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The Theory of Planned Behavior and Food Choice Questionnaire toward Organic Food of Millennials in Vietnam

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A B S T R A C T

Purpose: People have become more aware of environmental issues in their community, which has changed their food choices and how they buy green products, especially organic food. This study aimed to combine the food choice questionnaire (FCQ) and the theory of planned behavior (TPB) to examine the effect of the food choice questionnaire on customers' attitude related to the purchase intention of millennials in Vietnam.
Design/methodology/approach: Data is collected from the three most prominent cities in Vietnam with 520 millennial respondents. The data is tested against the research model using structural equation modeling with SMART-PLS 3.2.
Findings: The results indicate that the food choice questionnaire significantly affects customers' attitude toward the organic food of millennials in Vietnam. Moreover, the investigation confirmed the theory of planned behavior toward organic food purchasing of millennials in Vietnam.
Research limitations/implications: For the limitation, organic food is studied in this investigation exclusively within a certain geographic area. For the academic implication, the contributions of this investigation are that it updates impacts of the food choice questionnaire based on the TPB in the context of millennials' intentions to purchase organic food in Vietnam. This study can enrich the literature on the combination of FCQ and TPB in the study of consumers' choice of organic food products. For the practical implication, businesses will comprehend the significance of the food choice questionnaire for millennials in Vietnam who intend to purchase organic food. For future research, the practitioners can use this study's model to examined in a variety of contexts, such as concerning eco-friendly items. In addition, this model can generally be applied to other food products such as conventional food, safety food, and products in restaurants or food stores. For academicians, the model can extend and develop additional constructs related to personality. For example, combining the big five personality traits, FCQ, and the TPB will further investigate which customer personality influences the intention to purchase food products.
Originality/value: Contribute to the extension of TPB with the combination of FCQ and TPB and the study of millennials in Vietnam toward organic food purchasing intention.

Keywords: Food choice questionnaire, Theory of planned behavior, Organic food, Millennials, Vietnam

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I. Introduction

As a result of the COVID-19 pandemic in 2019, many parts of the world are still affected by it. It can lead to economic losses and threats to human health (Shang et al., 2021). The Covid pandemic has shown how important it is to eat healthy food, and people are changing their eating habits to be healthier and more responsible. Furthermore, over the last few years, there have been many problems with the food supply, like mad cow disease and the foot-and-mouth epidemic. This has caused many people to worry about the quality of their food (Chen, 2007). Several disorders, including those affecting the reproductive and nervous systems and cancer, have been related to excessive pesticide exposure (Willer & Lernoud, 2019); therefore, encouraging more sustainable food consumption is crucial to long-term sustainability. In addition, in the research of Nguyen et al. (2021), encouraging more sustainable food consumption is crucial to long-term sustainability. In this regard, changes in consumer behavior have been noticed throughout time, with an increasing number of people adopting more environmentally friendly goods as part of their regular food choices (Rizzo et al., 2020). People are also becoming more concerned about the environment and their food safety, which has led them to question modern farming methods, including organic food (Chen, 2007). Organic food may be chosen since it has safe, natural components. The fact that organic food does not contain pesticide or chemical residues may be too clear to organic food customers (Lee & Yun, 2015). In addition, organic food is processed using conventional pesticides, synthetic fertilizers, bioengineering, or ionizing radiation, as is the case with conventional food.

To put it another way, organic food, at the very least, does not pose an increased risk of food poisoning (Chen, 2007). Furthermore, health has become one of the most important reasons influencing a customer's decision to purchase organic food (Tandon et al., 2021). Hence, the increase in organic food choice worldwide and in developing country Vietnam is essential. This study will pay attention to the millennials of Vietnam.

The organic food community has expanded worldwide with the increasing popularity of organic food. Organic farming is practiced in 187 countries, with approximately 72.3 million hectares (Mha) under cultivation (Willer et al., 2021). Australia (35.7 million hectares), Argentina (3.7 million hectares), and Spain (2.4 million hectares) are the three countries with the most outstanding amount of land dedicated to organic agriculture. At the end of 2019, the total market size for organic food was estimated to be EUR106.4 billion, with the United States, Germany, and France accounting for the top three market values in terms of value. It was estimated that more than 5.9 million hectares of land in Asia were committed to organic agriculture in 2019. According to the International Organic Agriculture Research Institute, organic agricultural land in Asia had a 23.5 percent rise in land area from 2015 to 2016, and a total gain of 41,228 ha during the last ten years, according to the International Organic Agriculture Research Institute (Willer & Lernoud, 2019). The organic market in Vietnam is still in its infancy. However, it has the potential to generate retail sales of €18 million in the domestic market and €77 million in the international market soon.

