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The study of consumers' post-purchasing behavioural intentions towards organic foods in an emerging economy: from the S-O-R model perspective

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Abstract: The study is based on the S-O-R model, the theory of planned behaviour, and the expectation confirmation theory. The authors have built a research model to examine the customers' post-purchasing behavioural intentions towards organic foods in Vietnam. Hypotheses were tested using structural equation modelling with a sample of 481 respondents. The results confirmed that word of mouth (WOM) and repurchase (REP) intention is affected by customer satisfaction. Trust in organic food impacts satisfaction and WOM intention. Satisfaction and trust are influenced by stimulating factors such as nutritional content, natural content, price fairness, environmental consciousness, health consciousness, and perceived value. However, the associations between environmental consciousness and trust, and trust and repurchase intention are not statistically supported.

Keywords: re-purchase intention; word-of-mouth intention; satisfaction; organic foods; S-O-R model.

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1 Introduction

Currently, issues related to food safety and consumer health safety have been paid more attention. The safety standards are more advanced; the control is stricter not only from the authorities but also from the consumers, requiring food manufacturers to be more responsible in their production. Customers not only care about the quality of food, but also have to consider other impacts on the environment, society and local culture.

The production of organic agricultural products and organic food is an area receiving a lot of attention, and the industry producing them is expected to ensure food quality at the best level. Their production minimises negative impacts in the production process on the environment, improves the environment and society, and brings regional culture into agricultural products.

In Southeast Asia, stemming from the trend of clean agriculture from developed countries, countries have also paid attention to clean agriculture and organic agriculture, especially in Vietnam. Clean agricultural production is not only to meet the requirements of developed countries but also to serve the increasing domestic demand. Moreover, it not only contributes to improving the quality of food, but also contributes to improving the environment by not using chemicals that have a negative impact on the environment. The food sector in Vietnam is expanding, supplying 90 million people and over 15 million international visitors each year. Food safety is a major sociopolitical concern in the country. Because the improper use of chemicals has increased at an alarming rate over the last decade, Vietnamese consumers seek higher-quality food. As a result, Vietnamese people are concerned about food safety, particularly agricultural chemical residues. Organic foods are becoming more popular among consumers for daily consumption.

From the academic perspective, several theories and frameworks have often been used in research on green products and food consumption, e.g., the theory of reasoned action (TRA) or the theory of planned behaviour (TPB), which was proposed by Ajzen (Ajzen, 1985, 1991). Consequently, the actions and behaviours of customers are not only rational but also predictable, given their attitudes and feelings. As the positive attitude and emotions improve, so will the likelihood of taking such action. Besides, the theory of consumption value explains how customers' perceived value can be used to predict their buying behaviours (Sheth et al., 1991). In addition, the stimulus-organism-response (S-O-R) model proposed by Mehrabian and Russell (1974) includes the three essential components of stimuli, organismic states and behavioural responses. Stimuli represent influence from the outside, the organismic states demonstrate the inner state of the consumers, and the reactions indicate the result of these impacts, which are the customers' behaviours. However, the majority of studies based on the TPB, TCV, and S-O-R models solely focus on the trend and factors that influence consumers' intention to buy organic foods. Only a small proportion of studies examines post-purchase behaviour and intention, namely word-of-mouth and re-purchase intention (Lee and Yun, 2015)

This study was conducted using the S-O-R model in an effort to fill a research gap by defining and assessing the influence of factors that affect customers' post-purchasing behaviour on organic goods in Ho Chi Minh City.

2 Literature review

2.1 *Stimulus-organism-response model*

Mehrabian and Russell's (1974) S-O-R is an important method for studying consumer behaviour (Jani and Han, 2015). The S-O-R model describes the association between inputs as stimuli, acting on the organism, thereby generating responses from organism. Responses are the result of influences or behaviours that can be divided into approach behaviours or avoidance behaviours such as repurchasing intention and word of mouth. Approach behaviour is expressed through positive actions, such as desire to discover, brand loyalty or propaganda behaviour. Avoidant behaviour is the unwillingness to take positive actions. Furthermore, the SOR model also suggests that cognitive and emotional experiences mediate the relationship between arousal and reactive behaviour.

