

THE ROLE OF HEALTH AWARENESS IN SHAPING CONSUMERS' TRUST AND PURCHASE INTENTION TOWARD ONLINE ORGANIC FOOD: EVIDENCE FROM PAKISTAN

O PAPEL DA CONSCIÊNCIA DA SAÚDE NA FORMAÇÃO DA CONFIANÇA DOS CONSUMIDORES E NA INTENÇÃO DE COMPRA DE ALIMENTOS ORGÂNICOS ONLINE: EVIDÊNCIAS DO PAQUISTÃO

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Abstract

The growth of online food stores has greatly influenced the consumer buying pattern especially in the organic food product market. The paper explores the connection between health awareness and the intention to buy organic food online with reference to trust and confidence in health-related information. The collected data were collected using a structured questionnaire from 100 consumers of Pakistan and analyzed using SPSS. The relationships between health awareness and trust in online organic food, confidence in digital information, and purchase intention were analyzed using descriptive statistics, normality tests, correlation analysis, multiple regression, and principal component analysis. The results indicate a strong statistically significant positive correlation between health awareness and online organic food purchase intention. The regression analysis proves the hypothesis that the effect of health-related perceptions, as a bloc, has a strong effect on purchase intention. Moreover, principal component analysis reveals a health-oriented factor that significantly influences the variance with a preponderance implying that health awareness, trust and intention are interrelated in the form of an integrated thinking system. The research is an addition to the existing body of knowledge on online food consumption because

Resumo

O crescimento das lojas online de alimentos influenciou significativamente o padrão de compra dos consumidores, especialmente no mercado de produtos alimentícios orgânicos. O artigo explora a conexão entre a conscientização sobre saúde e a intenção de comprar alimentos orgânicos online, com referência à confiança nas informações relacionadas à saúde. Os dados coletados foram obtidos por meio de um questionário estruturado aplicado a 100 consumidores do Paquistão e analisados usando o SPSS. As relações entre a conscientização sobre saúde e a confiança nos alimentos orgânicos online, a confiança nas informações digitais e a intenção de compra foram analisadas usando estatísticas descritivas, testes de normalidade, análise de correlação, regressão múltipla e análise de componentes principais. Os resultados indicam uma forte correlação positiva estatisticamente significativa entre a conscientização sobre saúde e a intenção de compra de alimentos orgânicos online. A análise de regressão comprova a hipótese de que o efeito das percepções relacionadas à saúde, como um todo, tem um forte efeito sobre a intenção de compra. Além disso, a análise de componentes principais revela um fator orientado para a saúde que influencia significativamente a



it reveals how health awareness is a key influencer of online organic food buying behavior.

Keywords: Health Awareness. Online Organic Food. Consumer Trust. Purchase Intention. Digital Information.

variância com uma preponderância, o que implica que a consciência sobre saúde, a confiança e a intenção estão inter-relacionadas na forma de um sistema de pensamento integrado. A pesquisa é um acréscimo ao corpo de conhecimento existente sobre o consumo de alimentos online, pois revela como a consciência sobre saúde é um fator-chave que influencia o comportamento de compra de alimentos orgânicos online.

Palavras-chave: *Consciência sobre Saúde. Alimentos Orgânicos Online. Confiança do Consumidor. Intenção de Compra. Informações Digitais.*

1 INTRODUCTION

The food quality, safety, and long-term health results worries have been on the rise in the modern consumer communities. These issues have added to the increased demand of organic food which is generally viewed as a healthier and more natural substitute to the food produced conventionally (Chowdhury et al., 2021). The general perception of organic food is that it does not include any synthetic pesticides, artificial additives, and genetically modified ingredients, thus being seen by many consumers as conducive to healthier lifestyles and prevention of diseases. In addition to these advances, the dynamism of e-commerce has revolutionized the way food is retailing in that consumers can now retrieve organic food products via online platforms that are more focused on convenience, accessibility, and availability of information (Fleşeriu et al., 2020). The convergence of buying organic foods and online shopping is a major change in the consumer behavior related to foods. The online platforms give consumers like access to information about products, health claims, certifications, and peer reviews as well as deprive them of the possibility to physically examine products before buying them. This has both opportunities and challenges to organic food markets as a result of this duality. On the one hand, online platforms enable consumers to find information related to their health more effectively; on the other hand, it leads to heightened trust in vendors, platforms, and the validity of information found online. The way consumers

move through this environment is thus of great importance to the researcher and practitioner in food science and food marketing.