The choice of food by humans is a complex function of a wide range of factors (Furst et al., 1996). Among these determinants are sensory features of food and the influence of non-food effects (Eertmans et al., 2001). Furthermore, food choices are also influenced by various individual, social, and environmental factors (Baudry et al., 2017; Kearney et al., 2000). In other words, the Food Choice Questionnaire (FCQ) looks at how vital nine possible motivating factors, some of which are linked to health, are to people's food choices (Steptoe et al., 1995).

Previous studies show many researches based on FCQ to study customers' food choices. In particular, research by Rankin et al. (2018) looked at the links between food choice motives, attitudes and intention to adopt personalized nutrition. This study was done to help form communication strategies based on

consumer priorities and concerns. Also, the study of Szakály et al. (2018) shows that the original nine-factor model partially applies to Hungary. This study was able to separate the following factors: health and natural content, mood, convenience, price, the convenience of purchase, sensory appeal, familiarity, and concern about ethics. Furthermore, the investigation studied the food choice motives of Taiwanese consumers and how these motives influence their attitude toward genetically modified food. This study aims to determine whether or not gender differences influence consumers' food choice motives and attitude regarding genetically modified food (Chen, 2011). Another study studied organic food when applying the Food Choice Questionnaire. Zakowska-Biemans (2011) investigated the food choice motives of customers and presented their beliefs toward organic food.

The theory of planned behavior (TPB), developed by Ajzen (1991) to explain consumer food choice behavior, has been widely adopted by social psychologists and marketing specialists. The investigation into the relationships between consumer priorities and attitude toward and intention to adopt customized nutrition and food choice motives have been used to inform communication methods (Rankin et al., 2018). A three-step adaptation of the theory of planned behavior (TPB) and its application to consumers' intention to purchase food obtained from sustainable sources was investigated in this study. Using the TPB model, it was discovered that 76 percent of the variance in intention to purchase sustainably sourced food could be explained by the model (Dowd & Burke, 2013). Previous studies present many investigations based on the TPB to examine purchase intention toward organic food choices of the customer. In particular, Arvola et al. (2008) studied the intentions to purchase organic food with the moral attitudes in the TPB. According to Asif et al. (2018), an in-depth analysis of Pakistan, Turkey, and Iran was carried out with the purpose of highlighting the factors that influence consumers' intentions to make purchases of organic food. Moreover, intention and behavior gap, the perceived behavioral control and behavior gap in the TPB with the moderating influences of communication, satisfaction, and trust in organic food consumption were examined by Sultan et al. (2020). Nuttavuthisit and Thøgersen (2017) studied the importance of consumer trust in developing a market for organic food. Yadav and Pathak (2016) showed a study of evidence from a developing nation about young customers' intentions to purchase organic foods. Additionally, Yazdanpanah and Forouzani (2015) utilized the TPB to predict whether or not students in Iran will go out of their purchase of organic food. According to Boobalan et al. (2021), it has an understanding of the psychological benefits that can be gained through organic consumption through empirical research.

The previous studies, as mentioned above, have shown the research using the FCQ or TPB theory separately. Few researchers are investigating the studies that combine food choice questionnaire and the theory of planned behavior toward organic food purchasing. In addition, the necessary of studying millennials in Vietnam is essential. This generation is the critical group in the global workforce and the main consumer target, and therefore they contribute significantly to the market. They were born between 1980 and 2000, and millennial accounts for 32% of the world population and 35% of the population of Vietnam. Understanding the importance of millennials in the organic food market in Vietnam, this study aims to investigate the effect of the food choice questionnaire on the purchase intention of millennials through the meditation of the attitude toward organic food based on the theory of planned behavior. The combination of two theories, TPB and FCQ, is applied for this study.

Due to a lack of research in this area, this paper's main research objectives: verify the effect of factors in the TPB have on millennials' purchase intention for organic food in Vietnam; explore the influences of a food choice questionnaire on the TPB on millennials purchase intention for organic food in Vietnam; to figure out the theory and management contributions for organic food purchase intention of millennials in Vietnam. As a result of this research, we can better understand how millennials in Vietnam plan to purchase organic food by studying results

from a food choice questionnaire based on the TPB. In business management, companies will know the importance of a food choice questionnaire for the purchasing intention of organic food for the millennials in Vietnam. By launching marketing campaigns that pay attention to food choice questionnaire of millennials about organic food, companies might increase their market share. The theoretical underpinnings of the TPB and the conceptual framework that underpins the study hypotheses are discussed. The measurements, the gathering of data, and the analysis of that data are all shown in the methodology section. It is here that the study's results and conclusions are laid out, along with their implications and conclusions.