According to the model, multiple environmental characteristics or aspects act as stimuli, influencing customers' internal-organismic states, which in turn influence their behavioural responses (Chang et al., 2011; Moore, 1996; Russell and Pratt, 1980). The behaviour in the S-O-R model implies positive activities such as the willingness to explore, brand loyalty and advocacy. The S-O-R model is combined with theoretical frameworks to extended models and are widely applied in research such as Manthiou et al. (2016) applying an extended SOR model to explore the role of physical environment and employee interaction to customers' behavioural intention.

It can be seen that the extended S-O-R model is applied in many research fields in different markets, especially in organic food sector (Lee and Yun, 2015; Son, 2020).

This is the basis to apply and expand the S-O-R model and apply it to this research. This research applies the S-O-R model, theory of planned behaviour, and the theory of expectation - perception to analyse post-purchase behavioural intentions of organic food.

2.2 *The theory of planned behaviour and the expectation confirmation theory*

The theory of reasoned action was proposed by Ajzen and Fishbein (1975). The theory explains the customers' behaviour and intention, which are influenced by attitude and subjective norms. On the one hand, the customers' attitudes represent their assumptions regarding the outcomes of their acts. On the other hand, subjective norms express the societal pressure to process or not process the action. However, in some cases, TRA may fail to predict customers' behaviour and intention due to the low level of behavioural control.

It was proved that in case of low perceived behavioural control, even with high intention, customers do not process to act accordingly. Consequently, it is appropriate to include the perceived behavioural control aspect in the TRA, which led to the development of the theory of planned behaviour (TPB), an enhanced version of the TRA. Moreover, it is acknowledged that customers' attitudes are influenced by their behavioural beliefs, normative views impact subjective norms, and behavioural control is affected by control beliefs (Ajzen, 2002). TPB has been applied in finding the customers' behaviour intention to organic foods (Pomsanam et al., 2014).

The expectation and confirmation theory (ECT) of Oliver (1980) is one of many common ways to understand customer satisfaction. Consequently, customer satisfaction is the cognitive state that they experience when their expectations are met or exceeded as a result of product or service consumption. Huang (2016) demonstrated the

appropriateness of using the ECT to investigate the factors influencing organic food purchasing behaviour and satisfaction. According to the study, satisfaction is one of the most important factors in customer behaviour research.

2.3 The organic foods' nutritional and natural content

Konuk (2019) demonstrated that the quality of organic foods positively affects customer satisfaction. Thus, customers are particularly interested in organic foods' nutritional and natural content. Moreover, Customers who purchase organic foods are more likely to use products that are free of repellents, hormones, chemicals, antibiotics, or contamination (Essoussi and Zahaf, 2008). Furthermore, as mentioned by Davies et al. (1995), consumers trust the benefits of organic foods grown naturally compared to conventional foods. The customers' trust can be influenced by their perceptions of the safety and quality of organic foods. Although some argue about the amount of nutritional value in organic foods, multiple studies have proven that customers strongly believe organic foods do have a certain amount of nutritional value (Lea and Worsley, 2005). Product quality is one of the variables influencing customer satisfaction and trust, and two components of organic food (natural content and nutritional content) are essential aspects contributing to the perception of consumer happiness and trust (Singh and Verma, 2017).

Thus, the authors propose:

- H1a Customers' perceived nutritional content will positively affect their satisfaction.
- H1b Customers' perceived nutritional content will positively affect their trust.
- H2a Customers' perceived natural content will positively affect their satisfaction.
- H2b Customers' perceived natural content will positively affect their trust.

2.4 Customers' perceived value

Perceived value is customers' assessment of the value of products or services based on their personal perspectives and the benefits the products or service provided (Zeithaml, 1988). The customers' perceived value can be defined by four aspects: functional, social, price and emotional value (Sweeney and Soutar, 2001). In addition, Schultz et al. (2004) demonstrated the positive correlation between perceived value and customers' attitudes, which affect customers' satisfaction. In the case of green products, the perceived value has been found to positively impact green products' consumption (Chen and Chang, 2012). Furthermore, the study by Lam et al. (2016) has shown the effect of perceived green value on customers' satisfaction and green product trust. Hence, the following hypotheses are proposed:

- H3a Customers' perceived value will positively affect their satisfaction.
- H3b Customers' perceived value will positively affect their trust.

