidence that purchasing food can influence the state of consumers' overall wellbeing (Rozin, 2005; Macht, 2008; Dye & Blundell, 2002; Ares et al., 2015; Guillemin et al., 2015). Scholars also suggested further investigation of the relationship of food with wellbeing (McMahon et al., 2010). Although previous literature focused on the effect of food on consumer wellbeing, this study intends to investigate the effect of organic food purchase behavior on consumer wellbeing specifically. Based on the above discussion, the following hypothesis is proposed:

**H9:** Actual purchase behavior of organic food has a significant positive influence on consumer wellbeing.

## 4. Methodology

### 4.1. Research Context

This study uses a quantitative approach to examine the social media variables affecting people's organic food consumption behavior. Online platforms were chosen as the research context, as they have proven to be essential marketing tools for most businesses in the age of information and communication technology (ICT). During and after the pandemic period, online platforms such as Facebook, YouTube, and Instagram became increasingly important sources of product-related information, electronic word-of-mouth, and health awareness content. This shift was particularly relevant for organic food consumption, as consumers became more health-conscious and actively sought information about safer and more sustainable food choices through social media. Data collection was conducted in 2023, a period during which online trading was noticeably increasing in Bangladesh (Nobi et al., 2023).

### 4.2. Measures and Questionnaire Design

The questionnaire was designed to assess the importance of the links between the research constructs. Appropriate and well-established items from the pertinent existing literature were used to measure the study's constructs. The measurement items for informativeness were adapted from Tsang et al. (2004). The items for attitude toward organic food were taken from Xie et al. (2015), perceived value from Curvelo et al. (2019), actual purchase behavior from Kim et al. (2007), credibility from Arora and Agarwal (2019), and trendiness from Yadav and Pathak (2016). Finally, the measurement items for consumer wellbeing (general wellbeing and physical wellbeing) were borrowed from the study of Ares et al. (2015; 2014). These measurement items were used for developing the survey instrument for the quantitative study. The study used a six-point Likert-type scale ranging from strongly disagree (1) to strongly agree (6) for each measurement item, as this scale is relatively simple to prepare, interpret, and elicit responses (Zebal, 2005).

### 4.3. Sample and Data Collection

The sample of respondents for this study was created using purposive selection procedures. The target audience consisted of people from a range of professions who were educated and had a fundamental understanding of organic food. Both offline and online surveys were used to collect data. Online questionnaires offer several advantages (Teo, 2009): (1) sampling is not restricted to a single geographical location, (2) lower cost, and (3) faster responses. The study gathered 360 responses from organic food consumers. The survey was launched on July 3, 2023 and ended on July 30, 2023. The digital distribution removed the geographical constraint, enabling responses from different locations across all eight divisions of Bangladesh.

### 4.4. Data Analytical Tools

In order to investigate the relationships between the research components, partial least squares-based structural equation modeling (PLS-SEM) was used with SmartPLS 3.0. According to Hair et al. (2017) and Ringle et al. (2015), this analytical method is well-suited to examining the degree of links between exogenous and endogenous constructs in which independent constructs predict the final dependent construct. According to Henseler et al. (2009), marketing research and other business units have increasingly adopted this method. Partial Least Squares (PLS) is well suited to business and technology research due to its characteristics (Barclay et al., 1995). Validity and reliability were examined in the research, and the detailed interpretation of the quantitative results is presented in the following sections.

## 5. Findings

### 5.1. Measurement Model

Table 1 illustrates the findings of the measurement model. The measurement model includes seven constructs with a total of 26 measurement indicators. Indicator reliability was measured by the loading score of individual items, with a minimum acceptable score of 0.70 for exploratory research (Hair et al., 2011). This study found item loadings $\geq 0.785$ (see Table 1). The measurement model was examined in terms of composite reliability (CR) and average variance extracted (AVE) scores. The minimum scores for CR and AVE were 0.894 and 0.724,

respectively, both of which exceed the minimum acceptable levels. Constructs with composite reliability above 0.70 and AVE above 0.50 are accepted (Hair et al., 2011). To assess the discriminant validity of the measurement indicators, the cross-loading matrix was examined, and the loading scores of all measurement indicators were found to be higher than their cross-loadings, suggesting substantial discriminant validity. The VIF values indicate there is no multicollinearity issue among the study variables.