II. Literature Reviews

A. The Theory of Planned Behavior

The theory of planned behavior is used in this paper to determine what factors make consumers purchase organic food (Ajzen, 1991). In social psychology, the theory of planned behavior (TPB) is a widely used model designed to explain the antecedents of behavior. In order to design the TPB, three unique factors were considered: attitude, subjective norm, and perception of behavioral control. The TPB says that three factors are used to predict what people will do. The TPB considers that behavior results from how intentions, attitude, subjective norm, and PBC work together to make people do what they do. The TPB has been applied in many researches to investigate customer behavior such as green hotels (Han & Kim, 2010), restaurant customers' environmental behavior (Jang, 2022), medical area (Holdershaw et al., 2011), use of green pesticides agriculture (Ataei et al., 2021), and social media (Cheung & To, 2016). The TPB suggests that attitude is how much a person likes or dislikes the subject (Ajzen, 1991). In addition, research on organic food has discovered that attitude might significantly predict future behavioral intention (Armitage & Conner, 1999; Asif et al., 2018). Moreover, the study of Ahmed et al. (2021) investigated purchase intention toward organic food among young consumers based on the TPB The results showed that attitude positively affects young consumers' purchase intention for organic food. In addition, the research of Imani et al., (2021) showed the positive effects of attitude, subjective norm and perceived behavioral control to purchase intention toward organic food. According to Ajzen (1991), more positive attitude are associated with a greater behavioral intention to engage in a particular behavior in consideration. For this reason, the following hypothesis is proposed:

Hypothesis 1: The attitude has a positive effect to purchase intention toward organic food of millennials in Vietnam

Subjective norm influences an individual's behavior by incorporating components that most people find acceptable and the typical behavior of their group. According to Ajzen (1991), the subjective norm is defined as the extent to which "important others would approve or disapprove of an individual's behavior." Organic food purchasing and consumption are heavily influenced by social forces, particularly those from family, friends, relatives, coworkers, and other similar reference groups (Scalco et al., 2017). In other words, the subjective norm is the individual's belief about the opinions of significant others in social settings regarding specific actions, which urges the individual to perform or refrain from performing a particular behavior in response to those judgments (Ajzen, 1991). Numerous studies have used the TPB to explore the purchase intention of organic food and demonstrate the relationship between subjective norm and purchase intention. In specific, the research of Ahmed et al. (2021) studied the intention to purchase organic food. This research applied the TPB to examine and show that subjective norm has positive effects on purchase intention. In addition, the investigation of Sadiq et al. (2021) illustrates that subjective norm predicts purchase intention toward organic food based on the extended TPB. The study of Asif et al. (2018) showed the same result about the positive effect of the relationship between subjective norm and purchase

intention toward organic food. From the literature review above, the hypothesis is proposed as follows:

Hypothesis 2: The subjective norm has a positive effect to purchase intention toward organic food of millennials in Vietnam

The perceived behavioral control (PBC) represents the amount to which the consumer has control over and can execute the planned behavior (Ajzen, 2002). PBC measures an individual's ability to exercise self-control in determining whether or not to engage in a particular behavior (Asif et al., 2018). In this context, (Ajzen, 2002) claimed that individuals' beliefs about their ability to influence a circumstance and internal factors that assist their behavior are the foundation of their PBC. The predicted barriers and ease factors on behavioral intention and reported behavior are reflected in PBC, which reflects the effects of previous consumption experience and anticipated obstacles and ease variables on intended behavior and reports behavior. Positive behavioral intention is induced due to positive PBC experiences, and this intention may develop in actual behavior. Many researches based on the TPB to prove the positive relationship between PBC and purchase intention toward organic food. Ahmed et al. (2021) confirmed the positive effect of PBC to purchase intention toward organic food. Moreover, Asif et al. (2018) studied determinant factors influencing organic food purchase intention. This study proved PBC is the predictor of purchase intention toward organic food based on the TPB. In addition, the research of Minh and Nhan (2020) studied determinants of consumers' purchasing intentions toward organic foods in Ho Chi Minh City, Vietnam. The finding shows PBC has a significant influence on consumers' purchase intention toward organic food. Based on previous studies and literature review, the hypothesis that has been floated around:

Hypothesis 3: The perceived behavioral control has a positive effect to purchase intention toward organic food of millennials in Vietnam.

B. Food Choice Questionnaire

An instrument for assessing the factors that influence people's food choices is called a food choice questionnaire (FCQ) (Steptoe et al., 1995; Steptoe & Wardle, 1999). It comprises 36 questions designed to assess in a systematic manner both health-related and non-health-related reasons for food choice. The nine most frequently encountered factors are groupings of statements relating to health, mood, convenience, sensory appeal, natural content, price, weight control, familiarity, and ethical concern.