2.5 Health consciousness

Customers' health consciousness is a measure of an individual's readiness to engage in health-related activities; it demonstrates people's awareness of the impact of their way of

life on their health status (Wardle and Steptoe, 2003). Previous research has identified health benefits as a reason why customers choose organic foods (Padel and Foster, 2005). People who are more concerned about their health are more inclined to purchase this class of food products because of its perceived benefits, as organic food is generally considered a healthier option compared to current conventional food. Unsurprisingly, health-conscious customers prioritise organic foods for their high quality, nutrient and health benefits (Dutta-Bergman, 2004). Besides, according to Ayyub et al. (2018), customers' trust in organic foods is influenced by various factors such as revealed information, perceived knowledge, and retailer and food manufacturer trust. In consequence, these hypotheses are proposed:

H4a Customers' health consciousness will positively affect their satisfaction.

H4b Customers' health consciousness will positively affect their trust.

2.6 *Environmental concerns*

According to Dunlap and Jones (2002), environmental concerns represent the amount of an individual's cognition about the environmental problems, the efforts they spent to solve the problems, or their willingness to participate in the solution-making process. Consumers care about the environment and justify their purchase behaviour for the sake of the ecological system. Additionally, Chen (2007) states that environmental protection motivates consumers to consume organic foods. Thus:

H5a Customers' environmental concerns will influence their satisfaction.

In addition, Smith and Paladino (2010) believe that environmental concerns affect organic foods' purchase intention because it is regarded as an environmental-friendly activity. Customers may find enjoyment in knowing that they are participating in protecting the environment (Padel and Foster, 2005). Moreover, it is proved that customers' acts to preserve ecological welfare significantly affect their attitude toward organic food consumption because of their trust in organic foods (Lee and Yun, 2015). In the end, it is recognised that a person's attitude will affect the trust in his action (Ajzen, 2002). Hence:

H5b Customers' environmental concerns will positively affect their trust,

2.7 *Perceived price fairness*

A fair price is defined as the customers' assessment and emotions regarding whether an outcome is reasonable, acceptable, or just (Xia et al., 2004). Organic food prices have been shown to influence consumer needs. Consumers are less likely to choose organic foods over regular foods if organic foods are more expensive (Yin et al., 2010). Another study of Tran et al. (2019) notes in another study that a high price may hinder customers' purchasing decisions. Nevertheless, Krystallis and Chryssohoidis (2005) also demonstrated the customers' willingness to pay higher for organic foods considering their monthly income level. In Ha Noi – the capital of Vietnam, Hai et al. (2013) has proved that customers are willing to buy organic vegetables because they trust in the product's safety and quality. These findings revealed that buyers might believe that the higher price of organic food is justified, owing to the customer and environmental benefits. Besides,

Lam et al. (2016) have shown that customers' perceived green value can positively influence their satisfaction and trust. In the mentioned study, the perceived green value includes green products' economics and price fairness. Consequently, these hypotheses are proposed:

H6a Customers' perceived price fairness will positively affect their satisfaction.

H6b Customers' perceived price fairness will positively affect their trust.

2.8 Customers' trust

According to Rousseau et al. (1998), "trust is a psychological state comprising the intention to accept vulnerability based upon positively expectations of intentions or behavior of another". In the organic foods market, researchers have found that trust does affect customers buying intention (Amoako et al., 2020; Gefen and Straub, 2004; Harris and Goode, 2010). In the organic food market, researchers have revealed that trust can significantly influence a customer's repurchase decision. Gifford and Bernard (2006) have identified trust as an important factor for consumers' intention to buy organic food. Researchers have shown the importance of consumer trust in influencing consumer purchase intention.

In addition to direct effects of trust on TRA and TPB elements, we anticipated that trust may also affect repurchasing and word-of-mouth (WOM) intention. Furthermore, customers who recognise that they have developed a strong relationship with their valued businesses will join in the advocacy process by sharing positive WOM (Ranaweera and Prabhu, 2003). Also, Kassim and Abdullah (2010) discovered a favourable association between trust and brand advocacy. In the case of the Korean food industry, Han and Lee (2016) demonstrated the impact of trust on the product's purchase and advocacy intention. As a result, the authors propose:

H7a Customers' trust in organic foods will positively affect their word-of-mouth intention.

H7b Customers' trust in organic foods will positively affect their re-purchase intention.