One of the most important psychological factors that influence food consumption behavior is health awareness. The consumption behavior of health-conscious consumers is defined by a stronger interest in their health status, the activity related to health-promoting practices, and the inclination to the information regarding nutrition and the ineffectiveness of food options in the long run. Past studies have revealed that health awareness has always been positively correlated with positive attitudes towards organic food, readiness to buy high-price products, and tastes towards foods that are considered to be natural or minimum processed (Tandon et al., 2020). However, the majority of the current literature has concentrated on conventional retail settings, and the dynamics of online organic food shopping has remained under-researched. The online scenario brings on more levels of complexity to the food choice behavior. In contrast to the physical shops, online spaces force consumers to assess the quality and authenticity of products based on symbolic information, including descriptions, certifications, visual displays and seller reputations in large proportion. Trust in this context has taken center stage as the mediating mechanism between health awareness and purchase behavior. Health-conscious consumers might be especially susceptible to the question of information accuracy, the authenticity of organic claims, and disclosure onto production and sourcing. In turn, health awareness can have not only a direct effect on the purchase intention, but also an indirect one due to the increased trust and confidence in online organic food, which can be offered.

Although the importance of online food consumption is increasing, empirical data on the interaction of health awareness, trust, and purchasing intention in online organic food markets are still scarce (Yadav & Pathak, 2017). The current body of research tends to discuss these constructs separately, without addressing whether they are combined to indicate a more general consumer orientation. Additionally, the demographic predictors of organic food consumption are usually a focus in studies, and less focus is given to the cognitive and motivational structures that direct the consumer behavior in online contexts. These gaps need to be addressed in order to create a more detailed picture of online organic food purchasing (Hair et al., 2017). The proposed study is based on the consumer behavior theory and the premise that the more proximal perceptions like trust and

confidence are determined by comparatively stable cognitive orientations, including health awareness, and subsequently affect behavioral intention. In this perspective, health awareness can act as a u-framework, which orders the ways in which the consumers perceive the information about food online and the possibilities to buy the food. This research does not perceive health awareness, trust, and intention as independent variables, but investigates the possibility of creating a coherent framework that defines health-conscious online buyers of organic food.

The current study aims at attaining three primary objectives. The study focuses on the power and orientation of the association between health awareness and online organic food purchase intent. Second, it examines the relationships between health awareness and trust-based perceptions, such as trust of online organic food retailers and trust of health-related information available online. Third, it examines the underlying structure of these constructs through component-based analysis to know whether they correspond to a single health-based consumer orientation (Shahid, 2022). This research adds value to the literature of food science and consumer research in a number of ways by emphasizing on the health related cognitions of consumers in an online shopping environment. It builds on the current understanding of consumption of organic food by contextualizing health awareness in digital food setting, where credibility and trust of information is important. It also offers the empirical finding of a consumer based research through sound statistical methods in order to explain how health awareness converts into online purchase intention.

1.1 Health awareness, trust, and online organic food consumption

The role of health awareness in the contemporary food consumption behavior is also becoming an important aspect in explaining the behavior. It represents the extent to which individuals are concerned about remaining physically fit and the willingness to engage in practices that promote their long-term health (Hobbs & Goddard, 2015). Health conscious consumers tend to be very precise in their food consumption, considering nutritional factors, the ingredients and the potential health implications of the food they are consuming. This tendency frequently makes them choose the food that appears natural, safe, and healthy, and organic food is of particular interest.

Food science and consumer behavior studies have always indicated a positive correlation between health consciousness and consumption of organic foods. Health conscious consumers are more inclined towards consuming products without synthetic pesticides, artificial additives and genetically modified components. They also tend to seek information, read labels, examine health claims and examine standards of certification. Therefore, health awareness is a relatively stable attitude which influences the way consumers evaluate the quality of the food and their purchasing decisions (Fleşeriu et al., 2020). Although there is an increase in the interest in organic food, most studies target the traditional in-store purchasing scenarios. The fast emergence of digital food retailing has transformed the process in which consumers locate, examine, and buy food. The Internet offers comfort and a greater variety of choices, but it eliminates the possibility of a physical inspection of products. Online food shopping relies on trust as a key element. It is considered to be the trust that a consumer has in the reliability and honesty of online sellers and the factfulness of the information they give. This is particularly essential when it comes to organic food, where, in most cases, it is impossible to verify numerous features using personal means (Devi et al., 2023). The external assurances that consumers require without having a physical access are to find out whether the organic claims are true or whether the products will satisfy their health expectations.

