

Research Article

PURCHASE INTENTIONS TOWARD ECO-FRIENDLY CONVENIENCE VEGETABLES AND FRUITS IN HO CHI MINH CITY, VIETNAM

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ABSTRACT

This study investigates consumer purchase intentions toward eco-friendly convenience vegetables and fruits in Ho Chi Minh City, Vietnam, focusing on minimally processed products labeled with integrated pest management (IPM) standards. A quantitative approach utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM) is employed, with data collected from 334 respondents through questionnaires. The research aims to contribute to understanding the determinants of consumer purchase intentions, particularly emphasizing the role of consumer trust. The conceptual framework builds on the Theory of Planned Behavior and extends it by incorporating trust as a key factor influencing consumer intentions. The analysis reveals significant relationships between consumer trust and attitudes toward integrated pest management (IPM) standards (TR → ATT: $\beta = 0.476$, $p=0.000$), as well as the impact of attitudes on purchase intentions (ATT → INT: $\beta = 0.243$, $p=0.001$). These findings provide valuable insights for promoting sustainable consumption patterns in the Vietnamese market.

Keywords: Eco-friendly, Convenience vegetables, Consumer purchase intention, Integrated-pest-management (IPM), Quantitative research, PLS-SEM, Consumer trust, Theory of Planned Behavior (TPB), Sustainable consumption, Minimal processing, Purchase decision.

INTRODUCTION

Background of the study

As sustainability becomes a dramatically important global priority, the food industry is witnessing a shift toward more environmentally conscious practices. The growing environmental concerns and the increasing demand for healthy, time-saving food options have led to a surge in the popularity of eco-friendly convenience vegetables and fruits. The increasing demand for both eco-friendly and convenient food products presents a paradox in consumer behavior. While consumers express a desire to make environmentally sustainable choices, time constraints and modern urban lifestyles often lead them to opt for convenience food, which is frequently criticized for its lack of sustainability.

As the need for sustainable growth and environmental preservation has grown, so too has the need for green products in recent years (Garbyal & Gupta, 2024). Green foods are generally characterized as environmentally sustainable food products that minimize environmental consequences and do not cause harm to consumers' harms. They were produced by applying eco-friendly methods (Phuong, Mai, Mergenthaler, 2024). For more sustainable food systems and more ecologically friendly production practices, green consumption, which is linked to environmentally conscious behavior, is essential.

Vietnamese consumers are becoming more environmentally concerned and are starting to consuming green food items priority in the hopes of improving their health and reducing their negative effects on the environment (Hoang, Saviolidis, Olafsdottir, Nguyen D, 2023). The surge in eco-consciousness among consumers, particularly Generation Z, is reshaping the fresh food market towards

sustainability. A significant 72% of Vietnamese consumers are now willing to pay a premium for green products, reflecting a robust demand for environmentally friendly options (Nam, 2024). As a sign of its dedication to sustainable development, the Vietnamese government has launched a number of programs and policies to encourage environmentally friendly consumption and sustainable agricultural production (Phuong, Mai, Mergenthaler, 2024). In 2023, in Son La province, the Provincial Sub-Department of Crop Production and Plant Protection launched a project to apply Integrated Pest Management (IPM) techniques in the cultivation of passion fruit. After over a year of implementation in Chieng Luong commune, Mai Son district, across a 5-hectare area, the model demonstrated several positive outcomes: the use of chemical fertilizers was reduced by 15–20% compared to conventional farming practices; pest incidence and density decreased by 20–30%. The increasing demand for both eco-friendly and convenient food products presents a paradox in consumer behavior. While consumers express a desire to make environmentally sustainable choices, time constraints and modern urban lifestyles often lead them to opt for convenience food, which is frequently criticized for its lack of sustainability (T.D.V, 2024).

Research problem

The increasing demand for both eco-friendly and convenient food products presents a paradox in consumer behavior. While consumers express a desire to make environmentally sustainable choices, time constraints and modern urban lifestyles often lead them to opt for convenience food, which is frequently criticized for its lack of sustainability. Furthermore, trust in food labeling and eco-certifications plays a crucial role in consumer decision-making, yet the extent to which it influences purchasing intentions for eco-friendly convenience food remains unclear.