2.9 Customers satisfaction

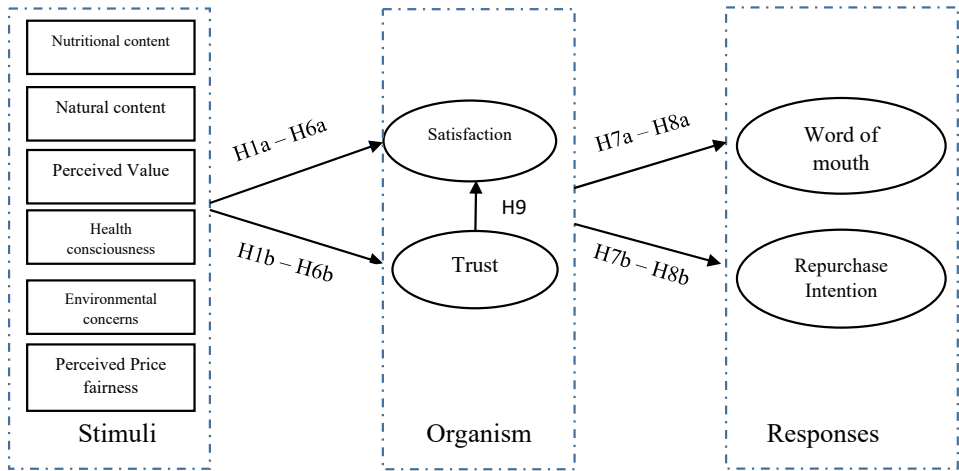
Satisfaction can be defined as the customers' feeling of pleasure when their desires and needs are fulfilled through product consumption, thus provoking re-purchase intention (Chang et al., 2014). Customer satisfaction is considered as one of the essential factors to predict consumer purchasing behaviour which has been shown in many studies. A company can provide products or solutions that meet or exceed customers' expectations. As a result, consumers will consider re-purchasing such products/solutions and recommending them to others (Kotler and Armstrong, 1994). It should be recognised that satisfaction does not just influence re-purchase intention but also the intention to share positive word-of-mouth about such a product. This form of advocacy could spread to several customers (Brown et al., 2005). A study by Konuk (2019) also points out that customers' satisfaction positively impacts the intention to re-purchase and spread word-of-mouth about organic foods. Also, customer trust is

essential in building a long-term business relationship (Belanche et al., 2012). It is acknowledged that in travel website platforms, the customers’ trust affects their online satisfaction (Barreda et al., 2015; Nusair et al., 2008). Besides, in the field of using online social networks, trust has a positive effect on customer satisfaction. Hence, the study recommends that:

- H8a Customers’ satisfaction will positively affect their word-of-mouth intention.
- H8b Customers’ satisfaction will positively affect their re-purchase intention.
- H9 Customers’ trust in organic food will positively affect their satisfaction.

The research model is detailed in Figure 1.

Figure 1 The proposed research model (see online version for colours)



3 Methods

3.1 Research participant

An online survey was conducted in 2021. The study employs the convenience sampling method. The research participants are 481 valid samples of customers who have experienced purchasing organic foods. Among the respondents, 118 (24.45%) are male, and 363 (75.55%) are female. In terms of age, 203 (42.20%) are between the ages of 35 and 45, 155 (32.22%) are between the ages of 25 and 35, and 114 (23.70%) are between the ages of 18 and 25. Furthermore, 333 respondents (69.23%) claimed to have a bachelor’s degree, while 136 (28.27%) reported having a master’s degree or above. Besides, respondents reported spending more than 1.5 million VND (63 USD) on organic foods: 245 respondents (50.94%) spent 1.5 to 3 million VND (36 to 126 USD), and 211 respondents (43.87%) spent 3 to 4.5 million VND (126 to 188.5 USD).

3.2 Measurement

The measure used in the survey questionnaire is based on a five-point Likert scale. The items were inherited from previous research, going through expert interviews to adjust or eliminate unsuitable items for the Vietnamese context. The nutritional and natural content scale is inherited from Lee and Yun (2015). The perceived value scale was adapted from Konuk (2019). The study employed the scale from Lee et al. (2014) to assess health and environmental consciousness. The perceived price fairness was measured by the items from Lee et al. (2020). The satisfaction includes three items from Konuk (2018). Customers' trust was assessed by the scale inherited from Ayyub et al. (2018). Finally, the research of Konuk (2019) provides the measurement for re-purchase and word-of-mouth intention.