Table 1: Results of the Measurement Model

| Constructs | Indicators | Mean | SD | VIF | Loading | CR | AVE |
|---|---|---|---|---|---|---|---|
| Informativeness | Info1 | 4.32 | 1.371 | 2.924 | 0.894 | 0.944 | 0.808 |
| | Info2 | 4.49 | 1.253 | 2.702 | 0.886 | | |
| | Info3 | 4.23 | 1.400 | 3.423 | 0.910 | | |
| | Info4 | 4.35 | 1.370 | 3.297 | 0.905 | | |
| Trendiness | Tre1 | 4.61 | 1.146 | 1.702 | 0.847 | 0.896 | 0.742 |
| | Tre2 | 4.61 | 1.246 | 2.080 | 0.868 | | |
| | Tre3 | 4.46 | 1.219 | 1.962 | 0.869 | | |
| Credibility | Cre1 | 4.17 | 1.290 | 2.070 | 0.843 | 0.925 | 0.755 |
| | Cre2 | 4.16 | 1.460 | 2.281 | 0.863 | | |
| | Cre3 | 4.11 | 1.436 | 2.772 | 0.884 | | |
| | Cre4 | 4.07 | 1.397 | 2.826 | 0.886 | | |
| Attitude | ATTD1 | 5.04 | 0.978 | 2.231 | 0.838 | 0.913 | 0.724 |
| | ATTD2 | 4.89 | 1.092 | 2.331 | 0.867 | | |
| | ATTD3 | 4.80 | 1.097 | 2.135 | 0.845 | | |
| | ATTD4 | 5.09 | 0.903 | 2.237 | 0.852 | | |
| Perceived Value | PV1 | 4.80 | 1.077 | 2.208 | 0.885 | 0.894 | 0.737 |
| | PV2 | 5.00 | 0.997 | 1.796 | 0.853 | | |
| | PV3 | 4.71 | 1.067 | 1.759 | 0.838 | | |
| Actual Purchase Behaviour | APB1 | 4.25 | 1.333 | 2.507 | 0.868 | 0.923 | 0.751 |
| | APB2 | 4.38 | 1.256 | 2.366 | 0.856 | | |
| | APB3 | 4.68 | 1.115 | 2.586 | 0.883 | | |
| | APB4 | 4.86 | 1.048 | 2.198 | 0.858 | | |
| Consumer Wellbeing | CW1 | 5.12 | 1.030 | 2.451 | 0.855 | 0.940 | 0.797 |
| | CW2 | 5.06 | 0.961 | 4.125 | 0.929 | | |
| | CW3 | 5.18 | 0.900 | 3.649 | 0.909 | | |
| | CW4 | 4.96 | 1.030 | 2.538 | 0.875 | | |

Source: Field survey data

### 5.2. Discriminant Validity

In addition, to determine discriminant validity at the construct level, this study examined the correlation of latent constructs using the square root of AVE of each latent construct (see Table 2), which demonstrates adequate discriminant validity of the measurement model (Henseler et al., 2009). The Heterotrait-Monotrait (HTMT) ratio of correlations among constructs was also assessed, and all values were found to be below the critical value of 0.90, confirming sufficient discriminant validity (Henseler et al., 2009).

Table 2: Results of the Inter-Correlation Matrix

| Construct | APB | ATTD | CRE | CW | INFO | PV | TRE |
|---|---|---|---|---|---|---|---|
| Actual Purchase Behaviour (APB) | .866 | | | | | | |
| Attitude (ATTD) | .757 | .851 | | | | | |
| Credibility (CRE) | .538 | .500 | .869 | | | | |
| Consumer Wellbeing (CW) | .733 | .797 | .394 | .893 | | | |
| Informativeness (INFO) | .545 | .530 | .771 | .405 | .899 | | |
| Perceived Value (PV) | .719 | .793 | .484 | .726 | .488 | .859 | |
| Trendiness (TRE) | .475 | .525 | .689 | .464 | .659 | .512 | .861 |

