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RESEARCH ARTICLE

Generation Z Consumers' Perceptions of Purchasing Intention Toward Organic Agricultural Products in Padang City

M. Farrasky Delas Putra[1*)], Yozi Putri Sakinah[1)], Sultani[1)]

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Abstract
This study investigates Generation Z consumers' purchase intention toward organic agricultural products in Padang City by examining the influence of digital, economic, social, and perceptual factors. The research topic is important due to the increasing global demand for organic food and the need to understand the behavioral determinants that shape healthy consumption patterns among young populations. The study hypothesizes that these four variables significantly affect purchase intention. A quantitative approach was employed using an online survey distributed to 73 Generation Z respondents, and data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results show that all variables significantly contribute to purchase intention, with consumer perception emerging as the strongest predictor, followed by digital and social factors, while economic constraints remain a major barrier. The model explains 62% of the variance in purchase intention, indicating substantial predictive power. These findings highlight that health-related beliefs, digital exposure, and social norms play a critical role in shaping healthy consumption behavior among young consumers. The study contributes to health sciences by demonstrating that promoting organic food consumption requires integrating health education with digital communication and socio-economic considerations
Keyword: Generation Z, Organic Agricultural Products, Purchasing Intention, Social, Economic, and Digital Factors

Introduction

The demand for organic agricultural products has increased globally along with rising public awareness of health and environmental sustainability (Dadi Dadi, 2021) and (Yozi Putri Sakinah & Muhammad Farrasky Delas Putra, 2025). Organic products are perceived as safer to consume because they are free from synthetic pesticides and harmful chemicals. In Indonesia, this trend has also emerged, particularly among younger generations such as Generation Z, who are known for their heightened concern for sustainability issues and healthy lifestyle choices (Dai et al., 2022) However, despite this increasing awareness, data from the Global Organic Trade (GOT, 2024) indicate that the consumption level of organic products in local markets such as Padang City remains relatively low. This raises an important question regarding the extent to which consumer perception and social, economic, and digital factors influence the purchasing intention of young consumers toward organic products.

Generation Z is a digitally native cohort that is highly active on social media and exposed to various marketing information through digital platforms (Childers & Boatwright, 2021). Social influences, whether from peers, family, or online influencers, play a crucial role in shaping their perceptions and consumption decisions(Alves De Castro et al., 2022) . On the other hand, economic considerations, such as the perception of high prices associated with organic products, often become barriers to purchasing intention despite the strong interest they may have in these products. Therefore, a comprehensive understanding of how these three dimensions social, economic, and digital together with Generation Z's perception, interact in shaping their purchasing intention for organic agricultural products is required (Dragolea et al., 2023).

The urgency of this research lies in the need to deeply understand how perceptions of social, economic, and digital factors influence the purchasing intention of Generation Z toward organic agricultural products, particularly in Padang City, which possesses unique local consumer dynamics. Moreover, local studies that integrate these three dimensions simultaneously are still very limited, even though consumer characteristics vary significantly across regions. The findings of this study are expected to provide a scientific basis for designing more effective promotion and educational strategies for organic products strategies that are aligned with the actual behavior and needs of local young consumers in order to support the sustainable development of the organic agricultural market.

Universitas Adzkia

*) corresponding author

M. Farrasky Delas Putra

Email: muhammadfarrasky@adzkia.ac.id

Method

Participant Characteristics and Research Design

This study employed a quantitative cross-sectional survey design to examine how social, economic, and digital factors, along with consumer perception, influence the purchasing intention of Generation Z toward organic agricultural products in Padang City. Participants consisted of 73 individuals aged 18–25 who met the eligibility criteria for Generation Z. Inclusion criteria required respondents to be: (a) born between 1997 and 2012, (b) domiciled in Padang City, and (c) possessing basic familiarity with organic agricultural products. Exclusion criteria included incomplete questionnaire responses or participants outside the specified age range. Demographic characteristics collected included age, gender, and frequency of organic product consumption to support topic-specific interpretation.

Sampling Procedures

Participants were selected using a non-probability purposive sampling technique to ensure alignment with the study's target population. Data collection was conducted online through a structured Google Form distributed via academic communication channels. Approximately 100% of the targeted respondents who received the link voluntarily participated, indicating a self-selection mechanism common in online academic surveys. All participants were informed about the purpose of the study, voluntary participation, anonymity, and data confidentiality. No payments or incentives were provided. The study adhered to institutional ethical standards of Universitas Adzkia, and all procedures followed guidelines for human subject research.