The necessity of trust in online organic food markets might increase because of health awareness. The health-conscious consumers will perhaps be more skeptical and careful in online information review. They may be more sensitive to the risk of health conditions and consider the transparency, certification and information consistency more important. In cases that platforms provide clear, detailed, and credible health information, health conscious shoppers will feel more inclined to trust the seller and consider the buying environment to be safe and reliable. There is a strong connection between trust and trust in online information on health (Boobalan & Nachimuthu, 2020). The confidence is the degree to which consumers are convinced that the information they find on the web is sufficient and reliable to make informed choices. Perceived risk and uncertainty in digital food markets depends on the confidence in the information quality to lower credibility levels. This is particularly so with organic products, the misleading information or inconsistent labelling can destroy consumer confidence. In the case of

health-conscious consumers, trust in information is essential in converting positive intentions in buying organic food into actual buying intentions.

In theoretical perspective, models of consumer behavior propose that a stable orientation, such as health awareness, has an indirect effect on behavior via more immediate judgments, such as trust and confidence. The health awareness influences the way shoppers perceive information, credibility, and risk and benefits of online shops. In this respect, health awareness is not an independent phenomenon that influences purchase intention in the virtual environment but instead, it is the interaction of health awareness with contextual variables (Ashraf et al., 2019). An important outcome variable in the study of food consumption is purchase intention, which determines the desire and willingness of consumers. Numerous researches indicate that the intention to purchase is a very strong predictor of the actual purchase behavior. Online, purchase intention is not solely based on personal values and product characteristics, but platform variables including trustworthiness, clarity of information and perceived authenticity are also determinants. In the context of health-conscious consumers, it is of particular significance to match personal health values to online food provisions in order to influence intention.

Although the relationship between health consciousness, trust and consumption of organic foods have been studied before, there is a lack of empirical research that incorporates these constructs within one framework when it comes to online environments. Health awareness, trust, and purchase intention are often discussed as independent variables in many studies, and it has not been addressed as to whether they are components of a larger health-oriented consumer attitude. This integration is significant to understand since it may give an insight into how the combination of multiple cognitive and motivational factors can influence online food buying behavior (Cachero-Martínez, 2020). This research draws on an integrative, consumer based approach that formulates health awareness, trust in online organic food, confidence in health related information and purchase intention as interrelated components of a health based decision making model. As opposed to direct relationships, this method acknowledges the multifaceted nature of the relationship between health motives of the consumer and the appraisal of the online food environment. Through the empirical study of these connections, the research therefore leads to a better understanding of the operation of health awareness in the digital food markets.

To conclude, the current literature indicates that organic food consumption is based on health awareness whereas trust and confidence in information are essential processes in the context of online purchases. However, there is little empirical literature on the joint effects of these factors on the online purchase intention of organic foods. This research fills this gap and examines the connections between health awareness, trust, confidence, and purchase intention to push the scope of food science and consumer behavior research into the emerging field of online organic food retailing.

2 MATERIALS AND METHODS

The research design applied in the study was a quantitative and cross-sectional survey that examined the relationship between health awareness, trust, and online purchase intention of organic food. The information was collected using self-completion online questionnaire based on Google Forms from individuals residing in Pakistan. The instrument was easy to use by the respondents and ensured anonymity, thus suitable in the study of online buying behavior among digitally active consumers. The survey link was provided via social media and messaging applications, focusing on those who had already made purchases on the internet and were aware of organic products (Chauke & Duh, 2019). The respondents were informed that the information they provided would not be used in any other way and participation was a voluntary affair. No data on any kind of personal identifiers was gathered, and the participants had an option to pull out. Only 100 valid responses were entered into the final analysis. The group used was predominantly composed of young adults, who are the more active in terms of online food shopping. Despite the fact that most of them were men, the information still provided some important information on the topic of the health-motivated consumption of online organic food among the target population.