Despite previous research on consumer attitudes towards sustainable food choices, there is a gap in understanding how trust impacts the purchase intention to purchase minimally processed vegetables with integrated pest management (IPM) labels.

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Research objectives

- To analyze the determinants influencing consumer purchase intentions for eco-friendly convenience food, specifically minimally processed (MP) vegetables labeled with integrated pest management (IPM) standards
- To provide insights for food firms and policymakers on strategies to enhance consumer trust and promote sustainable food consumption in order to meet various needs.

Research questions

- What factors drive Vietnamese's consumption intention on eco-friendly convenience fruits and vegetables?
- How does consumer trust (institutional trust) impact their willingness to purchase eco-friendly convenience food in Ho Chi Minh City?
- What strategies can food firms and policymakers implement to enhance consumer trust and promote sustainable food consumption?

This explored research provides two key contributions. Firstly, it is among the first studies to apply and extend the Theory of Planned Behavior (TPB) by integrating constructs such as institutional trust, food shopping habits, and agricultural practice concerns to explore their combined effects on consumer intention to purchase eco-friendly convenience vegetables and fruits. This integrated model helps explain the impact of trust, risk perception, and behavioral control on shaping consumer intention in urban environments. Secondly, while previous studies have largely focused on consumers in European contexts, this research focuses on Vietnam, specifically Ho Chi Minh city.

LITERATURE REVIEW

Integrated Pest Management standards (IPM)

Integrated Pest Management (IPM) involves thoughtfully evaluating all possible pest control methods and then applying a combination of suitable strategies to prevent pest outbreaks. It integrates biological, chemical, physical, and crop-specific (cultural) practices to support healthy crop production while minimizing pesticide use. The goal is to reduce the risks that pesticides pose to human health and the environment, promoting long-term, sustainable pest control (Food and Agriculture Organization of the United Nations, n.d.).

Minimally-processed (MP) vegetables and foods

MP foods refer to the use of one or more processes, methods, or procedures to convert plant-derived foods into longer-lasting, ready-to-eat (RTE) or ready-to-cook (RTC) products while preserving the nutritional value and organoleptic (sensory) qualities of fresh vegetables (De Corato, 2019). Minimal processing provides both consumers and businesses with the benefit of accessing fresh vegetables that maintain high quality, while also offering convenience and ease of use.

Conceptual framework

The conceptual framework is grounded in the theory of planned behavior (TPB) proposed by Ajzen (1985), which itself builds upon the earlier Theory of Reasoned Action (Ajzen & Fishbein, 1980). This psychologically oriented framework enables the incorporation of existing economic models into the analysis of consumer behavior, addressing the recognized shortcomings of purely economic

approaches in fully explaining behavioral determinants (Yadav & Pathak, 2017).

Consumer purchase intention remains a significant focus in academic research, especially within the context of green marketing. These frameworks suggest that consumer actions can be effectively predicted through intentions, which are shaped by specific behaviors, goals, and situations. Numerous studies have applied these theories, directly or indirectly, in order to understand what motivates consumers to make environmentally conscious purchasing decisions and how intention leads to actual behavior (Rustagi & Prakash, 2022).

The TPB Theory

The TPB examines the causes of particular human behaviors, assessing the significance of the behavior's determinants and desire to carry out the behavior. The idea states that a person's intention to engage in a behavior is impacted by their assessment of the prospective outcomes of doing so, their expectations of reference people, and any potential motivators or barriers to engaging in that behavior. In addition, the Theory of Planned Behavior (TPB) is widely recognized as one of the most frequently applied frameworks for examining human behavior. It is highly regarded by researchers across various disciplines, including psychology, behavioral sciences, healthcare, environmental and occupational health, as well as the social sciences (Kwon & Silva, 2020).

According to Ajzen's model, consumer perceptions of the consequences of engaging in the behavior are related to attitudes. The likelihood that customers will buy a certain product increases with their level of satisfaction with it (Honkanen *et al.*, 2006). Attitude has been consistently shown to positively influence a variety of consumer behaviors and perceptions across different domains. For instance, Pacho and Batra (2021) demonstrated that a favorable attitude enhances both consumer knowledge and health consciousness. In the context of product choices, attitude has been shown to significantly impact purchasing decisions related to organic food (Ashraf *et al.*, 2019). From these, hypothesis can be conducted that:

H1: The more positive the consumer attitude towards IPM MP Vegetables and fruits is, the higher the purchase intention is.