Sample Size, Power, and Precision

The intended sample size was 73 respondents, based on the minimum requirement for PLS-SEM analysis, which recommends a sample of at least ten times the largest number of structural paths directed at a given construct. The final valid sample consisted of 73 respondents, exceeding the recommended threshold. A power consideration was taken into account, targeting a statistical power of 0.80 and assuming a medium effect size (Cohen's $f^2 = 0.15$). No interim analyses or early stopping rules were applied during the data collection process. The sample size obtained ensures adequate precision for estimating model parameters.

Explanation of any interim analyses and stopping rules.

The research instrument included five primary constructs: Social Factors, Economic Factors, Digital Factors, Consumer Perception, and Purchasing Intention. All constructs were measured using a 5-point Likert scale ranging from 1 ("Strongly Disagree") to 5 ("Strongly Agree"). The measurement items were adapted from previously validated instruments in consumer behavior and organic product research. Social and economic indicators were adapted from (Aryal et al., 2009), digital indicators from digital marketing studies, and perception and intention items from (Mohd Suki et al., 2022). Psychometric properties including item loadings, AVE, composite reliability, and Cronbach's alpha were evaluated using SmartPLS to ensure reliability and validity.

Measures and Covariates

Covariates collected but not included in the structural model included frequency of organic product purchase and preferred organic product types. Data collection quality was ensured by providing clear instructions and maintaining consistent formatting. Since the study used self-administered online questionnaires, no additional observer training or multiple observations were required.

Data Analysis

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The analytical procedure consisted of two stages: (1) evaluation of the measurement model to assess convergent validity, discriminant validity, composite reliability, and internal consistency, and (2) evaluation of the structural model through R-square, f-square, path coefficients, and bootstrapping to test the significance of relationships among variables. Descriptive analyses were conducted in SPSS to summarize demographic characteristics. All primary analyses were pre-specified according to the theoretical framework, while exploratory analyses were limited to additional descriptive insights and were not central to hypothesis testing.

Results and Discussion

Convergent Validity

Social and economic indicators were adapted from Aryal et al. (2021), digital indicators from digital marketing studies, and perception and intention items from Suki (2020).

Table 1. Convergent Validity Result

Item	Digital Factor (X1)	Economic Factor (X2)	Sosial Factor (X3)	Purchase Intention (Y)	Consumer Perception (X4)
FD1	0.703				
FD2	0.816				
FD3	0.857				
FD4	0.856				
FD5	0.803				
FE1		0.863			
FE2		0.846			
FE3		0.840			
FE5		0.735			
FS1			0.747		
FS2			0.790		
FS3			0.759		
FS4			0.747		
FS5			0.736		
NB2				0.771	
NB4				0.836	
NB5				0.800	
PK1					0.915
PK2					0.894
PK3					0.920
PK4					0.804
PK5					0.915

Source: Processed data (2025)

Based on Table 1 above, most indicators for the research variables have outer loading values above 0.60, indicating good validity. Therefore, the statements are considered valid and suitable for further analysis.

Discriminant Validity

Discriminant validity assesses whether a construct is truly distinct from other constructs in a model. It ensures that the indicators of a construct are not highly correlated with indicators of different constructs, thereby confirming that each construct measures a unique concept. In this research, discriminant validity is evaluated using the Fornell-Larcker criterion, which states that the square root of the Average Variance Extracted (AVE) for each construct must be greater than the correlation between that construct and other constructs. The results of the discriminant validity, including the extracted AVE values, are presented in Table 2 below.

Table 2. Discriminant Validity

Item	Digital Factor (X1)	Economic Factor (X2)	Sosial Factor (X3)	Purchase Intention (Y)	Consumer Perception (X4)
Digital Factor	0.809				
Economic Factor	0.688	0.822			
Sosial Factor	0.574	0.674	0.756		
Purchase Intention	0.678	0.640	0.560	0.803	
Consumer Perception	0.595	0.635	0.365	0.693	0.891

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Source: Processed data (2025)

Based on the table, it is evident that the loading value of each indicator item for its respective construct is greater than the cross-loading value with other constructs. This indicates that all constructs or latent variables exhibit good discriminant validity. In other words, the indicators within each construct block are more strongly related to their own construct than to indicators in other construct blocks, confirming that each construct measures a unique concept.

Average Variance Extracted (AVE)

The Average Variance Extracted (AVE) measures the amount of variance a construct captures from its indicators. An AVE value above 0.50 indicates good convergent validity, demonstrating that the construct explains at least 50% of the variance in its indicators. The results of the Average Variance Extracted (AVE) for each construct are presented in Table 3 below.