2.1 Measures

The measure of health awareness included a number of items which addressed concerns that the respondents had regarding their health and the extent to which they are involved in health-related activities. These items assessed the effort that members put into enhancing their health by making daily decisions, how they are attentive to information on healthy eating and nutrition, and their concern about the health consequences of the foods they eat in the long run (Hair et al., 2017). The measure of trust was assessed using questions that assessed confidence in online organic food sales, trust in the presence of rich product information, and beliefs in authenticity and health benefits of online organic food. The purchase intention was determined by asking the respondents the likelihood of being able to buy the organic food online in the nearest future. All were measured on a five-point Likert scale, (1 = strongly disagree to 5 = strongly agree). The questionnaire was developed using well-established consumer behavior and food choice literature and revised according to its relevance and clarity in terms of the online context of organic food.

2.2 Data analysis

The analysis of data was analyzed in SPSS. The descriptive statistics outlined the nature of respondents and the distribution of variables. The Kolmogorov-Smirnov and Shapiro-Wilk tests of normality were performed; the test results indicated that the data were not normally distributed, which is why the robust statistical techniques were used. The Pearson correlations were used to study the relationship between health awareness and trust variables and purchase intention. The general impact of health-related perceptions on the intention to buy organic foods online was measured using multiple regression (Krystallis & Chrysosoidis, 2005). Lastly, principal component analysis (PCA) investigated the latent structure of the variables of health, trust and intention and determined the key elements that accounted for differences in consumer perceptions. The given section presents the core outcomes of the research. It is interested in the relationship between health awareness, trust and purchase intention with online organic foods. The results are presented in the form of descriptive knowledge, correlation study, significance

of the regression-based models, and interpretations of the factors at the levels. The combination provides a clear image of the reason behind the purchase of organic food online by consumers.

3 RESULTS

Descriptive statistics indicate that the level of health awareness among the respondents is moderate to high. The average result of overall health awareness means that the participants tend to be health-conscious people, i.e. they keep track of healthy eating tips and think about the long-term impact of their food consumption. The mean values of individual health awareness items are identical and indicate that health concern is not confined to an individual area. The descriptive results illustrated in table 1, are a good basis of future analyses. They ensure that there is sufficient variation and interest of the sample in health matters to examine how these attitudes affect online purchasing of organic food.

Similarly, the findings of the correlation analysis (see Table 3: Correlation Analysis) are strong evidence that health awareness, trust and online organic food purchase intention are interrelated. The Pearson correlation coefficients indicate statistically significant positive relationships ($p < 0.01$) in all variables. The most interesting point is that the intention to purchase correlates with the overall health awareness very strongly. This implies that the respondents who are health aware would have a significantly higher propensity of purchasing organic food online. This underscores health awareness as a significant psychological motivational factor of internet buying. The level of health awareness is also associated with great strength with trust of online organic food, trust buying when they are provided with clear information and focus on nutrition and healthy eating information. These connections indicate that health-conscious consumers are also health-outcome driven and also become more trusting whenever they are assured with credible information.

There are strong intercorrelations between the variables associated with trust and purchase intention. Customers are more ready to make a purchase when they have confidence in online merchants and believe in the originality and health advantages of organic foodstuff. This trend lends credence to the notion that trust is the driver that

transforms health awareness into the purchasing intention in online food markets (Rana & Paul, 2017). When combined, the outcomes of the correlations indicate that health awareness, trust, and purchase intention are closely related. They support the notion that online organic food purchases are influenced by a combination of a set of health-related perceptions, as opposed to single factors.

A multiple regression analysis was conducted in order to investigate the synergistic impact of health-related variables on purchase intention. As indicated in the ANOVA table (see Table: ANOVA), the coefficient of overall regression is statistically significant ($p < 0.001$). This implies that the predictors of health awareness and trust jointly determine a significant proportion of purchase intention (Hobbs & Goddard, 2015). The high F -statistic confirms that the independent variables, in combination with each other, enable a solid contribution to the intention to purchase organic food online amongst consumers. This reinforces the results of the correlation analysis, by demonstrating that health awareness and trust do not affect purchase intention independently but in combination.

