

Antecedents and Consequences of Repurchase Intention Toward Organic Eggs: An Extension of the Theory of Planned Behavior

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ABSTRACT: Growing public awareness regarding healthy lifestyles, food safety, and environmental sustainability has driven increased interest in organic food products, including organic eggs. However, this heightened awareness has not yet fully translated into increased consumer purchasing and repurchase behavior. This study aims to analyze the factors influencing organic egg purchase behavior by extending the Theory of Planned Behavior (TPB) framework to include environmental concern, health consciousness, and food safety concern as antecedents of attitude. A quantitative approach was employed, utilizing a survey of organic egg consumers in West Java Province (Depok, Bogor, dan Bekasi). Data were collected via a questionnaire using a five-point Likert scale and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The results indicate that health consciousness and food safety concern have a positive and significant effect on attitude, whereas environmental concern does not significantly affect attitude. Furthermore, attitude, subjective norm, and perceived behavioral control positively and significantly influence repurchase intention. Additionally, perceived behavioral control and repurchase intention were found to have a positive and significant impact on organic egg purchase behavior, while attitude did not significantly influence purchase behavior. These findings demonstrate that health consciousness and food safety concern are key determinants in shaping consumer attitudes, while repurchase intention serves as a crucial mediator in driving actual purchase behavior.

KEYWORDS: Theory of Planned Behavior, organic eggs, health consciousness, food safety concern, repurchase intention, purchase behaviour.

I. INTRODUCTION

Eggs are widely recognized as one of the most valuable sources of animal protein due to their high-quality protein content and abundance of essential vitamins and minerals, including vitamins A, D, E, B12, selenium, and choline. This comprehensive nutritional profile makes eggs an efficient and affordable option for meeting daily dietary requirements. Compared with other animal protein sources such as beef, chicken, and fish, eggs are relatively inexpensive, making them accessible to consumers across different socioeconomic groups. Consequently, eggs play an important role not only in individual diets but also in improving population nutritional status, particularly in developing countries. As part of a balanced diet, regular egg consumption can significantly enhance nutritional quality, prevent micronutrient deficiencies, and support growth and development, especially among children and pregnant women (Lutter, 2018).

Asia is the world's leading region for the production and consumption of organic eggs, making it a strategic hub within the global animal protein supply chain. Among Asian countries, China is both the largest producer and consumer of organic eggs, accounting for approximately 40% of the global market value. In 2021, China's per capita consumption of organic eggs reached 13.4 kg, with the highest recorded level of 22.9 kg per capita in 2017, reflecting the country's strong reliance on organic eggs as a primary source of dietary protein. Outside Asia, the United States ranks second in global organic egg production, holding a 7.4% market share according to the Global Coalition of Animal Welfare (GCAW). In 2023, annual per capita consumption in the United States reached approximately 281.3 organic eggs, equivalent to around 13–15 kg per person. India ranks third with a 7% share of global organic egg production. Indonesia occupies the fourth position globally, contributing 5.6% of total organic egg production in 2023. Organic egg consumption in Indonesia has also shown a positive trend, particularly in urban areas such as Jakarta and its surrounding regions, where consumption reached 13.64 kg per capita in 2021. This figure exceeded the national average of 10.09 kg per capita in the same year, highlighting regional disparities in consumption while emphasizing the importance of organic eggs in fulfilling the nutritional needs of Indonesia's urban population (BPS, 2023).

Organic egg production in Indonesia has increased consistently from 2018 to 2023. Production amounted to 4,688,120.66 tons in 2018 and rose slightly to 4,753,382.23 tons in 2019. The upward trend became more pronounced in subsequent years, reaching

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5,141,570 tons in 2020 and 5,155,997.65 tons in 2021. In 2022, production increased substantially to 5,566,339.44 tons, before reaching its highest level of 6,117,905.40 tons in 2023. These figures indicate steady growth in Indonesia's organic egg industry, reflecting increasing consumer demand alongside expanding production capacity across different regions of the country (BPS, 2024). Organic egg production in Indonesia is concentrated in eight major provinces that also serve as the country's principal organic laying hen production centers, namely East Java, Central Java, West Java, North Sumatra, West Sumatra, Banten, South Sumatra, and Bali. Collectively, these provinces account for approximately 82.35% of total national organic egg production. East Java contributes the largest share, accounting for 29.11% of national production with an average output of approximately 1.47 thousand tons. Central Java follows with a contribution of 13.08% and an average production of 662 tons, while West Java ranks third with a 12.73% share and an average production of 644 tons. Outside Java, North Sumatra contributes 9.50% (481 tons), followed by West Sumatra with 5.93% (300 tons), Banten with 4.82% (244 tons), South Sumatra with 3.62% (183 tons), and Bali with 3.57% (181 tons). The remaining 17.65%, equivalent to approximately 893 tons, is supplied by other provinces across Indonesia. These data indicate that organic egg production remains geographically concentrated, particularly on Java Island, which supplies more than half of the country's total organic egg production (BPS, 2023).