Previous studies employing the FCQ has confirmed the link between health as a motivator for organic food consumption and the consumption of organic food (Chen, 2007, 2011). Furthermore, numerous studies have been conducted to determine the influence of health concerns on the intention to purchase organic food (Mhlophe, 2016; Molinillo et al., 2020; Paul & Rana, 2012; Yadav & Pathak, 2016a). Food choices driven by the intent of improving and maintaining 'health' should be expected to result in good attitude about organic food and increased purchase intention for organic food. Chen (2007, 2011) conducted research on the relationship between the Food Choice Questionnaire and attitude toward organic food, which resulted in a positive relationship. In addition, recent research discovered that factors such as natural content (Lee & Yun, 2015; Molinillo et al., 2020; Tandon et al., 2021), sensory appeal (Chekima, 2018; Chekima, 2019), price and convenience (Baudry et al., 2017; Nguyen et al., 2019; Nuttavuthisit & Thøgersen, 2017; Zakowska-Biemans, 2011) affect the purchase intention toward organic food. The ability to maintain a healthy weight influences the food choices of customers (Chen, 2007; Rankin et al., 2018). Furthermore, ethical concerns or the country of origin play an essential role in the choices of customers to purchase organic food, and this fact has been investigated in numerous previous studies (Aitken et al., 2020; Chen, 2007; Thøgersen et al., 2017). It is expected that persons who value food choices such as price, sensory appeal, convenience, ethical considerations, and familiarity will have more favorable attitude toward

organic food and more intention to consume it. Those for whom mood, health, weight control, and natural content are significant motivators of food choice are likely to have a good attitude toward organic food among millennials in Vietnam and intentions to purchase organic food. From the literature above, the hypothesis is as follows:

Hypothesis 4: Health has a positive effect to attitude toward organic food purchase intention of millennials in Vietnam.

Hypothesis 5: Mood has a positive effect to attitude toward organic food purchase intention of millennials in Vietnam.

Hypothesis 6: Convenience has a positive effect to attitude toward organic food purchase intention of millennials in Vietnam.

Hypothesis 7: Sensory appeal has a positive effect to attitude toward organic food purchase intention of millennials in Vietnam.

Hypothesis 8: Natural content has a positive effect to attitude toward organic food purchase intention of millennials in Vietnam.

Hypothesis 9: Price has a positive effect to attitude toward organic food purchase intention of millennials in Vietnam.

Hypothesis 10: Weight control has a positive effect to attitude toward organic food purchase intention of millennials in Vietnam.

Hypothesis 11: Familiarity has a positive effect to attitude toward organic food purchase intention of millennials in Vietnam.

Hypothesis 12: Ethical concern has a positive effect to attitude toward organic food purchase intention of millennials in Vietnam.

III. Methods

A. Data collections and sample

The survey was sent to the customer for the data collection on January 15, 2022. Data was collected from January to March 2022. Data were gathered from three cities in Vietnam which are Ho Chi Minh City, Da Nang, and Hanoi. These locations were chosen for this study not only because of the size of their populations but also because of the presence of organic markets. Purchases of products that are environmentally friendly in general, and organic food in particular, are convenient for residents of these cities. Moreover, the growing popularity of organic food and the accompanying increase in public consciousness toward purchase intention is significantly greater in urban regions than in rural and small-town settings. Respondents were millennial customers (those born between 1980 and 2000) those who had either previously purchased organic food or had no previous knowledge of it; the survey was restricted to millennials as a result of their high income and large population in Vietnam, which allows them to make significant contributions to the market. Furthermore, Han et al. (2010) said that their high-educated may result in more significant comprehension of the subject matter and a superior ability to discuss and deliver correct data.

For the data gathering purpose, a systematic questionnaire is being constructed. For this experiment, adequate sample size was determined in accordance with the recommendations of Hair et al. (2013). As a result, a sample size of 520 respondents was achieved by including six constructs (four items for attitude, four items for subjective norm, three items for PBC and four items for purchase intention, and 34 items from nine factors of the food choice questionnaire, for a total of 49 items) in the investigation.

It is demonstrated how to conduct a descriptive statistical analysis of the sample. The age of the millennials is from 22 years old to 42 years old. The data for age is that 45 percent of respondents are 22 years to 32 years, and 55 percent of respondents are 33 to 42 years. The gender breakdown is as follows: 52.7 percent of respondents are female, and 47.3 percent are male. The most common marital statuses are married (55 percent) and single (45 percent). Family sizes 5-6 persons comprised the most significant proportion of respondents (45.5 percent), after which come those with the size of a family of 3-4 individuals (35.2 percent) and of 2-3 family

members (19.3 percent). When it comes to the employment status, the largest prevalent occupations are a full-time job, with 69.2 percent and part-time job, with 11.6 percent, respectively. As of May 01, 2022, the monthly income spans predominantly between 20 and 30 million VND, with 37.3 percent and from 30 million VND to 40 million VND, with 25.2 percent (1 USD = 23,425 VND as of May 01, 2022).