Table 3 Average Variance Extracted (AVE)

Item	Avarage variance extracted
Digital Factor	0.655
Economic Factor	0.676
Sosial Factor	0.572
Purchase Intention	0.644
Consumer Perception	0.793

Source: Processed data (2025)

Based on the table above, it can be seen that all constructs or variables meet the criteria for good convergent validity, as indicated by the Average Variance Extracted (AVE) values exceeding the recommended threshold of 0.50. Therefore, it can be concluded that each variable demonstrates good convergent validity and adequately captures the variance in its indicators.

Reliability Test

Cronbach's Alpha is a measure of reliability that assesses the internal consistency of a set of indicators, showing how well the items within a construct correlate with each other. A Cronbach's Alpha value of 0.70 or higher is generally considered acceptable, indicating good reliability. The results of the reliability analysis, including Cronbach's Alpha values for each construct, are presented in Table 4 below.

Table 4 Reliability Test

Item	Cronbach's alpha
Digital Factor	0.867
Economic Factor	0.839
Sosial Factor	0.819
Purchase Intention	0.726
Consumer Perception	0.934

Based on the table above, it can be seen that the Cronbach's alpha values are above 0.70, indicating that the constructs have good reliability and meet the required minimum threshold. Additionally, the composite reliability values are close to 1.0, suggesting that the questionnaire is highly reliable. The reliability coefficients, which range from 0.8 to 1.0, further indicate high reliability for all the variables used in the study.

Inner Model

After the outer model testing is complete, the next step is to evaluate the inner model (structural model). The inner model, also known as the structural model, assesses the relationships between latent constructs in a structural equation model (SEM). One of the key metrics used to evaluate the inner model is the R-square (R^2) value, which indicates the amount of variance explained by the model for each endogenous latent variable. A higher R^2 value suggests that the model explains a larger proportion of the variance in the dependent constructs, indicating a better fit of the model to the data.

Table 5. Inner Model Variables R Square R Square Adjusted

Item	R-square	R-square adjusted
Purchase Intention	0.620	0.598

Based on the figure above, it can be seen that the R-square value for the quiet quitting variable is 0.620 or 62%, meaning that 62% of the variance in quiet quitting is explained by the model. For work stress, the R-square value is 0.598 or 59,8%, indicating that 59.8% of the variance in work stress is explained by the model. The remaining variance for both variables is influenced by factors outside the scope of this research.

Disscussion

Digital Factors Influence on Purchase Intention

Digital Factors emerged as a significant determinant, reflected in high loading values ranging from 0.703 to 0.857. This indicates that digital exposure including social media influence, online advertisements, online reviews, and the accessibility of product-related information plays a substantial role in shaping consumers' evaluations and behavioral intentions.

Generation Z, recognized as digital natives, heavily depends on digital platforms to gather information, compare alternatives, and validate product quality before making purchase decisions. Online content such as influencer endorsements, TikTok reviews, Instagram promotions, and peer recommendations influence their belief formation and final purchase intention.

This finding is consistent with (Hairudinor & Rusidah, 2023), who reported that digital marketing significantly enhances consumer engagement and positively predicts purchase intention toward environmentally friendly and organic products. Furthermore, (Zahid et al., 2018) found that digital influence particularly through social media and online communities is one of the strongest predictors of green purchase behavior among younger generations.

Thus, the current study reinforces that digital ecosystems do not only function as promotional channels but also act as persuasive psychological environments that shape cognitive (beliefs), affective (feelings), and behavioral (intentions) responses toward organic products.

H1 Digital Factors Influence has a positive impact on Purchase Intention

Economic Factors Influence on Purchase Intention

Economic Factors showed strong psychometric performance, with loadings consistently above 0.80, indicating that perceived price fairness, affordability, and cost–benefit evaluation are essential determinants of Generation Z's intention to purchase organic agricultural products.

Younger consumers often express positive attitudes toward organic food; however, they remain highly price-sensitive due to lower personal incomes and financial reliance on parents or part-time work. Although they value health and sustainability, their purchasing power is limited.

This pattern is affirmed by (Hu et al., 2024), who found that price is the most significant barrier in the organic food market across Asia. Similarly, (Staudigel & Trubnikov, 2022) highlight that even environmentally concerned consumers reduce organic product consumption when price premiums are too high.

Thus, economic constraints remain the dominant structural barrier in converting positive attitudes into actual purchase intention among young consumers.