Meanwhile, organic egg consumption in Indonesia also demonstrated a consistent upward trend between 2017 and 2023, with an average annual growth rate of 3.01%. Per capita consumption increased from 17.69 kg per year in 2017 to 17.73 kg in 2018, followed by 17.77 kg in 2019. A more substantial increase occurred in 2020, when consumption reached 18.35 kg per capita. This upward trajectory continued with per capita consumption rising to 18.92 kg in 2021 and 20.02 kg in 2022. By 2023, national per capita consumption was projected to reach 21.10 kg annually. This growth reflects changing dietary patterns among Indonesian consumers, who are increasingly aware of the importance of animal protein, including organic eggs, in fulfilling their daily nutritional requirements (BPS, 2023).

Organic eggs represent a strategic agricultural commodity that plays a vital role in both the Indonesian economy and society. As one of the country's most widely consumed food products, organic eggs have become an integral component of daily diets. However, fluctuations in organic egg prices frequently contribute to national inflation. Furthermore, the organic laying hen industry makes a significant contribution to Indonesia's Gross Domestic Product (GDP), underscoring its economic importance. Therefore, maintaining both the availability and price stability of organic eggs is essential not only for preserving consumers' purchasing power but also for supporting broader macroeconomic stability (BPS, 2023). Rahmani et al. (2019) reported that although a segment of consumers expressed interest in purchasing organic eggs, the majority still preferred conventional eggs. This finding suggests that overall consumer interest in organic eggs remains relatively limited in Indonesia.

In today's modern marketplace, consumer awareness has shifted beyond price considerations toward non-price attributes. Three major factors have been identified as determinants of consumers' attitudes toward organic eggs. Environmental concern refers to consumers' awareness of the environmental impacts associated with the products they consume. Health consciousness reflects consumers' motivation to select foods that contribute positively to their well-being. Food safety concern represents consumers' perceptions regarding the safety, quality, and purity of food products. According to Nagaraj (2021), these three factors positively influence consumers' attitudes toward organic products.

Within the context of organic egg consumption, consumers' attitudes regarding health benefits and environmental sustainability directly contribute to the formation of purchase intention (Li et al., 2024; Zaremohzzabieh et al., 2021). This relationship is closely associated with health consciousness, which reflects the extent to which individuals recognize the importance of maintaining good health, monitor their health status, and are motivated to engage in healthy behaviors. Individuals who possess greater nutritional knowledge, prioritize nutritional value over taste when purchasing food, and believe that dietary intake is closely related to health outcomes are more likely to examine nutritional information displayed on food labels (Guthrie et al., 1995).

In West Java, where rapid urbanization has been accompanied by increasing health consciousness among residents of cities such as Depok, Bogor, and Bekasi, an intention behavior gap remains evident. Consumers' purchase intentions do not necessarily translate into actual purchasing behavior because of external constraints, including product prices, product availability, and perceived behavioral control over access to organic eggs (Sultan et al., 2019; Varah et al., 2021). This indicates that although consumers' health consciousness and positive attitudes toward organic eggs continue to increase, they still encounter barriers that prevent them from converting their repurchase intentions into actual purchasing behavior.

These conditions highlight the critical role of the organic egg industry in shaping consumer purchase intentions. Organic egg producers and marketers in West Java need to develop strategies capable of strengthening consumers' attitudes, subjective norms, and perceived behavioral control, thereby encouraging stronger intentions to purchase organic eggs as part of a healthy lifestyle. Consumers' understanding of how their food choices affect their health continues to evolve and has become an increasingly important determinant of food consumption intentions (Escobar, 2025).

Strong relationships between firms and consumers are essential for creating sustainable competitive advantage. Such an advantage arises when companies are able to deliver unique value that cannot easily be replicated by competitors, thereby

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strengthening their market position. By offering distinctive products or services, firms can secure exclusive resources or capabilities that enable them to command premium prices and achieve superior market performance (Annisa, 2024).

This study emphasizes how attitude, subjective norm, and perceived behavioral control shape consumers' purchase intentions, which ultimately influence the quality of long-term relationships between buyers and sellers (Ajzen, 1991). The novelty of this study lies in extending the Theory of Planned Behavior (TPB) by incorporating environmental concern, health consciousness, and food safety concern as antecedents of attitude. Furthermore, this study investigates the effects of attitude, subjective norm, and perceived behavioral control on repurchase intention, which subsequently leads to actual purchase behavior in the context of organic egg consumption.