The construct of the questionnaire was based on measurement scales of many previous researches, and the questionnaire is divided into two parts: one for demographic factors and another for construct variables. The demographic profile and other essential information include personal income, gender, age, marital status, and family size. The next part includes a scale for attitude measurement about organic food, perceived behavioral control, subjective norm, purchase intention, and nine variables of a food choice questionnaire. The attitude construct is made up of four indicators that can be found in the literature (Ajzen, 2002; Arvola et al., 2008). Subjective norm with four items and perceived behavioral control with three items, and the purchase intention construct was adapted from Ajzen (2002) and Arvola et al. (2008). The purchase intention construct measured using four questions from the literature. Several authors, including Steptoe et al. (1995) and Chen (2007), adapted the measurement scale for the nine factors of the food choice questionnaire. For all things listed above, response options are provided on a 5-point Likert scale, with "1" representing strongly disagree and "5" representing strongly agree. As shown in Table 1, measurement scales for constructs derived from the literature have been established. Moreover, the coding for all constructs will be illustrated in following table.

In terms of data analysis, the first step was to assess the measurement's quality and accuracy. The partial least square structural equation modeling (PLS-SEM) approach was used to evaluate the measurement model and test the hypotheses. For statistical analysis, the application with version 3.2 of SMART- PLS was utilized.

Table 1. Measurement Scales

Variable	Item description	Sources
Attitude (ATT)	ATT1: I think that purchasing organic food is interesting.	Ajzen (2002); Arvola et al. (2008)
	ATT2: I think that purchasing organic food is important.	
	ATT3: I think that purchasing organic food is beneficial.	
	ATT4: I think that purchasing organic food is wise.	
Subjective Norm (SN)	SN1: My family thinks that I should buy organic food rather than non-organic food.	Ajzen (2002); Arvola et al. (2008)
	SN2: Most people I value would buy organic food rather than non-organic food.	
	SN3: People I value (such as my teacher) think you should buy organic food.	
	SN4: My close friends, whose opinions regarding diet are important to me, think that I should buy organic food.	
Perceived Behavioral Control (PBC)	PC1: I could buy organic food instead of non-organic food, If I wanted to.	Ajzen (2002); Arvola et al. (2008)
	PC2: I think it is easy for me to buy organic food	
	PC3: It is mostly up to me whether or not to buy organic food.	
Purchase Intention (PI)	PI1: If organic food is available for purchase, I am willing to consume	Ajzen (2002); Arvola et al. (2008)
	PI2: If organic food is available for purchase, I intend to consume	
	PI3: If organic food is available for purchase, I plan to consume	
	PI4: If organic food is available for purchase, I will try to consume	

Table 1. Continued

Variable	Item description	Sources
Health (HEA)	HEA1: Contains a lot of vitamins and minerals	Chen (2007); Steptoe et al. (1995)
	HEA2: Keeps me healthy	
	HEA3: Is nutritious	
	HEA4: Is high in protein	
	HEA5: Is good for my skin/teeth/hair/nails etc	
	HEA6: Is high in fiber and roughage	
Mood (MOD)	MOD1: Helps me cope with stress	Chen (2007); Steptoe et al. (1995)
	MOD2: Helps me to cope with life	
	MOD3: Helps me relax	
	MOD4: Keeps me awake/alert	
	MOD5: Makes me feel good	
Convenience (CON)	CON1: Is easy to prepare	
	CON2: Can be cooked very simply	
	CON3: Takes no time to prepare	
	CON4: Can be bought in shops close to where I live or work	
Sensory Appeal (SEA)	SEA1: Smells nice	
	SEA2: Looks nice	
	SEA3: Has a pleasant texture	
	SEA4: Tastes good	
Natural Content (NAC)	NAC1: Contains no additives	Chen (2007); Steptoe et al. (1995)
	NAC2: Contains natural ingredients	
	NAC3: Contains no artificial ingredients	
Price (PRI)	PRI1: Is not expensive	Chen (2007); Steptoe et al. (1995)
	PRI2: Is cheap	
	PRI3: Is good value for money	
Weight Control (WEC)	WEC1: Is low in calories	Chen (2007); Steptoe et al. (1995)
	WEC2: Helps me control my weight	
	WEC3: Is low in fat	
Familiarity (FAM)	FAM1: Is what I usually eat	Chen (2007); Steptoe et al. (1995)
	FAM2: Is familiar	
	FAM3: Is like the food I ate when I was a child	
Ethical Concern (ETC)	ETC1: Comes from countries I approve of politically	Chen (2007); Steptoe et al. (1995)
	ETC2: Has the country of origin clearly marked	
	ETC3: Is packaged in an environmentally friendly way	

IV. Results

A. Discriminant and validity reliability

The Factor loadings are higher than 0.6 and valid, as proposed by Hair et al. (2017), see the Table 2 that shows the result of factor loadings. Moreover, Fornell and Larcker (1981) recommended the average variance extracted (AVE) for all constructs exceeded the value of 0.5, the composite reliability of all the

items exceeds 0.60. The Cronbach alpha exceeds the criteria of 0.6. Therefore, all the above scales for evaluating these constructs present a sufficient convergence reliability. See the Table 2 for the information.