Note: Diagonal values are square roots of AVE. Source: Field survey data

### 5.3. Structural Model and Predictive Accuracy

The study examined the model's predictive accuracy to assess the structural relationships. The predictive accuracy of the study model is determined by the coefficient of determination ($R^2$) score, which shows the combined effect of exogenous constructs on the endogenous construct. Using the rule of thumb suggested by Ali (2017), $R^2$ values of 0.26, 0.13, and 0.02 represent substantial, moderate, and weak predictive accuracy, respectively. The results suggest that all endogenous constructs received substantial values (ATTD = 0.339, PV = 0.309, APB = 0.611, CW = 0.537). Another measure is the predictive relevance ($Q^2$) of the path model, determined via the blindfolding technique (Geisser, 1974; Stone, 1974). Hair et al. (2017) suggested that $Q^2$ values greater than zero indicate predictive relevance. The study found moderate to substantial $Q^2$ values for the study constructs (ATTD = 0.236, PV = 0.217, APB = 0.450, CW = 0.420), confirming the predictive relevance of this study.

### 5.4. Hypotheses Testing

The hypothesized relationships between the study constructs were tested with the bootstrapping procedure of SmartPLS with 5,000 iterations, which reflects the accuracy and importance of the relationships (Hair et al., 2017). The results presented in Table 3 show that informativeness, trendiness, attitude, perceived value, and actual purchase behaviour all had significant positive influences on their respective dependent constructs. Hypotheses H1, H2, H3, H4, H7, H8, and H9 were all strongly supported at the 1% significance level. Credibility, on the other hand, had positive but insignificant influences on perceived value and attitude. Therefore, there was no empirical evidence to support hypotheses H5 or H6.

Table 3: Hypotheses Testing Results

| No. | Hypothesis | Beta (β) | T-Statistic | P-Value | Decision |
|---|---|---|---|---|---|
| H1 | Informativeness → Perceived Value | 0.191 | 2.591 | 0.010 | Supported |
| H2 | Informativeness → Attitude | 0.268 | 3.700 | 0.000 | Supported |
| H3 | Trendiness → Perceived Value | 0.293 | 3.963 | 0.000 | Supported |
| H4 | Trendiness → Attitude | 0.277 | 3.786 | 0.000 | Supported |
| H5 | Credibility → Perceived Value | 0.135 | 1.953 | 0.051 | Not Supported |
| H6 | Credibility → Attitude | 0.102 | 1.321 | 0.187 | Not Supported |
| H7 | Attitude → Actual Purchase Behaviour | 0.504 | 8.347 | 0.000 | Supported |
| H8 | Perceived Value → Actual Purchase Behaviour | 0.320 | 5.163 | 0.000 | Supported |
| H9 | Actual Purchase Behaviour → Consumer Wellbeing | 0.733 | 22.998 | 0.000 | Supported |

Note: t = 2.58 @ 1% significance level; t = 1.96 @ 5% significance level. Source: Field survey data

## 6. Discussion

The results of hypothesis H1 (Table 3) show that informativeness significantly and positively affects perceived value in the context of organic food purchase (β = 0.191, t = 2.591). This empirical result supports the findings of previous studies (e.g., Martins et al., 2019; Lee et al., 2017; Kim & Han, 2014). Thus, informativeness is one of the most influential drivers affecting the perceived value of organic foods among consumers.

Informativeness also has a significant positive influence on attitude toward organic foods (H2), with results demonstrating that informativeness has a significant positive influence on attitude toward organic food (β = 0.268, t = 3.700). These results are consistent with previous studies (Arli, 2017; Lee et al., 2017) and suggest that when consumers receive clear, useful, and relevant information about organic food, it positively shapes their attitude. Better information communication and education about organic food leads to more favorable consumer attitudes.

The results of H3 (Table 3) indicate that consumers who perceive organic foods as trendy are more likely to hold favorable attitudes toward them (β = 0.277, t = 3.786). These findings highlight the importance of positioning organic food as a fashionable or healthy choice that can capture consumer perception and engagement. The results of H4 (β = 0.293, t = 3.963) support a significant positive relationship between trendiness and perceived value. As organic food is perceived as trendy, consumers are more likely to assign higher value to it, suggesting that positioning organic foods as up-to-date enhances perceptions of their overall value.