CONCEPTUAL FRAMEWORK

This study adopts the Theory of Planned Behavior (TPB) (Ajzen, 1991) as the primary theoretical framework to explain consumers' organic egg purchasing behavior. Rather than applying the original TPB model, this study extends the framework by incorporating environmental concern, health consciousness, and food safety concern as antecedents of attitude. This extension reflects the premise that consumers' decisions to purchase organic food are influenced not only by attitude, subjective norm, and perceived behavioral control (PBC), but also by concerns related to environmental sustainability, personal health, and food safety.

The extended TPB model is particularly relevant to the Indonesian organic egg market, where increasing public awareness of healthy lifestyles and sustainable consumption has reshaped consumer decision-making. The integration of these three external variables is expected to provide a more comprehensive explanation of how consumers develop repurchase intention, which subsequently leads to actual purchase behavior.

Environmental concern refers to consumers' awareness of the environmental consequences of their purchasing decisions and their preference for environmentally friendly and sustainable food production (Lee & Yun, 2015; Nagaraj, 2021). Health consciousness reflects consumers' motivation to select foods that promote health and well-being, with previous studies demonstrating its positive influence on organic food purchasing intentions (Chen, 2009). Food safety concern represents consumers' concerns regarding food quality, chemical residues, and product safety, which encourage the preference for organic foods perceived as safer alternatives (Nagaraj, 2021).

Within the TPB framework, attitude represents consumers' positive or negative evaluations of purchasing organic eggs, while subjective norm reflects perceived social pressure from important others to engage in the behavior. Perceived behavioral control refers to consumers' perceptions of their ability and available resources to purchase organic eggs. Consistent with TPB, these three constructs are proposed to positively influence repurchase intention, which subsequently determines purchase behavior. In addition, perceived behavioral control is expected to exert both direct and indirect effects on purchase behavior through repurchase intention (Ajzen, 1991).

The theoretical contribution of this study lies in extending the TPB by integrating environmental concern, health consciousness, and food safety concern as external antecedents of attitude. This framework provides a more comprehensive explanation of consumers' repurchase intention and purchase behavior toward organic eggs within the context of an emerging market.

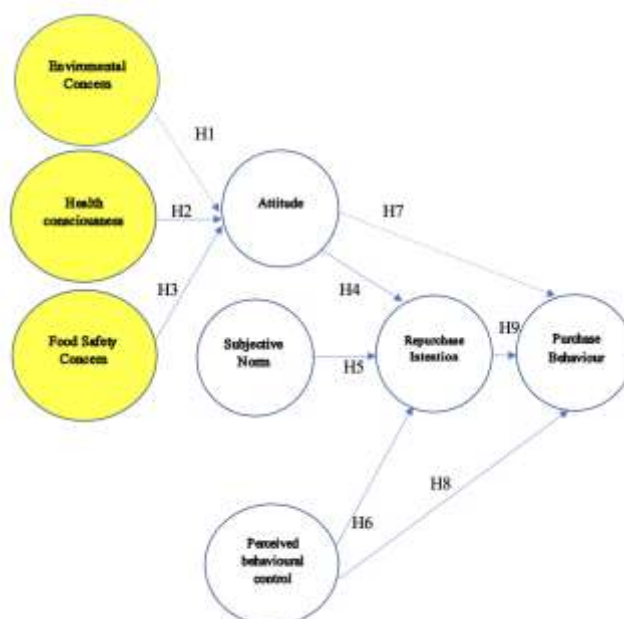


Figure 1. Conceptual Framework

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II. RESEARCH METHOD

This study employed a hypothesis-testing research design to examine the relationships among environmental concern, health consciousness, food safety concern, attitude, subjective norm, perceived behavioral control, repurchase intention, and purchase behavior in the context of organic egg consumption. The study was conducted in three major urban areas of West Java Province, Indonesia, namely Depok, Bogor, and Bekasi, where consumer awareness of healthy lifestyles has increased substantially.

Primary data were collected using a structured questionnaire administered to consumers of organic eggs. All constructs were operationalized using measurement items adapted from previous studies and measured on a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. The Likert scale was selected because it is widely used to measure respondents' attitudes, perceptions, and opinions in behavioral research (Gea et al., 2025).

The questionnaire consisted of 32 measurement indicators representing the study variables. Following the recommendation of Hair et al. (2022) for Partial Least Squares Structural Equation Modeling (PLS-SEM), the minimum sample size was determined using the 10-times rule, requiring at least ten observations for each indicator. Consequently, the minimum required sample size was 320 respondents (32×10). The study collected data from 320 respondents, satisfying the recommended sample size for PLS-SEM analysis.

A closed-ended questionnaire was employed, allowing respondents to select predefined response categories. This approach facilitates standardized data collection, minimizes response ambiguity, and improves the efficiency of quantitative data analysis (Creswell, 2018). The questionnaire was distributed online using Google Forms, enabling broader respondent coverage while reducing both time and administrative costs.