The term "perceived behavioral control" describes how each person views their own capacity to carry out a behavior. It has to do with how simple or complex the behavior is thought to be to execute. Such consumer impression can be influenced by external factors (such as availability in supermarkets, the accessibility of certain information, etc.) as well as personal characteristics (such as the difficulty of completing the behavior because it is too costly in terms of money, time, physical effort, etc.) (Ajzen, I., 1991).

The decision to buy environmentally friendly food was found to be strongly influenced by product availability (Aertsens *et al.*, 2009). According to a number of studies, one of the factors preventing customers from selecting eco-friendly items, such as organic food, is product availability, which also adds to the so-called "attitude-behavior gap" for green consumers (Aschemann-Witzel and Aagaard, 2014). When products are more readily accessible, the store's functional value increases (Cottet *et al.*, 2017). The availability of products also affects the overall shopping experience (Triantafyllidou *et al.*, 2017) and can impact consumers' intention to make a purchase (Sowers *et al.*, 2019). From the theory mentioned above, the hypothesis can be conducted:

H2: The higher the consumer perceived availability of IPM MP vegetables and fruits is, the higher the purchase intention is.

Trust and Other Determinants of Food Behaviour

The concept of trust refers to customers' expectations of the value, functionality, and capability of components that are part of the evaluation's objectives (Ganesan, 1994). Food shopping behaviors, concerns about agricultural practices, and the level of consumer trust have been shown to influence the intention to choose eco-friendly food options (Hobbs and Goddard, 2015). Food shopping habits refer to the routine behaviors that consumers consistently exhibit when purchasing products (Saba and Di Natale, 1998). The act of consumers seeking information on product labels has been found to have a positive correlation with their intention to purchase food items, such as fruits and vegetables (Guillaumie *et al.*, 2010; Matlhare and Monnapule, 2024). From these, hypothesis can be conducted that:

H3: The higher the probability to look for labelled information (food shopping habits) is, the higher the purchase intention on IPM MP Vegetables is.

Concern about agricultural practices—specifically, the perceived risks linked to those practices— has been found to influence consumers' intention to purchase eco-friendly products such as organic produce (De Groot and Steg, 2007). According to Nguyen *et al.*, (2017), consumers' concerns regarding health and environmental issues positively influence their intention to purchase organic goods. Based on existing literature, a potential link between consumer concern and the intention to purchase IPM MP Vegetables has been identified. Compared to the conventional vegetables and fruits, the IPM products are more eco-friendly, but compared to organic alternatives, they are less. From these, hypothesis can be conducted that:

H4: Consumer concern towards agricultural practices significantly affects consumer intention to buy IPM MP Vegetables.

Institutional trust refers to consumers' confidence in formal systems and organizations including government agencies, food certification bodies, retailers, and producers to maintain and ensure safety, transparency, and sustainability standards (Siegrist, 2000). When trust is high, consumers are more likely to believe that claims about eco-certifications, sustainability practices, or food safety is truthful and credible, which positively influences purchase intentions (Chen, 2010). Several studies have indicated that greater consumer trust is associated with a higher likelihood of forming a positive attitude, which in turn increases the chances of choosing products with eco-friendly attributes (Greibitus *et al.*, 2015). Consumers' intentions to buy "green" products are influenced by their environmental concerns (Ignatow, 2006). These lead to hypothesis:

H5a: Consumer attitudes toward IPM MP Vegetables and fruits are significantly affected by their institutional trust.

The relationship between trust and risk perception is particularly important in food contexts where health and environmental consequences are involved. A lack of institutional trust may amplify perceived risks, leading to resistance to novel or unfamiliar food products (Frewer *et al.*, 1996). With regard to consumer risk perception, Lobb *et al.*, (2007) found a negative relationship between trust in certain supply chain stakeholders and consumer risk perceptions towards chicken. Trust has been identified as a key factor influencing consumer beliefs and behaviors (Volland, 2017). Tonsor *et al.*, (2009) demonstrated that higher levels of trust are linked to lower risk perceptions among consumers in different countries. A similar

trend was observed that how trust affects consumers' perceived risks and the benefits of eco-friendly and high-tech products (Wee *et al.*, 2014).