Regarding the discriminant validity, the square root value of the AVE could be used to measure the discriminant validity (Fornell & Larcker, 1981). It has a higher value than the intercorrelations of the constructs in the model shown in Table 3 below. Discriminant validity was found in this study because the square root of variances was greater than the correlation between it and other constructs, which means that all of the constructs have discriminant validity.

B. The assessment of the structural Model

According to the measurement model assessment,

Table 2. Measurement Reliability

Variable	Measurement Item	Loading	VIF	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Attitude (ATT)	ATT1	0.744	1.39	0.711	0.822	0.536
	ATT2	0.732	1.353			
	ATT3	0.76	1.409			
	ATT4	0.691	1.254			
Subjective Norm (SN)	SN1	0.85	1.432	0.742	0.831	0.553
	SN2	0.684	1.442			
	SN3	0.72	1.377			
	SN4	0.711	1.39			
Perceived Behavioral Control (PBC)	PC1	0.905	1.647	0.769	0.861	0.675
	PC2	0.792	1.632			
	PC3	0.76	1.47			
Purchase Intention (PI)	PI1	0.859	1.414	0.722	0.818	0.532
	PI2	0.75	1.463			
	PI3	0.634	1.235			
	PI4	0.654	1.417			
Health (HEA)	HEA1	0.756	1.874	0.81	0.863	0.514
	HEA2	0.74	1.79			
	HEA3	0.63	1.385			
	HEA4	0.78	1.666			
	HEA5	0.703	1.676			
	HEA6	0.681	1.637			
Mood (MOD)	MOD1	0.828	2.278	0.884	0.916	0.685
	MOD2	0.832	2.224			
	MOD3	0.879	2.822			
	MOD4	0.75	1.65			
	MOD5	0.843	2.285			
Convenience (CON)	CON1	0.83	1.908	0.797	0.867	0.622
	CON2	0.857	2.051			
	CON3	0.654	1.364			
	CON4	0.798	1.532			

Table 2. Continued

Variable	Measurement Item	Loading	VIF	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Sensory Appeal (SEA)	SEA1	0.745	1.465	0.808	0.874	0.635
	SEA2	0.868	1.98			
	SEA3	0.76	1.598			
	SEA4	0.809	1.824			
Natural Content (NAC)	NAC1	0.684	1.502	0.711	0.831	0.623
	NAC2	0.846	1.737			
	NAC3	0.827	1.283			
Price (PRI)	PRI1	0.795	1.382	0.725	0.845	0.644
	PRI2	0.793	1.479			
	PRI3	0.82	1.429			
Weight Control (WEC)	WEC1	0.839	1.5	0.741	0.85	0.654
	WEC2	0.752	1.465			
	WEC3	0.834	1.451			
Familiarity (FAM)	FAM1	0.872	2.04	0.827	0.896	0.742
	FAM2	0.86	1.931			
	FAM3	0.852	1.737			
Ethical Concern (ETC)	ETC1	0.845	1.882	0.812	0.888	0.726
	ETC2	0.867	1.942			
	ETC3	0.844	1.624			

the structural model would to be looked at. Hair et al. (2011) proposed using partial least squares to examine structural models. This method is used to examine path coefficients and they can be used to support to hypothesis testing. The analysis of bootstrapping was applied to analyze the indirect and direct effects of hypotheses, which are demonstrated statistically. Hair et al. (2017) suggested the t-test where t >1.96 or P-value < 0.05 in the bootstrapping procedure to find β and the t-values. Table 4 shows the hypothesis testing with the bootstrapping statistical technique. First of all, according to Cassel et al. (1999), the collinearity of the model assessment with the VIF value evaluation needs to be applied. The VIF value of this model is less than 5. Moreover, the R square is illustrated, with 64.4%.

Regarding the testing of hypotheses, the research hypotheses H1, H2, H3 and nine hypotheses from H9 to H12 were supported. For the three hypotheses H1: The attitude has the positive affect to purchase intention toward organic food of millennials in Vietnam (β = 0.157, t = 3.01, p <0.05), H2: The subjective norm has the positive affect to purchase intention toward organic food of millennials in Vietnam (β = 0.263, t = 4.377, p <0.05), H3: The perceived behavioral control has the positive affect to purchase intention toward organic food of millennials in Vietnam (β = 0.121, t = 1.897, p <0.05).