The collected data were analyzed using IBM SPSS Statistics Version 26. SPSS was used to perform descriptive statistics, validity and reliability assessments, correlation analysis, and preliminary statistical analyses prior to structural model evaluation. Instrument reliability was assessed using Cronbach's alpha, while construct validity was evaluated through standard statistical procedures (George & Mallery, 2020).

In addition to primary data, secondary data were obtained from official publications of Statistics Indonesia (BPS), the Ministry of Agriculture of the Republic of Indonesia, and the National Food Agency. These data were used to describe trends in organic egg production, healthy food consumption, and the development of Indonesia's organic food market, as well as to support the theoretical background, conceptual framework, and interpretation of the empirical findings.

III. RESULT

The proposed hypotheses were tested using the bootstrapping procedure in SmartPLS 3.0 to evaluate the significance of the structural relationships. Following Hair et al. (2019), this study adopted a 10% significance level ($\alpha = 0.10$) because the research is exploratory in nature, allowing greater sensitivity in identifying potential relationships among the constructs. The results of the hypothesis testing, including the path coefficients (β), p-values, and hypothesis decisions, are presented in Table 1.

Table 1. Hypothesis Testing Results

Hypothesis	Structural Path	β (Path Coefficient)	p-value	Decision
H1	Environmental Concern $\rightarrow$ Attitude	0.073	0.153	Not Supported
H2	Health Consciousness $\rightarrow$ Attitude	0.397	< 0.001	Supported
H3	Food Safety Concern $\rightarrow$ Attitude	0.419	< 0.001	Supported
H4	Attitude $\rightarrow$ Repurchase Intention	0.305	< 0.001	Supported
H5	Subjective Norm $\rightarrow$ Repurchase Intention	0.279	< 0.001	Supported
H6	Perceived Behavioral Control $\rightarrow$ Repurchase Intention	0.400	< 0.001	Supported
H7	Attitude $\rightarrow$ Purchase Behavior	0.036	0.312	Not Supported
H8	Perceived Behavioral Control $\rightarrow$ Purchase Behavior	0.265	< 0.001	Supported
H9	Repurchase Intention $\rightarrow$ Purchase Behavior	0.648	0.005	Supported

Source: SmartPLS 3.0 output.

The findings indicate that eight of the nine proposed hypotheses were supported. Environmental concern did not significantly influence attitude ($\beta = 0.073$, $p = 0.153$), indicating that environmental awareness alone was insufficient to shape consumers' evaluations of organic eggs. In contrast, health consciousness ($\beta = 0.397$, $p < 0.001$) and food safety concern ($\beta = 0.419$, $p < 0.001$) positively influenced attitude, suggesting that health-related motives are more important than environmental considerations in forming favorable attitudes toward organic eggs.

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Regarding the antecedents of repurchase intention, attitude ($\beta = 0.305$, $p < 0.001$), subjective norm ($\beta = 0.279$, $p < 0.001$), and perceived behavioral control ($\beta = 0.400$, $p < 0.001$) all exerted positive and significant effects. Among these predictors, perceived behavioral control demonstrated the strongest influence, indicating that consumers' perceptions of accessibility, affordability, and purchasing capability are critical in strengthening their intention to repurchase organic eggs.

For purchase behavior, attitude did not have a significant direct effect ($\beta = 0.036$, $p = 0.312$), whereas perceived behavioral control ($\beta = 0.265$, $p < 0.001$) and repurchase intention ($\beta = 0.648$, $p = 0.005$) significantly influenced actual purchasing behavior. Repurchase intention exhibited the strongest path coefficient in the structural model, confirming its central role in translating consumers' evaluations and motivations into actual purchasing behavior. These findings support the fundamental proposition of the Theory of Planned Behavior that behavioral intention serves as the most immediate predictor of actual behavior.

IV. DISCUSSION

4.1. Environmental Concern and Attitude

The results indicate that environmental concern does not have a significant effect on consumers' attitudes toward organic eggs. This finding suggests that environmental awareness is not the primary factor shaping consumers' evaluations of organic eggs. Although consumers may recognize the importance of environmental sustainability, such awareness does not necessarily translate into favorable attitudes toward purchasing organic eggs.

From the perspective of the Theory of Planned Behavior (TPB), this finding is theoretically plausible because attitudes are formed based on beliefs about the consequences of a behavior that individuals perceive as personally relevant (Ajzen, 1991). In the context of food consumption, consumers tend to place greater emphasis on immediate personal benefits, such as health and food safety, rather than long-term environmental benefits. Consequently, environmental concern plays a relatively weaker role in shaping attitudes than health consciousness and food safety concern.