In a practical perspective, the findings of the ANOVA indicate that a combination of health motivation, trust with the sellers, confidence with clear information, and confidence in authenticity shapes the online purchasing decision of consumers. This explains why it is necessary to consider various health-related dimensions in an attempt to predict or manipulate consumer behavior in online food markets. The principal component analysis explains the architecture behind the perceptions of health among consumers. The presence of one dominant component that describes a significant percentage of the total variance demonstrates that the health awareness, the trust in online organic food, the belief in health information, and the intention to purchase are closely interconnected and comprise a factor that can be called a health-oriented one. The implication of this discovery is that consumers do not distinguish their health issues, perception of trust and purchase intentions. Rather, they collaborate as a logical system of thinking that dictates online purchasing organic foods. Trust in online sources and belief in health information appear to be crucial factors in assessing the offer of organic foods and making buying choices among health-conscious customers.

Therefore, there is a high and positive correlation between online organic food purchase intention and health awareness. The Health conscious consumers have more

confidence in online organic food and are more trustworthy in health information. Regression and ANOVA affirm that the variable of health awareness and trust, when put together, has a strong influence on the purchase intention. The factor analysis shows that the constructs are integrated to create a health-based cognitive structure. In these findings, health awareness has been identified as the central element in determining online buying behavior of organic foods. They also offer empirical evidence of the assumption that trust and confidence are important processes that mediate health motivation into buying intention in online food contexts.

Table 1

Descriptive Analysis

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Health Awareness Mean	100	1.00	5.00	3.4660	1.15092
I actively try to improve my health through my daily choices	100	1.00	5.00	3.4824	1.33284
I pay attention to information about healthy eating and nutrition	100	1.00	5.00	3.5529	1.33190
I am concerned about the long-term health effects of the food I consume	100	1.00	5.00	3.5529	1.42683
Valid N (listwise)	100				

Table 2

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Health Awareness Mean	.140	100	.000	.925	100	.000
I actively try to improve my health through my daily choices	.218	100	.000	.845	100	.000
I pay attention to information about healthy eating and nutrition	.217	100	.000	.886	100	.000
I am concerned about the long-term health effects of the food I consume	.232	100	.000	.838	100	.000
I intend to buy organic food online in the near future	.195	100	.000	.874	100	.000

a. Lilliefors Significance Correction

The Tests of Normality outcomes on the variables indicate that all the data is not normally distributed. To be precise, the Kolmogorov-Smirnov test statistics values are between 0.140 and 0.232 and the Shapiro-Wilk statistics values are between 0.838 and

0.925 with the corresponding p-values (Sig.) of all these values being less than 0.05. The results of the Kolmogorov–Smirnov and Shapiro–Wilk tests indicate that the data for health awareness and online organic food purchase intention variables significantly deviate from normality ($p < 0.05$). Consequently, the findings justify the use of non-parametric or robust statistical techniques in subsequent analyses.

Table 3
Correlation Analysis

		Health Awareness Mean	I actively try to improve my health through my daily choices	I pay attention to information on healthy eating and nutrition	I am concerned about the long-term health effects of the food I consume	I trust organic food sold online	I feel confident buying organic food online if clear information is provided	I intend to buy organic food online in the near future
Health Awareness Mean	Pearson Correlation	1	.840**	.821**	.827**	.797**	.820**	.863**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	99
I actively try to improve my health through my daily choices	Pearson Correlation	.840**	1	.637**	.623**	.618**	.801**	.730**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	99
I pay attention to information on healthy eating and nutrition	Pearson Correlation	.821**	.637**	1	.710**	.587**	.578**	.617**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	99
I am concerned about the long-term health effects of the food I consume	Pearson Correlation	.827**	.623**	.710**	1	.556**	.620**	.655**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	99
I trust organic food sold online	Pearson Correlation	.797**	.618**	.587**	.556**	1	.595**	.683**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	99

I feel confident buying organic food online if clear information is provided	Pearson Correlation	.820**	.801**	.578**	.620**	.595**	1	.757**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	99
I intend to buy organic food online in the near future	Pearson Correlation	.863**	.730**	.617**	.655**	.683**	.757**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	99

** . Correlation is significant at the 0.01 level (2-tailed).

4 DISCUSSION

The current paper investigated the role of health awareness on the trust and purchase intentions of consumers of online organic food. We find out that one of the psychological factors influencing online purchase of organic food is health awareness. Trust and confidence in health information increases this influence. Overall, the consumption of online organic foods can best be regarded as a health-conscious choice and not merely a purchase (Tandon et al., 2020). One of the major results is the high degree of positive correlation between health awareness and intention to purchase organic online food. The consumers, who actively aspire to health improvement, consult nutritional information, and are concerned with the long-term impacts of consumed food, are far more inclined to plan the purchase of organic food online. This is in line with previous studies that have shown that consumption of organic foods is motivated by health consciousness. It is possible to add that this relationship is true even in online environments where there is more uncertainty and information gaps than in physical stores.