For the hypotheses H4 to H12, with the p<0.05, nine factors of food choice questionnaire (FCQ) have a positive affect to attitude toward organic food of millennials in Vietnam. Moreover, the nine factors of food choice questionnaire (FCQ) will predict purchase intention via the mediating effect of attitude will p <0.05. See the Table 4 of the hypotheses testing.

Table 3. Measurement of Discriminant Validity

	Attitude	Convenience	Ethical Concern	Familiarity	Health	Mood	Natural Content	Perceived Behavioral Control	Price	Purchase Intention	Sensory Appeal	Subjective Norm	Weight Control
Attitude	0.732												
Convenience	0.516	0.789											
Ethical Concern	0.588	0.524	0.852										
Familiarity	0.599	0.46	0.676	0.862									
Health	0.42	0.337	0.297	0.357	0.717								
Mood	0.536	0.47	0.603	0.644	0.348	0.828							
Natural Content	0.335	0.084	0.106	0.087	0.129	0.047	0.789						
Perceived Behavioral Control	0.06	0.008	0.041	0.065	-0.034	0.055	0.003	0.821					
Price	0.332	0.058	0.069	0.069	0.117	-0.03	0.274	-0.043	0.803				
Purchase Intention	0.152	-0.03	0.017	0	-0.01	0.023	0.132	0.267	0.044	0.73			
Sensory Appeal	0.293	-0.008	0.076	0.048	0.262	-0.034	0.285	0.013	0.333	0.046	0.797		
Subjective Norm	-0.047	-0.059	-0.068	-0.032	-0.132	0.002	-0.047	0.522	-0.026	0.318	-0.089	0.744	
Weight Control	0.337	0.068	0.104	0.078	0.051	-0.05	0.279	-0.081	0.414	0.014	0.231	-0.027	0.809