This finding is consistent with previous studies reporting that environmental concern is not always a significant predictor of attitudes toward organic food. Hughner et al. (2007) and Aertsens et al. (2009) found that consumers' organic food choices are primarily driven by health-related motives rather than environmental considerations. Similarly, Joshi & Rahman (2015) identified an attitude behavior gap and value-action gap, indicating that pro-environmental values do not necessarily translate into favorable attitudes or actual purchasing behavior.

One possible explanation is that many consumers have limited awareness of the environmental benefits associated with organic egg production, including sustainable farming practices and reduced environmental impact. As a result, these environmental benefits are perceived as less tangible than the direct personal benefits of improved health and food safety. Therefore, environmental concern alone is insufficient to generate positive attitudes toward organic eggs.

Overall, the findings suggest that environmental concern is not a primary determinant of consumers' attitudes toward organic eggs in the Indonesian context. From a managerial perspective, producers and marketers should strengthen educational and promotional efforts that clearly communicate the environmental value of organic egg production. Increasing consumers' understanding of these benefits may enhance the role of environmental concern in fostering more favorable attitudes toward organic eggs.

4.2. Health Consciousness and Attitude

The results demonstrate that health consciousness has a positive and significant effect on consumers' attitudes toward organic eggs. This finding indicates that consumers with higher levels of health consciousness are more likely to develop favorable attitudes toward organic eggs. Rather than evaluating food products solely on the basis of price or taste, health-conscious consumers place greater emphasis on nutritional value, food safety, and long-term health benefits.

Health consciousness reflects the extent to which individuals recognize the importance of maintaining their health and actively engage in behaviors that promote well-being (Becker et al., 1985). In the context of organic eggs, consumers with high health consciousness perceive organic eggs as a healthier alternative because they are associated with natural production methods, superior nutritional quality, and lower health risks compared with conventionally produced eggs.

These findings are consistent with the Theory of Planned Behavior (TPB), which posits that attitudes are formed through individuals' evaluations of the expected outcomes of a particular behavior (Ajzen, 1991). Health consciousness serves as an internal motivational factor that strengthens consumers' beliefs regarding the health benefits of organic eggs, thereby fostering more favorable attitudes. Individuals who believe that dietary choices directly influence their health are therefore more likely to evaluate organic food positively.

The present findings are consistent with previous research. Guthrie et al. (1995) reported that health-conscious consumers are more likely to examine nutritional information and incorporate health considerations into their food purchasing decisions. Similarly, Chen (2009) identified health consciousness as a key determinant of positive attitudes toward organic food because such products are perceived to be healthier and safer than conventional alternatives.

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Beyond cognitive evaluation, health consciousness may also generate positive emotional responses toward organic eggs. Consumers often experience greater confidence, reassurance, and satisfaction when purchasing products that align with their health goals and support the well-being of themselves and their families. This finding supports the view that attitudes encompass both cognitive and affective evaluations of consumption behavior (Slack & Sharma, 2023).

Overall, the results identify health consciousness as one of the strongest drivers of consumers' attitudes toward organic eggs. From a managerial perspective, organic egg producers should emphasize the nutritional benefits, food safety, and health advantages of organic eggs in their marketing communications. Strengthening consumers' health awareness may enhance positive attitudes and ultimately encourage sustained repurchase intentions.

4.3. Food Safety Concern and Attitude

The findings indicate that food safety concern has a positive and significant effect on consumers' attitudes toward organic eggs. This result suggests that consumers who are more concerned about food safety tend to develop more favorable attitudes toward organic eggs. These consumers evaluate food products not only in terms of quality and taste but also based on potential health risks associated with chemical residues, contamination, and inadequate production practices.

Food safety concern reflects consumers' perceptions of the potential health risks associated with food consumption. Concerns regarding pesticide residues, antibiotics, growth hormones, and unsafe production processes encourage consumers to seek food products that are perceived as safer alternatives (Yeung & Morris, 2001). In the context of organic eggs, consumers associate the product with stricter production standards, minimal use of synthetic chemicals, improved animal welfare, and higher food safety standards.

This finding is consistent with the Theory of Planned Behavior (TPB), which proposes that attitudes are formed through individuals' beliefs about the consequences of a particular behavior (Ajzen, 1991). Food safety concern strengthens consumers' beliefs that organic eggs are safer and healthier than conventional alternatives, thereby fostering more positive attitudes toward purchasing and consuming organic eggs.

The results are also in line with previous studies. Chen (2009) and Padel & Foster (2005) identified food safety concern as one of the primary drivers of positive attitudes toward organic food. As global concerns regarding food contamination, chemical residues, and foodborne illnesses continue to increase, consumers have become more inclined to favor products that are perceived as safer and more natural, further reinforcing positive attitudes toward organic food.