Health awareness is also closely linked to confidence in online organic food sellers and trust in information related to health. Health conscious consumers are much more judicious when it comes to the credibility and clarity of the online information (Fleşeriu et al., 2020). As long as the information meets their standards, they have increased confidence with the platform. This is consistent with the theories that the health motivated consumers are more cognitively engaged and sensitive to informational cues. Trust is necessary in digital markets, where direct verification is not possible, to turn health

awareness into a purchase decision. The high relationships among the variables concerning trust and purchase intention emphasize trust as a major facilitator of online organic food purchasing. The customers who are convinced of the authenticity of the items and confident in the information they are being told are much more likely to report a purchase intention. This compliments the existing studies that highlight trust as a very critical factor of online purchase, particularly in credence commodities such as organic food (Chowdhury et al., 2021). The quality and authenticity of organic food cannot be easily tested once the person has purchased it as in the case of typical search or experience goods, so there is no way that this can be done without trust.

Table 4
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	117.200	10	11.720	18.685	.000 ^b
	Residual	45.788	80	.627		
	Total	162.988	100			

a. Dependent Variable: **I intend to buy organic food online in the near future**

b. Predictors:(Constant), I actively try to improve my health through my daily choices, I pay attention to information about healthy eating and nutrition, I am concerned about the long-term health effects of the food I consume, I regularly check whether a product is good for my health before buying it, I trust organic food sold online in Pakistan, I feel confident buying organic food online if clear product information is provided, Organic food sold online is generally authentic, I am willing to pay more for organic food if it benefits my health, I will choose organic food online whenever it is available and affordable, I would recommend buying organic food online to others.

Table 5
Factor Analysis (Communalities)

	Initial	Extraction
I actively try to improve my health through my daily choices	1.000	.733
I pay attention to information about healthy eating and nutrition	1.000	.705
I am concerned about the long-term health effects of the food I consume	1.000	.716
I regularly check whether a product is good for my health before buying it.	1.000	.626
I trust organic food sold online in Pakistan	1.000	.758
I feel confident buying organic food online if clear product information is provided.	1.000	.699
Alignment of organic food consumption with my personal health values is important.	1.000	.671

I believe organic food is healthier than conventional food.	1.000	.683
I trust health-related claims made by online organic food sellers.	1.000	.707
I feel more motivated to purchase organic food online when health benefits are clearly communicated	1.000	.666
Health-related information provided online influences my perception of organic food	1.000	.704
I intend to buy organic food online in the near future.	1.000	.745

Extraction Method: Principal Component Analysis.

Table 6

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.414	70.119	70.119	8.414	70.119	70.119
2	.753	6.273	76.393			
3	.529	4.411	80.804			
4	.471	3.924	84.728			
5	.318	2.652	87.380			
6	.310	2.585	89.965			
7	.279	2.326	92.291			
8	.257	2.144	94.436			
9	.209	1.742	96.177			
10	.167	1.391	97.568			
11	.150	1.252	98.820			
12	.142	1.180	100.000			

Extraction Method: Principal Component Analysis.

The interpretation is supported by regression and ANOVA tests. They demonstrate that the combination of health awareness and trust variables can explain a considerable amount of variance in online organic food purchase intention (Devi et al., 2023). These variables do not act in isolation but constitute a system of perceptions that interrelate with one another thereby influencing consumer behavior. It indicates the weakness of analyzing health awareness or trust independently and contends that a more comprehensive method is necessary. The principal component analysis provided additional clue on the cognitive framework that provides perceptions. One primary element accounted for a significant part of the total variance and that means that health awareness, trust in online organic food, confidence in information, and purchase intention are not independent areas in the mind of consumers. Instead, they create a rational health-related thinking system, indicating that an online food purchase is influenced by a larger thinking and not by distinct judgments.