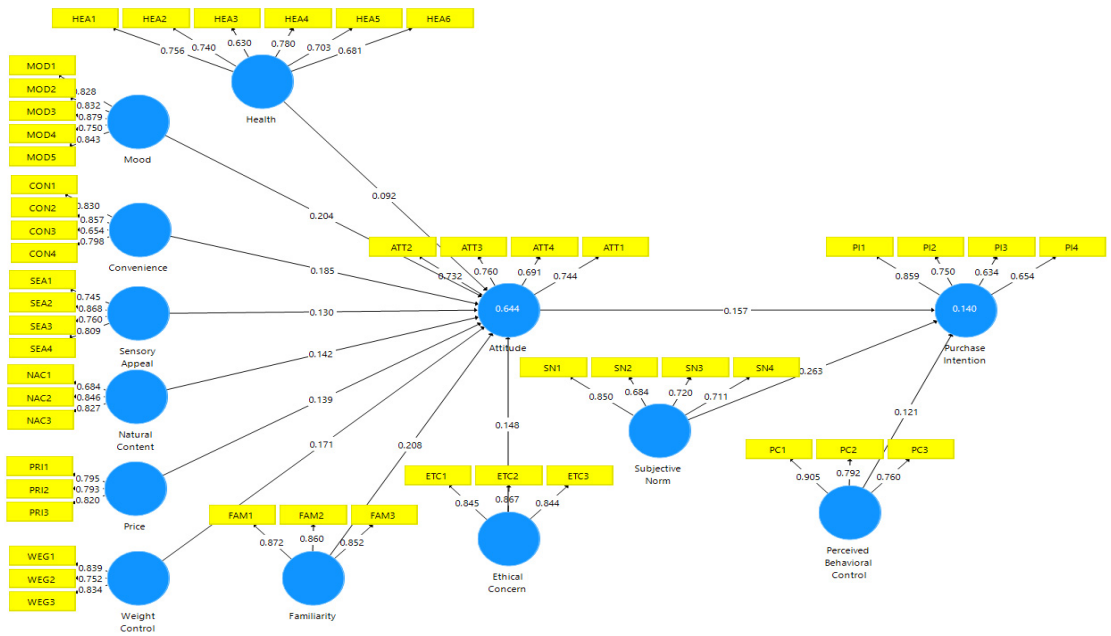

Figure 1. Model of the Study

Table 4. Hypotheses Testing

Hypothesis	Relationship	Direct effect	Indirect effect	Total effect	*t*-value	*P*-value	Supported
H1	Attitude → Purchase Intention	0.157		0.157	3.01	0.003*	Yes
H2	Subjective Norm → Purchase Intention	0.263		0.263	4.377	0.000*	Yes
H3	Perceived Behavioral Control → Purchase Intention	0.121		0.121	1.897	0.050*	Yes
H4	Health → Attitude	0.092		0.092	2.967	0.003*	Yes
	Health → Purchase Intention		0.014	0.014	2.21	0.027*	
H5	Mood → Attitude	0.204		0.204	5.628	0.000*	Yes
	Mood → Purchase Intention		0.032	0.032	2.687	0.007*	
H6	Convenience → Attitude	0.185		0.185	5.271	0.000*	Yes
	Convenience → Purchase Intention		0.029	0.029	2.482	0.013	
H7	Sensory Appeal → Attitude	0.13		0.13	3.959	0.000*	Yes
	Sensory Appeal → Purchase Intention		0.02	0.02	2.474	0.014*	
H8	Natural Content → Attitude	0.142		0.142	4.491	0.000*	Yes
	Natural Content → Purchase Intention		0.022	0.022	2.19	0.029*	
H9	Price → Attitude	0.139		0.139	4.468	0.000*	Yes
	Price → Purchase Intention		0.022	0.022	2.521	0.012*	
H10	Weight Control → Attitude	0.171		0.171	5.782	0.000*	Yes
	Weight Control → Purchase Intention		0.027	0.027	2.8	0.005*	
H11	Familiarity → Attitude	0.208		0.208	5.39	0.000*	Yes
	Familiarity → Purchase Intention		0.033	0.033	2.625	0.009	
H12	Ethical Concern → Attitude	0.148		0.148	3.937	0.000*	Yes
	Ethical Concern → Purchase Intention		0.023	0.023	2.46	0.014*	

Note. N=520; *p<.05.

V. Discussions and Conclusions

This study aimed to combine the food choice questionnaire and the theory of planned behavior to examine the effect of the food choice questionnaire on customers' attitude concerning the purchase intention of Vietnamese millennials. The study found that attitude, subjective norm, and perceived behavioral control all had a positive impact on the TPB. Regarding the hypotheses H1, H2, and H3, the findings of the study confirmed that attitude, subjective norm, and behavioral control toward organic food purchasing intention of the millennials in Vietnam are positive. The same conclusions were offered by other academics from various countries outside and in Vietnam (Arvola et al., 2008; Chekima, 2018; Chen & Lobo, 2012; Magnusson et al., 2001; Minh & Nhan, 2020; Nguyen et al., 2019; Paul & Rana, 2012; Pham et al., 2018; Xu et al., 2020). Additionally, the millennial generation in Vietnam This generation is the critical group in the global workforce and the primary consumer target. Therefore, they contribute significantly to the market. In the past, millennials found the image of mothers and grandmothers scrutinizing each line on product packaging, and now they repeat the habit in the same way. Millennials have had a substantial shift toward favoring food containing nutritious, healthy ingredients low in sugar, fat, and salt. Millennials and organic are likely to happen because Millennials are an active generation, updated with information and multi-dimensional knowledge; consider carefully researching the product before using it and always be ready to accept the new. Some people tend to be interested in a healthy, balanced lifestyle that makes them healthier physically and mentally, such as macrobiotics, eating clean, yoga, or meditation. Thus, for the Vietnamese millennials, organic food is one of the most significant choices they can make to ensure that they eat healthy meals on a regular basis.

For the hypotheses H4 to H12, the nine factors of the food choice questionnaire positively affect millennials' attitude toward organic purchasing intention in Vietnam. These factors become the main elements that may affect customers' attitude toward purchasing organic food of the millennials in Vietnam. Mood, convivence, and familiarity are the three most impact factors in the attitude. The enterprises may pay attention to these factors to increase their business effectiveness. As a result, these factors can serve as effective promotional appeals to familiarize consumers with organic food and boost their impressions of the benefits of organic food. Convenience is a significant factor in the everyday food purchase decisions of consumers. The inconvenient nature of purchasing organic food results in a negative attitude toward such purchases. The government and relevant organizations must find a way to make it easier for customers to purchase organic food by assisting farmers in expanding their growing areas and productivity, assisting marketers in expanding their distribution networks, and conducting sales promotions.

For the academic implication, the contributions of this investigation are that it updates the impacts of the food choice questionnaire based on the TPB in the context of millennials' intentions to purchase organic food in Vietnam. This study can enrich the literature on the combination of FCQ and TPB in the study of consumers' choice of organic food products. For the practical implication, businesses will comprehend the significance of the food choice questionnaire for millennials in Vietnam who intend to purchase organic food. Companies may be able to improve their market share by establishing marketing efforts that target millennials' food choice questionnaire regarding organic food. Concerning the limitation, organic food is studied in this investigation exclusively within a certain geographic area; however, this study approach could be applied to another eco-friendly items in various worldwide contexts. For future research, the practitioners can use the model of this study to examine in a variety of contexts, such as concerning eco-friendly items. In addition, this model can generally be applied to other food products such as conventional food, safety food, and products in restaurants or food stores. For academicians, the model can extend and develop additional constructs related to personality. For example, combining the big five

personality traits, FCQ, and the TPB will further investigate which customer personality influences the intention to purchase food products.

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