Beyond rational evaluation, food safety concern also contributes to consumers' emotional responses. Individuals with stronger concerns about food safety often experience greater confidence, trust, and peace of mind when purchasing organic eggs because these products are perceived to comply with stricter production standards and higher levels of transparency. This finding highlights that attitudes toward organic eggs are shaped by both cognitive evaluations and affective responses.

Overall, the findings confirm that food safety concern is a key determinant of consumers' attitudes toward organic eggs. From a managerial perspective, producers and marketers should emphasize food safety, organic certification, product traceability, and transparent production practices in their marketing strategies. Strengthening these aspects may reinforce positive consumer attitudes and support the continued growth of the organic egg market.

4.4. Attitude and Repurchase Intention

The results indicate that attitude has a positive and significant effect on consumers' repurchase intention toward organic eggs. This finding suggests that consumers with more favorable attitudes toward organic eggs are more likely to intend to purchase them again. Attitude reflects consumers' overall evaluation of the product based on its perceived benefits, consumption experiences, and value, which subsequently strengthens their intention to maintain future purchasing behavior.

This finding is consistent with the Theory of Planned Behavior (TPB), which identifies attitude as one of the primary determinants of behavioral intention (Ajzen, 1991). According to TPB, attitudes are formed through individuals' beliefs about the outcomes of a behavior and their evaluations of those outcomes. When consumers perceive organic eggs as offering health benefits, food safety, and overall satisfaction, they are more likely to develop positive attitudes that translate into stronger repurchase intentions.

The findings are consistent with previous research demonstrating that positive attitudes toward organic products significantly influence consumers' repurchase intentions. Chen (2007) and Paul et al. (2016) reported that consumers who hold favorable attitudes toward environmentally friendly and organic products exhibit stronger intentions to repurchase them. Likewise, Chen (2009) suggested that attitude serves as an important mechanism through which psychological factors, such as health consciousness and food safety concern, influence repurchase intention.

In the context of organic eggs, positive attitudes are shaped not only by functional benefits but also by satisfying consumption experiences and the alignment between consumers' personal values and healthy lifestyle preferences. Consumers who perceive organic eggs as consistent with their commitment to health and responsible consumption are more likely to develop stronger psychological attachment to the product, thereby increasing their willingness to repurchase.

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Overall, the findings confirm that attitude is a key determinant of repurchase intention in the organic egg market. From a managerial perspective, producers should strengthen consumers' positive attitudes by maintaining consistent product quality, communicating credible health and safety benefits, and delivering satisfying consumption experiences. These strategies can enhance customer loyalty and encourage repeated purchases.

4.5. Subjective Norm and Repurchase Intention

The results indicate that subjective norm has a positive and significant effect on consumers' repurchase intention toward organic eggs. This finding suggests that stronger social influence from important referent groups, such as family, friends, and peers, increases consumers' intention to repurchase organic eggs. Subjective norm reflects individuals' perceptions of social expectations and the extent to which they are motivated to comply with those expectations.

This finding is consistent with the Theory of Planned Behavior (TPB), which proposes that subjective norm influences behavioral intention through perceived social pressure and individuals' desire to conform to the expectations of significant others (Ajzen, 1991). When consumers perceive that people who are important to them support or recommend the consumption of organic eggs, they are more likely to internalize these social expectations and develop stronger intentions to continue purchasing the product.

The findings are consistent with previous studies demonstrating the positive role of subjective norm in predicting repurchase intention for organic and healthy food products. Tarkiainen & Sundqvist (2005) and Paul et al. (2016) reported that social support and recommendations from family and peers significantly increase consumers' intentions to purchase organic products. Likewise, Chen (2009) found that subjective norm plays an important role in strengthening repurchase intention, particularly for products associated with health and sustainable lifestyles.

In the context of organic eggs, subjective norm is particularly relevant because food purchasing decisions are often influenced by family habits and social values. Recommendations from family members, spouses, or friends reinforce consumers' confidence that purchasing organic eggs is an appropriate and socially desirable choice. Such social support not only strengthens consumers' purchase intentions but also provides psychological reassurance and social legitimacy for repeated purchasing behavior.

Overall, the findings confirm that subjective norm is an important determinant of repurchase intention toward organic eggs. From a managerial perspective, marketers should leverage social influence by encouraging positive word-of-mouth, consumer testimonials, influencer advocacy, and community-based marketing campaigns. Strengthening favorable social norms surrounding organic egg consumption may increase consumers' intentions to repurchase and support long-term customer loyalty.