H5b: The higher institutional trust is, the lower the perceived risks related to agricultural practices for IPM MP vegetables are.

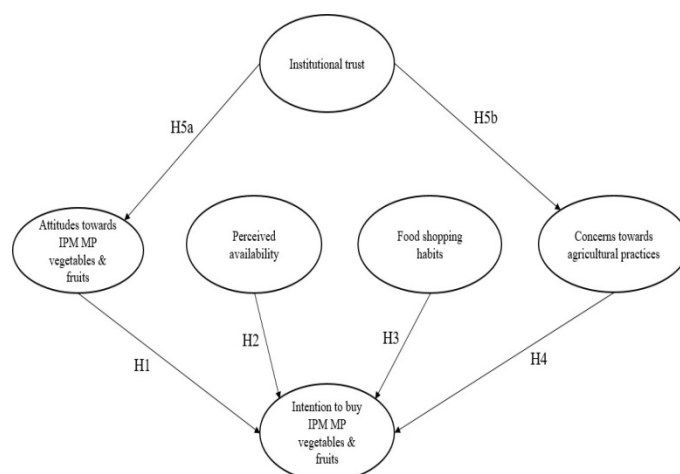


Figure 1. Conceptual model

RESEARCH METHOD

This study adopts a quantitative research approach using a survey-based method to assess the factors influencing Ho Chi Minh consumers' purchase intentions on eco-friendly convenience food, particularly minimally processed (MP) vegetables with Integrated Pest Management (IPM) labels. Data collection is carried out through a self-administered questionnaire survey, a widely used quantitative method for examining social phenomena (Bowling & Ebrahim, 2005). Data for this study was collected by two ways. The first one is through an online questionnaire, using Google Forms and distributed to the target audience via the author's social media platforms (Facebook). This approach offers multiple advantages (Ha, 2022).

This study utilizes SmartPLS version 4.0 for the data analysis. Structural Equation Modeling (SEM) is a statistical technique used to analyze complex relationships between observed and latent variables. It is frequently used to test theoretical models and validate hypotheses in domains like management, marketing, and the social sciences (Hair *et al.*, 2019).

An appropriate sampling method can reduce errors and biases while improving the ability to generalize findings. For Structural Equation Modeling (SEM), the suggested sample size typically falls between 200 and 400 respondents (Malhotra & Malhotra, 2019). Non-probability samplings may be used in the study as part of the sample technique. Convenience and snowball sampling will be used to collect data.

Pre-testing serves the primary purpose of detecting and resolving potential issues within the questionnaire (Malhotra & Malhotra, 2019). A key goal of pretesting is to identify any elements that may be confusing or unclear to respondents. Pretesting contributes to improving participant engagement and boosting response rates (Ha, 2022). In this study, the questionnaire was distributed to 10 randomly chosen individuals residing in Ho Chi Minh City before its official publishes.

DATA RESULTS

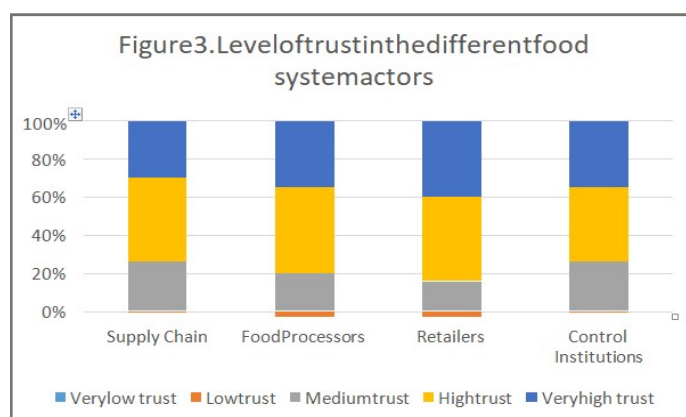
Descriptive statistic

Utilizing convenience and snowball sampling, a total of 346 responses collected in April 2025. However, only 334 forms were valid and used for data analysis. The demographic profile of the respondents who participated in the survey on eco-friendly convenience vegetables and fruits provides valuable insights into the characteristics of potential consumers in this market.