Although this research predicted that credibility would have a significant positive effect on attitude and perceived value (H5 and H6), no statistical evidence was found to support these relationships. From a broader perspective, credibility does not appear to be influential in shaping

perceived value and attitudes toward organic food purchase. Social media may be a platform where marketers do not need to focus heavily on trust and credibility to convince consumers of organic food, and thus credibility does not affect consumers' perception of value and attitude. Our findings contradict previous studies in this regard, suggesting an avenue for further investigation.

The study findings support H7, which states that attitude toward organic food influences actual purchase behaviour. The association between attitudes toward organic food and actual purchasing behaviour is moderate, favorable, and statistically significant ($\beta = 0.504$, $t = 8.347$). These results suggest that as people's perceptions of organic food become more favorable, so does their actual purchase behaviour.

The findings from Table 3 reveal ($\beta = 0.320$, $t = 5.163$) that consumer perceived value has a significant positive influence on actual purchase behavior (H8). Consumers' perceived value of organic food, therefore, had a significant positive effect on their actual purchase behavior.

Finally, a beta of 0.733 and t-value of 22.998 suggest the strong, significant, and positive influence of actual purchase behaviour on consumer wellbeing (H9). This suggests that consumers who engage in actual purchase behaviour for organic foods are likely to experience enhanced wellbeing.

## 7. Implication

This study aimed to examine social media antecedents of organic food purchase behavior toward consumer wellbeing. To do so, a theoretical model was developed and tested with empirical evidence in order to better understand customers' wellbeing from consuming organic food. The study was based on the Theory of Planned Behavior. Most previous studies in organic food literature have successfully incorporated various constructs (attitude, perceived value, and actual purchase behaviour) into the TPB model from different contexts. This study used social media antecedents that affect the TPB variable of attitude. The findings confirmed that informativeness and trendiness are important predictors of attitude. Perceived value and attitude were also included to predict consumers' purchase behaviour. The effect of actual purchase behaviour on consumers' wellbeing was successfully tested in the research model, extending the existing TPB model from both its antecedent and outcome dimensions. Thus, this research produces a robust finding for the existing literature in which TPB plays a central role. The current study shows that consumer wellbeing is positively influenced by actual purchase behaviour of organic food.

## 8. Conclusion

The findings of this research were estimated using the Partial Least Squares-based Structural Equation Modeling (PLS-SEM) method. All hypotheses were tested and evaluated, and a hypothesis-by-hypothesis discussion of the findings is provided. The findings demonstrate the breadth of organic food literature and expertise in this field, particularly how consumers' purchase of organic food contributes to their wellbeing. This study contributes significantly to this notion by examining customers' attitudes toward organic food purchasing behavior in the setting of a developing nation, specifically Bangladesh.

This study highlights the significant role of social media antecedents in shaping organic food purchase behavior and its contribution to consumer well-being. The findings indicate that

informativeness and trendiness of social media content positively influence consumers' perceived value and attitude toward organic food, thereby strengthening their actual purchase behavior. Interestingly, credibility of content, while often considered a trust-building factor, shows an insignificant association with perceived value and attitude in this context, suggesting that overly promotional or brand-driven messages may not necessarily influence consumer confidence for organic food. Moreover, both perceived value and attitude emerge as key drivers, directly influencing actual purchase behavior, which in turn enhances consumer well-being by promoting healthier choices and sustainable consumption practices. Overall, the study confirms that social media not only informs and influences consumer decisions but also contributes meaningfully to long-term psychological and physical well-being through organic food adoption.

There are a few limitations to note for further investigation. First, given that the research data were gathered from respondents at different education levels in Bangladesh, future studies may benefit from focusing on samples from more diverse respondent groups. The study uses a purposive sampling technique due to the selective nature of organic food buyers in Bangladesh, which limits the generalizability of the findings. Therefore, future studies could employ alternative sampling techniques to improve generalizability. In addition, future studies might examine the same framework in other contexts to increase the applicability of the current research model.

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