H2 Economic Factors Influence has a positive impact on Purchase Intention

Social Factors Influence on Purchase Intention

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Social Factors produced acceptable loading values between 0.736 and 0.790, highlighting the relevance of interpersonal influencepeer groups, family members, social circles, and online communitiesin shaping behavioral intentions.

As outlined in the (Bosnjak et al., 2020), subjective norms significantly guide behavioral outcomes, particularly in collectivistic cultures. For Generation Z in Padang City, social approval and peer recommendation strongly shape their evaluation of organic product consumption.

The results align with (Islam et al., 2024), who discovered that social influence plays a critical role in green purchase decisions in developing countries. Their work indicates that consumers tend to align their behavior with what is socially acceptable or valued within their social environment.

These findings suggest that marketing strategies targeting Gen Z should emphasize community engagement, social proof, and influencer-driven campaigns to strengthen the social desirability of organic products.

H3 Social Factors Influence has a positive impact on Purchase Intention

Consumer Perception on Purchase Intention

Consumer Perception achieved the highest loading values (0.804–0.920) and the highest AVE (0.793), highlighting its dominant role in predicting purchase intention.

When consumers perceive organic products as healthier, safer, higher-quality, or environmentally beneficial, their intention to purchase significantly increases. This validates the cognitive-attitude mechanism described in the Theory of Reasoned Action, where beliefs shape attitudes, which in turn influence behavioral intention.

These findings align with (Mohd Suki et al., 2022),who demonstrated that consumers' perceived environmental benefits and perceived product value strongly predict willingness to purchase organic food. Similarly, (Wu et al., 2021)highlight that positive perception regarding product safety and quality increases purchase intention across Asian markets.

Thus, enhancing positive perception through consumer education, clear labeling, and credibility reinforcement becomes essential in stimulating purchase behavior.

The content of the conclusions is the formulation of answers to the objectives of the study, not the summary of the results of the study. Conclusions made in concise, clear and robust based on the results and discussion (maximum 1 page), made in the form of paragraphs (not numerical), contains the findings of the study as a synthesis of the results of data analysis and the results of discussions. More highlight the things that are new contributions to the development of health sciences. The thing to note is the consistency triangle (problem-goal-conclusion must be consistent).

Suggestion for further research to cover the lack of research. Not load beyond implications for further research. Recommendations are made concise, clear and concise, and made in the form of paragraphs (not numeric).

H4 Consumer Perception has a positive impact on Purchase Intention

Limitation Of The Study

This study concludes that Generation Z's purchase intention toward organic agricultural products in Padang City is significantly influenced by four key determinants: digital factors, economic factors, social factors, and consumer perception. Among these, consumer perception emerges as the strongest predictor, indicating that positive beliefs about the health benefits, safety, and quality of organic products play a crucial role in shaping behavioral intentions. Digital and social influences further strengthen purchase intentions, reflecting the heavy reliance of Generation Z on social media, peer recommendations, and online product information. Meanwhile, economic factors—particularly price sensitivity—remain a major barrier that limits young consumers' ability to purchase organic products despite their positive attitudes.

Overall, the model explains 62% of the variance in purchase intention, demonstrating that organic product purchasing behavior among Generation Z is multidimensional and shaped by cognitive, social, and digital influences. These findings highlight the importance of marketing strategies that focus on consumer education, transparent information, community-based engagement, and more competitive pricing mechanisms. The study thus contributes to the growing body of literature on organic food behavior and opens pathways for future research exploring additional determinants such as environmental concern, trust in organic labeling, and product accessibility.

Conclusions and Recommendations

This study concludes that Generation Z's purchase intention toward organic agricultural products in Padang City is shaped by digital exposure, economic constraints, social influence, and consumer perception, with consumer perception emerging as the strongest determinant. This indicates that beliefs regarding health benefits, safety, quality, and overall value of organic products significantly guide young consumers toward healthier food choices. These findings highlight the need to consider the cognitive and perceptual components that drive health-oriented consumer behavior, especially among digitally oriented populations.

Moreover, the study confirms that digital environments and social interactions play a crucial role in intention-building, while financial limitations remain a major barrier for young consumers. As such, this research contributes to health sciences by demonstrating that healthy consumption behavior among Generation Z results from a dynamic interaction between health awareness, digital communication, and social norms. The alignment between the research problem, objectives, and conclusions reinforces the credibility of the study and supports its relevance in designing digital-based health promotion and consumer education strategies.

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