Table 1. Demographic

	Range	Percentage
Gender	Male	43.7%
	Female	56.3%
Age	18-24	53.2%
	25-34	21.4%
	35-45	15%
	45 onward	10.4%
Monthly income	less than 5mil	34.1%
	5-10mil	26.6%
	10-20mil	17.3%
	more than 20mil	22%

The primary aim of this study is to examine the influence of trust on the factors that determine the intention to purchase IPM MP vegetables. Figure 3 presents the relative frequencies of responses to the four trust-related questions (TR1–TR4). The results from these questions are fairly consistent, and the Confirmatory Factor Analysis (CFA) validated their grouping into a single construct. Nonetheless, some variations in response distribution were observed. Notably, the findings suggest that the lowest level of trust is directed toward actors within the supply chain responsible for ensuring compliance with environmental standards. In contrast, respondents exhibit higher levels of trust in food processor brands and retailers. This may be attributed to the value companies place on brand reputation, reflecting a form of calculative trust (Hobbs and Goddard, 2015).



Measurement model assessment

TABLE 2. Construct reliability and validity

Constructs	Items	Loadings	α	rho_A	CR	AVE
Intention to purchase IPM MP vegetables and fruits	INT1	0.769	0.754	0.760	0.859	0.671
	INT2	0.859				
	INT3	0.827				
Attitude	ATT1	0.687	0.765	0.773	0.842	0.517
	ATT2	0.645				
	ATT3	0.804				
	ATT4	0.723				
	ATT5	0.725				

Perceived availabilities	PA1	0.822	0.765	0.801	0.847	0.582
	PA2	0.644				
	PA3	0.772				
	PA4	0.800				
Institutional trust	TR1	0.719	0.801	0.822	0.869	0.624
	TR2	0.848				
	TR3	0.796				
	TR4	0.792				
Shopping habits	HAB1	0.642	0.732	0.777	0.827	0.548
	HAB2	0.828				
	HAB3	0.661				
	HAB4	0.812				
Agricultural practices concerns	CON1	0.760	0.714	0.725	0.822	0.537
	CON2	0.710				
	CON3	0.781				
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A confirmatory factor analysis (CFA) was then conducted to assess the validity of the constructs within the conceptual model. The results are presented in Table 2. As can be seen, all constructs show acceptable internal consistency, their Cronbach's alpha value were high, surpassing 0.7 (Taber, 2018), ranges between 0.714 and 0.801. As noted by Hair *et al.*, (2017), item loadings are generally considered acceptable when they exceed 0.70, reflecting a strong contribution to the underlying construct, while items with loadings below 0.40 should be removed from the model. In this research, all factor loadings are greater than 0.7, except for ATT1 (0.687), ATT2 (0.645), PA2 (0.644), HAB1 (0.642), and HAB3 (0.661). To further confirm reliability, composite reliability (CR) was assessed, and all constructs showed high reliability, with CR values surpassing the recommended threshold of 0.70 (Fornell & Larcker, 1981). Convergent validity was evaluated using the average variance extracted (AVE). An AVE value above 0.50 indicates that the indicators account for an adequate proportion of variance within their corresponding constructs (Hair *et al.*, 2019). Table 2 shows that all CR and AVE values exceeded this threshold, which means that convergent validity is achieved (Hair *et al.*, 2019). Although outer loadings below 0.70 are not ideal, indicators with loadings between 0.40 and 0.70 may still be retained if the overall construct reliability and convergent validity such as AVE and CR remain within acceptable thresholds (Hair *et al.*, 2017). Five items having outer loading not exceeding 0.7 will not be excluded because they are relevant for the research question, the variables; and have negative impact on CR and AVE values.

As shown in Table 3 below, all HTMT values fall below this benchmark, indicating that discriminant validity has been established. Therefore, it can be concluded that the constructs within the proposed model are not only reliable and valid but also clearly differentiated from one another.

For the INT variable, the R-square value is 0.461, which means that the independent variables affecting the INT variable explain 35.5% of the variation in the INT variable. Similarly, the R-square of ATT is 0.227 and CON is 0.264, indicating a moderate level of variation associated with that construct.