4.6. Perceived Behavioral Control and Repurchase Intention

The results indicate that perceived behavioral control (PBC) has a positive and significant effect on consumers' repurchase intention toward organic eggs. This finding suggests that consumers who perceive greater control over their ability to purchase organic eggs are more likely to intend to repurchase them. Perceived behavioral control reflects consumers' perceptions of having sufficient resources, opportunities, and capabilities to maintain their purchasing behavior over time.

This finding is consistent with the Theory of Planned Behavior (TPB), which conceptualizes perceived behavioral control as individuals' perceptions of the ease or difficulty of performing a particular behavior (Ajzen, 1991). These perceptions are influenced by both internal and external factors, including product availability, affordability, accessibility, and financial capability. When consumers believe that purchasing organic eggs is convenient and within their control, they are more likely to develop stronger intentions to repurchase the product.

The findings are consistent with previous studies demonstrating that perceived behavioral control is a significant predictor of repurchase intention for organic and healthy food products. Tarkiainen & Sundqvist (2005) and Dean et al. (2008) reported that consumers' perceptions of accessibility and purchasing capability positively influence their intention to continue purchasing environmentally friendly products. Similarly, Chen (2009) found that perceived behavioral control plays a particularly important role in shaping repurchase intention for organic products, which are often characterized by relatively higher prices and more limited market availability.

In the context of organic eggs, perceived behavioral control is closely associated with product availability, price affordability, and consumers' confidence in their ability to purchase organic eggs regularly. Consumers who perceive greater control over these factors are more likely to sustain their purchasing habits and demonstrate stronger intentions to repurchase. Thus, perceived behavioral control enhances not only consumers' confidence in their purchasing capability but also their commitment to maintaining long-term consumption of organic eggs.

Overall, the findings confirm that perceived behavioral control is a key determinant of repurchase intention toward organic eggs. From a managerial perspective, producers and retailers should improve product availability, expand distribution channels, and maintain competitive pricing to strengthen consumers' perceived behavioral control. These efforts can enhance repurchase intention and encourage long-term consumer loyalty in the organic egg market.

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4.7. Attitude and Purchase Behavior

The results indicate that attitude does not have a significant direct effect on consumers' purchase behavior toward organic eggs. This finding suggests that although consumers may hold favorable attitudes toward organic eggs, these positive evaluations do not necessarily translate into actual purchasing behavior. In other words, a positive attitude alone is insufficient to drive consumers to purchase organic eggs.

This finding is consistent with the Theory of Planned Behavior (TPB), which posits that attitude primarily influences behavior indirectly through behavioral intention rather than exerting a direct effect (Ajzen, 1991). According to TPB, actual behavior results from a sequence of psychological processes in which positive attitudes first generate intention, which subsequently leads to behavior. Therefore, the insignificant direct relationship between attitude and purchase behavior provides evidence of an intention–behavior gap in the context of organic egg consumption.

The results are consistent with previous studies reporting that the relationship between attitude and actual behavior is often indirect. Armitage & Conner (2001) and Sheeran (2002) found that although attitude significantly predicts behavioral intention, its direct effect on behavior becomes insignificant when intention and perceived behavioral control are included in the model. Similarly, the present study demonstrates that purchase behavior is more strongly influenced by repurchase intention and perceived behavioral control than by attitude alone.

In the context of organic eggs, this finding may be explained by several situational barriers that prevent consumers from translating favorable attitudes into actual purchases. Factors such as higher product prices, limited product availability, and restricted accessibility may discourage consumers from purchasing organic eggs despite their positive evaluations of the product. These findings suggest that consumers' actual purchasing decisions depend more on their behavioral intentions and perceived control than on attitude alone.

Overall, the findings confirm that attitude contributes to purchase behavior indirectly through repurchase intention rather than directly influencing actual purchasing behavior. This result further supports the TPB framework and highlights the importance of addressing the intention behavior gap in the organic food market. From a managerial perspective, marketers should complement efforts to build positive consumer attitudes with strategies that strengthen repurchase intention and reduce practical barriers, such as improving product availability, affordability, and purchasing convenience, to facilitate the translation of positive attitudes into actual purchase behavior.

4.8. Perceived Behavioral Control and Purchase Behavior

The results indicate that perceived behavioral control (PBC) has a positive and significant effect on consumers' purchase behavior toward organic eggs. This finding suggests that consumers who perceive greater control over their ability to purchase organic eggs are more likely to translate their intentions into actual purchasing behavior. In other words, perceived behavioral control not only strengthens behavioral intention but also directly facilitates consumers' purchasing decisions.

This finding is consistent with the Theory of Planned Behavior (TPB), which posits that perceived behavioral control can influence behavior both indirectly through intention and directly when individuals possess sufficient actual control over performing the behavior (Ajzen, 1991). When consumers perceive that organic eggs are readily available, affordable, and easily accessible, behavioral barriers are reduced, making actual purchase behavior more likely.