In principle, these results are consistent with models of consumer behavior establishing a hierarchy: stable orientations, cognitive evaluations, and behavior intentions. Health awareness is a consistent disposition that determines the manner in which the consumer interprets information and evaluates credibility on the internet (Boobalan & Nachimuthu, 2020). The second is trust and confidence, which decrease the perceived risk and makes the purchase intention easier. Our analysis advocates such hypothetical chain in organic food markets online. Similarly, the growth of health awareness promotes expectation and motivation, as well as information quality and credibility. Health-conscious consumers are not just uninformed consumers; they do not only evaluate the health claims as clear, consistent with their values, and with credible evidence. When these expectations are fulfilled, trust is enhanced and purchase intention increases. On the other hand, a lack of specific or inconsistent information may destroy trust, even with the otherwise proponents of organic food.

These findings can be incorporated in the general body of literature on the topic of digital food consumption since the results depict the specific challenges and opportunities of online organic food retailing. Online platforms provide convenience and information but they need more transparency and credibility to meet the demands of health-conscious consumers (Ashraf et al., 2019). This is particularly applicable in the new online food markets where the regulation and the standardization of health claims might not be symmetrical. The results indicate that health awareness increases the level of engagement and susceptibility within such settings.

The results have been mostly related to a group of digitally engaged individuals, which means that younger generation of consumers is covered. Younger consumers seem to be at ease with performing transactions online and accessing information through the internet. However, the fact that health consciousness prevails means that digital familiarity is not the only factor influencing online purchases of organic food. Instead, consistency between the motivations to health and the believable online spaces seems determining. This highlights the increased significance of online food markets that utilize health-focused communication patterns (Fleşeriu et al., 2020). On the whole, the study provides a complex insight into the behaviour of online organic food buying, showing the tightness of the connections between health awareness, trust, and purchase intention. The findings oppose simplistic beliefs that the consumption of organic foods is being price-

sensitive or environmentally-concerned and instead highlight the primary importance of health-oriented cognition when shopping online.

In conclusion, there are three important lessons that are seen in the discussion. Initially, the health awareness is a strong and stable predictor of online organic food purchase intention. Second, confidence and faith in information related to health are the very important processes by which health awareness can determine behaviour (Devi et al., 2023). Third, the constructs are all together to create one cognitive system that controls online purchase of organic food. Collectively, these findings contribute to theoretical knowledge on the consumption of digital food and offer a strong basis on which they can be applied in management and policies.

4.1 Limitations/ Future research

In spite of its contribution, this research has a number of limitations that should be mentioned. First, there has been a small sample size that mainly consisted of male respondents who were of a young age. Although this population segment is quite applicable to online shopping situations, the results cannot be entirely generalised to older age groups or more gender-balanced groups. The next generation of research ought to utilize bigger and more diversified samples to increase the external validity. Second, the researcher used self-reported data in the form of online questionnaires, which could be prone to response bias or the social desirability factor. Though the self-reported measures are popular in the consumer behaviour research, the research may be further enhanced in the future as the researcher considers using behavioural or experimental methods to describe the actual purchasing behaviour in addition to the survey data. Third, the study is cross-sectional, and it is not possible to make causal inferences. Longitudinal studies might offer a better understanding of the dynamics of health awareness, trust, and the purchase intention change throughout the time, especially as consumers become increasingly familiar with the online organic food stores. Lastly, future research can expand the existing framework by including other variables including price sensitivity, perceived risk, digital literacy, or environmental concern to deepen the knowledge on online organic food consumption.

5 CONCLUSION

This research is an empirical evidence that health awareness is a core and integrative factor in online organic food buying behaviour. The results prove that consumers who are health conscious tend to believe online organic food vendors, are more confident about the information regarding health, and are more determined to buy the organic food with the help of the digital platform. It was revealed that health awareness, trust, and willingness to purchase are not independent variables but instead they comprise an integrated cognitive framework. This study places organic food consumption in an online setting and contributes to the already existing body of research in the field of food science and consumer behaviour and points out to the increasing role of trust and information credibility in online food markets. Implications of the results include the fact that online organic food retailing success requires not only availability and convenience of products, but also the possibility of matching digital services as well with health motivation and expectations of consumers. Altogether, the research adds to a better comprehension of health-related decision-making in online food settings and provides useful insights to scholars, practitioners, and policymakers who intend to facilitate knowledgeable and health-conscious food consumption in an ever more digital market environment.

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Authors' Contribution

All authors contributed equally to the development of this article.

Data availability

All datasets relevant to this study's findings are fully available within the article.

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