Table 3. Discriminant validity using HTMT

	ATT	CON	HAB	INT	PA	TR
ATT						
CON	0.693					
HAB	0.618	0.753				
INT	0.757	0.684	0.581			
PA	0.820	0.646	0.497	0.742		
TR	0.590	0.662	0.530	0.558	0.525	

Table 4. R-square matrix

	ATT	CON	INT
R-square	0.227	0.264	0.461

Structural model assessment

VIF values were assessed for the endogenous variable INT (Intention), which is influenced by four independent variables: ATT (Attitude), CON (Control), HAB (Habit), and PA (Perceived Availability). The VIF values for these predictors are as follows: ATT → INT = 1.946, CON → INT = 1.770, HAB → INT = 1.570, and PA → INT = 1.826. In conclusion, the structural model does not exhibit multicollinearity issues, ensuring the reliability of subsequent path coefficient estimates.

All hypothesized relationships were statistically significant and supported. Specifically, Attitude (ATT) significantly influenced Intention (INT) with a path coefficient of 0.243 ($p = 0.001$), supporting H1. Perceived Availability (PA) had the strongest effect on INT with a coefficient of 0.311 ($p = 0.000$), supporting H2. Habit (HAB) also had a positive impact on INT ($\beta = 0.131$, $p = 0.037$), while concerns (CON) influenced INT with a coefficient of 0.150 ($p = 0.030$), thus supporting H3 and H4, respectively. The path from TR to ATT was statistically significant with a coefficient of 0.476 ($p = 0.000$), supporting H5. Similarly, TR also had a strong positive influence on CON, with the highest path coefficient in the model ($\beta = 0.513$, $p = 0.000$), confirming H5b.

Table 5. VIF

	VIF
ATT → INT	1.946
CON → INT	1.770
HAB → INT	1.570
PA → INT	1.826
TR → ATT	1.000
TR → CON	1.000

Table 6. Bootstrapping

	Path coefficient	Standard deviation (STDEV)	T (O/STDEV)	P values	Results
H1: ATT → INT	0.243	0.075	3.259	0.001	Supported
H2: PA → INT	0.311	0.062	5.032	0.000	Supported
H3: HAB → INT	0.131	0.063	2.083	0.037	Supported
H4: CON → INT	0.150	0.069	2.164	0.030	Supported
H5a: TR → ATT	0.476	0.050	9.489	0.000	Supported
H5b: TR → CON	0.513	0.047	10.959	0.000	Supported

Mediating effects

In this study, we examined the indirect effects to assess the mediating roles of the ATT and CON constructs in the relationship between TR and INT. The results showed that both indirect paths were statistically significant, with $p < 0.05$. Among them, ATT demonstrated a stronger standardized indirect effect (0.116) compared to CON (0.077). These findings indicate that trust plays a crucial role in shaping consumers' purchase intentions, and it does so more strongly through attitude than through concern.

Table 7. Indirect effects analysis

	Specific indirect effects	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Results
TR → ATT → INT	0.116	0.037	3.090	0.002	Supported
TR → CON → INT	0.077	0.038	2.030	0.042	Supported

CONCLUSION

Discussion

The results of bootstrapping show that each hypothesis in the research has strong relation, and all of them are significant positive

relation. Result of H5b shows a positive relationship between institutional trust and the perceived risks associated with agricultural practice, however, the literature review indicates that these two variables (trust and concerns) have negative relation. The explanation for this contrary is due to contextual divergence. Previous studies mostly were conducted in the context of western culture, where institutional trust can lead to reduced anxiety and lower perceived risks. According to consumer behavior theories, particularly those related to cognitive involvement, individuals who are more engaged and knowledgeable about a subject tend to process information more critically. Additionally, based on value-belief-norm theory, high trust may reflect a consumer's alignment with ethical norms and values, such as sustainability and social responsibility. This makes them have more concerns toward agricultural and business practices, leading to higher perceived risk.

The findings confirm that trust significantly influences both consumer attitudes and concerns. A stronger indirect effect through attitude suggests that when consumers trust institutions such as producers, retailers, or brands, they are more likely to form a favorable attitude toward eco-friendly products. This positive attitude, shaped by perceptions of health, convenience, and responsibility, strongly drives their purchase intention. Moreover, the strong influence of perceived behavioral control suggests that the easier consumers believe the product is to find or afford, the more likely they are to buy it. This underlines the importance of accessibility in promoting sustainable food choices, especially in the convenience segment. The study also confirms the influence of routine behaviors and established food shopping habits. The analysis figures out that consumers' tendency to seek out product information has a significant effect on the eco-friendly purchasing behavior.