The results are consistent with previous studies demonstrating that perceived behavioral control is a significant predictor of organic food purchasing behavior. Ajzen (2002) and Armitage & Conner (2001) reported that higher levels of perceived behavioral control increase the likelihood that behavioral intentions will be translated into actual behavior. Similarly, Chen (2009) found that perceived behavioral control is particularly important in the organic food market, where consumers frequently encounter constraints related to price, availability, and product accessibility.

In the context of organic eggs, perceived behavioral control reflects consumers' confidence in their financial ability to purchase the product, their access to reliable distribution channels, and the availability of organic eggs in the marketplace. Consumers who perceive fewer obstacles to purchasing organic eggs are less likely to postpone or abandon their purchasing decisions. Consequently, perceived behavioral control helps reduce the intention behavior gap, enabling consumers to convert their purchase intentions into actual purchasing behavior.

Overall, the findings confirm that perceived behavioral control is a key determinant of purchase behavior toward organic eggs. From a managerial perspective, producers and retailers should enhance product availability, strengthen distribution networks, and maintain competitive pricing to improve consumers' perceived behavioral control. Reducing practical barriers to purchase is likely to encourage actual purchasing behavior and support the long-term growth of the organic egg market.

4.9. Repurchase Intention and Purchase Behavior

The results indicate that repurchase intention has a positive and significant effect on consumers' purchase behavior toward organic eggs. This finding suggests that consumers with stronger intentions to repurchase organic eggs are more likely to translate

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those intentions into actual purchasing behavior. Repurchase intention reflects consumers' psychological commitment to continue purchasing a product that has previously provided satisfactory experiences and perceived value.

This finding is consistent with the Theory of Planned Behavior (TPB), which identifies behavioral intention as the most immediate predictor of actual behavior (Ajzen, 1991). In the context of repeat purchases, repurchase intention represents an intention reinforced by prior consumption experiences, making it a stronger predictor of future purchasing behavior than initial purchase intention. When consumers have positive experiences with organic eggs and intend to purchase them again, they are more likely to convert this intention into actual purchasing behavior.

The findings are consistent with previous studies demonstrating that repurchase intention is a significant determinant of purchase behavior, particularly in the context of healthy and organic food products. Hellier et al. (2003) found that repurchase intention reflects consumers' satisfaction and trust in a product, making it a strong predictor of subsequent purchasing behavior. Similarly, Chen (2009) reported that repurchase intention serves as an important mechanism linking consumers' psychological and social evaluations to actual purchasing behavior.

In the context of organic eggs, repurchase intention reflects consumers' confidence that the product consistently meets their expectations regarding quality, health benefits, and food safety. Consumers with strong repurchase intentions are more likely to incorporate organic eggs into their regular consumption patterns, transforming occasional purchases into habitual buying behavior. Consequently, repurchase intention plays a critical role in fostering sustained purchasing behavior over time.

Overall, the findings confirm that repurchase intention is a key determinant of purchase behavior toward organic eggs. From a managerial perspective, producers and marketers should focus on delivering consistent product quality, positive consumption experiences, and reliable product performance to strengthen consumers' repurchase intentions. These efforts are likely to promote long-term purchasing behavior and enhance customer loyalty in the organic egg market.

CONCLUSIONS

This study examined the determinants of consumers' repurchase intention and purchase behavior toward organic eggs by extending the Theory of Planned Behavior (TPB) through the inclusion of environmental concern, health consciousness, and food safety concern as antecedents of attitude.

The findings reveal that environmental concern does not significantly influence consumers' attitudes toward organic eggs, suggesting that environmental considerations are not yet the primary driver of consumer evaluations in this context. In contrast, both health consciousness and food safety concern exert positive and significant effects on attitude, indicating that consumers are more likely to develop favorable attitudes toward organic eggs when they perceive them as healthier and safer food choices.

Consistent with the TPB, attitude, subjective norm, and perceived behavioral control significantly enhance repurchase intention. Consumers with positive evaluations of organic eggs, stronger social support, and greater perceived control over purchasing are more likely to intend to repurchase the product.

Regarding actual purchasing behavior, the results indicate that attitude does not directly influence purchase behavior, highlighting the existence of an intention behavior gap in organic egg consumption. However, perceived behavioral control and repurchase intention both have positive and significant effects on purchase behavior. These findings suggest that consumers are more likely to translate their purchase intentions into actual behavior when they perceive organic eggs to be accessible, affordable, and readily available.

Overall, this study demonstrates that extending the TPB by incorporating health consciousness and food safety concern provides a more comprehensive understanding of consumer behavior in the organic egg market. The findings emphasize that while favorable attitudes are important for strengthening repurchase intention, actual purchasing behavior depends largely on consumers' perceived behavioral control and their intention to repurchase.

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