Within the TPB constructs, attitude and perceived behavioral control (perceived availability) are important drivers of intention, and perceived behavioral control playing the strongest role. Perceived availability had the **strongest** direct effect on purchase intention. It highlights the importance of how easy or feasible consumers perceive the purchase to be, even if consumers hold positive attitudes. Given that convenience vegetables and fruits target time-sensitive consumers, the availability of eco-friendly versions in accessible channels and placement (outer loading has highest value) is critical.

Theoretical Contributions

This study extends and tests the Theory of Planned Behavior (TPB) in the context of eco-friendly food consumption among urban Gen Z consumers in Vietnam. It confirms that core TPB components including attitude and perceived availability remain strong predictors of purchase intention. The research's novelty lies in integrating three additional variables: institutional trust, shopping habits, and agricultural interest. As one of the first studies to apply an extended TPB model to IPM minimally processed (MP) foods in Vietnam, it contributes to filling the research gap in developing countries. Unlike prior studies in Western contexts, the findings reveal that institutional trust positively influences both attitude and agricultural concerns, indirectly affecting behavioral intention. Interestingly, institutional trust strengthens concern about agricultural practices, contrary to Western assumptions where trust often reduces perceived risk. This highlights a unique Vietnamese cultural trait: trust coexists with a demand for transparency and accountability. The extended model explains 46.1% of purchase intention variance (R^2 of INT), higher than most traditional TPB models, showing its strength when customized to local contexts and behaviors.

Practical Contributions

The findings offer actionable insights for businesses and policymakers aiming to promote sustainable consumption. Educating consumers about IPM products and differentiating them from conventional or organic options is vital to increasing positive attitudes. Since perceived availability is the strongest predictor of purchase intention, making IPM products more accessible and affordable is key. Institutional trust plays an indirect but strong role. Hence, simplifying certification, improving labeling transparency, and consistent communication through trusted channels are crucial. Brands can utilize digital tools like QR codes and social media campaigns to build trust, especially among Gen Z. Collaborating with eco-influencers to explain IPM farming in relatable ways such as short-form videos can enhance both awareness and emotional connection. Promoting label-based shopping habits and providing clear sustainability information will gradually increase consumers' engagement. Finally, public support in the form of subsidies and clearer certification systems is essential for mainstreaming IPM adoption and aligning it with national sustainability goals.

Limitation

Nonetheless, a few limitations need be considered when getting the insights gained from this study. Firstly, this research employs a non-probability sampling method, which restricts the ability to generalize the study's findings. Secondly, the study relies on surveys or interviews where participants may provide socially desirable responses rather than their actual purchasing behaviors. This lead to some biases due to nature of data. Another notable limitation of this study lies in the discrepancy between theoretical expectations and empirical results, particularly in the case of the relationship between institutional trust and perceived risk.

Hence, further research involving the relationship between institutional trust and perceived risk is also warranted. Contextual or moderating factors such as cultural differences or media influence can be employed, which explain the discrepancy between theoretical assumptions and observed outcomes. Future research should also focus on exploring the factors that shape trust and how it spreads through social interactions and other dissemination channels, in order to assess the effectiveness of different policy interventions.

Conclusion

Grounded in the theoretical backgrounds, literature review and resource-based view, this study investigates the impact of attitudes and perceived availability on purchase intention in the context of eco-friendly convenience, specifically IPM MP vegetables and fruits. Also, extended with constructs such as institutional trust, food shopping habits, and agricultural practice concerns, the findings highlight the complexity of consumer decision-making in the context of products that combine convenience and environmental friendliness. This emphasize the importance of trust in forming purchase intention as well. The findings suggest that promoting eco-friendly convenience vegetables and fruits requires not only improving product availability and affordability but also enhancing transparency, institutional trust, and consumer understanding of the environmental value of such products. By extending the Theory of Planned Behavior with institutional trust, food habits, and environmental concerns, this study contributes to the theoretical advancement of green consumer behavior models in developing markets.

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