3.3 Data analysis

Structural equation modelling (SEM) was used to test the hypothesis. The data was processed using SmartPLS version 3.3.3 following the instruction of Hair et al. (2017a, 2017b), Hamdollah and Baghaei (2016) and Sun et al. (2018). The analysis consists of two steps. First, the model constructs were evaluated for reliability and validity. Next, the model was estimated using bootstrapping for 5,000 samples to test the hypotheses.

4 Result

4.1 Construct reliability and validity

4.1.1 Reliability and convergent validity

The scales are reliable, and Cronbach's alpha coefficients are higher than 0.7 (Bland and Altman, 1997). The factors' composite reliability ranged from 0.834 to 0.912 ($C.R > 0.7$), and the factors' average variance extracted are from 0.552 to 0.726 ($AVE > 0.5$), satisfied the cut-off criteria proposed by Hair et al. (2014) (detailed in Table 1).

Table 1 The construct's validity and reliability

<i>Items</i>	<i>Weight loading</i>	<i>Cronbach's alpha</i>	<i>C.R</i>	<i>AVE</i>
<i>Nutrition content (NUT)</i>				
Organic food contains a lot of vitamins and minerals	0.792	0.759	0.861	0.674
Organic food keeps me healthy	0.805			
Organic food is high in protein	0.866			
<i>Natural content (NAT)</i>				
Organic food contains no additives	0.726	0.717	0.842	0.640
Organic food contains natural ingredients	0.857			
Organic food contains no artificial ingredients	0.812			

Table 1 The construct's validity and reliability (continued)

<i>Items</i>	<i>Weight loading</i>	<i>Cronbach's alpha</i>	<i>C.R</i>	<i>AVE</i>
<i>Perceived value (PV)</i>				
Organic food served in this restaurant was a good value for the price.	0.852	0.815	0.890	0.729
The overall value of eating organic food was high.	0.836			
The organic food was worth the money.	0.873			
<i>Health consciousness (HEA)</i>				
I think of myself as someone who generally considers carefully about the health consequences of my food choices.	0.959	0.907	0.941	0.843
I think of myself as the sort of person who is concerned about the long-term health effects of my food choices.	0.909			
I think of myself as a health-conscious person.	0.885			
<i>Environmental consciousness (ENV)</i>				
The process of producing organic foods helps maintain a natural balance	0.848	0.787	0.871	0.693
Organic food is produced under friendly conditions	0.744			
Organic food is packaged under friendly conditions	0.897			
<i>Perceived price fairness (PRI)</i>				
I believe the price of organic food is high	0.872	0.843	0.905	0.760
I am willing to pay more for organic food	0.872			
I am willing to pay more for organic food because it is environmentally friendly	0.872			
<i>Satisfaction (SAT)</i>				
I am satisfied with my decision to purchase this organic food.	0.934	0.918	0.948	0.859
I am happy to purchase this organic food.	0.924			
My choice to purchase of this organic food is a wise one.	0.922			
<i>Trust (TRU)</i>				
The food industry is very knowledgeable about organic foods	0.874	0.834	0.889	0.668
I trust those who sell certified organic foods indeed sell quality organic foods	0.776			
I trust a quality organic food label or logo	0.823			
I trust the institutions certifying organic food products	0.793			
<i>Re-purchase intention (REP)</i>				
I will recommend this restaurant to other people who seek my advice.	0.899	0.846	0.907	0.765
I will say positive things to my acquaintances about this restaurant.	0.881			
I will encourage other people to visit this restaurant.	0.843			

Table 1 The construct's validity and reliability (continued)

<i>Items</i>	<i>Weight loading</i>	<i>Cronbach's alpha</i>	<i>C.R</i>	<i>AVE</i>
<i>Word-of-mouth (WOM)</i>				
I will keep visiting this organic food restaurant in the future.	0.838	0.784	0.873	0.697
I would like to come back to the restaurant in the future.	0.813			
I will consider revisiting the restaurant in the future.	0.835			

4.1.2 Discriminant validity

The square root of the average variance extracted is higher than the correlation between factors. The construct achieved the discriminant validity recommended by Fornell and Larcker (1981) and Hair et al. (2017a, 2017b) (detailed in Table 2).

Table 2 Discriminant validity is based on the Fornell-Larcker criterion method

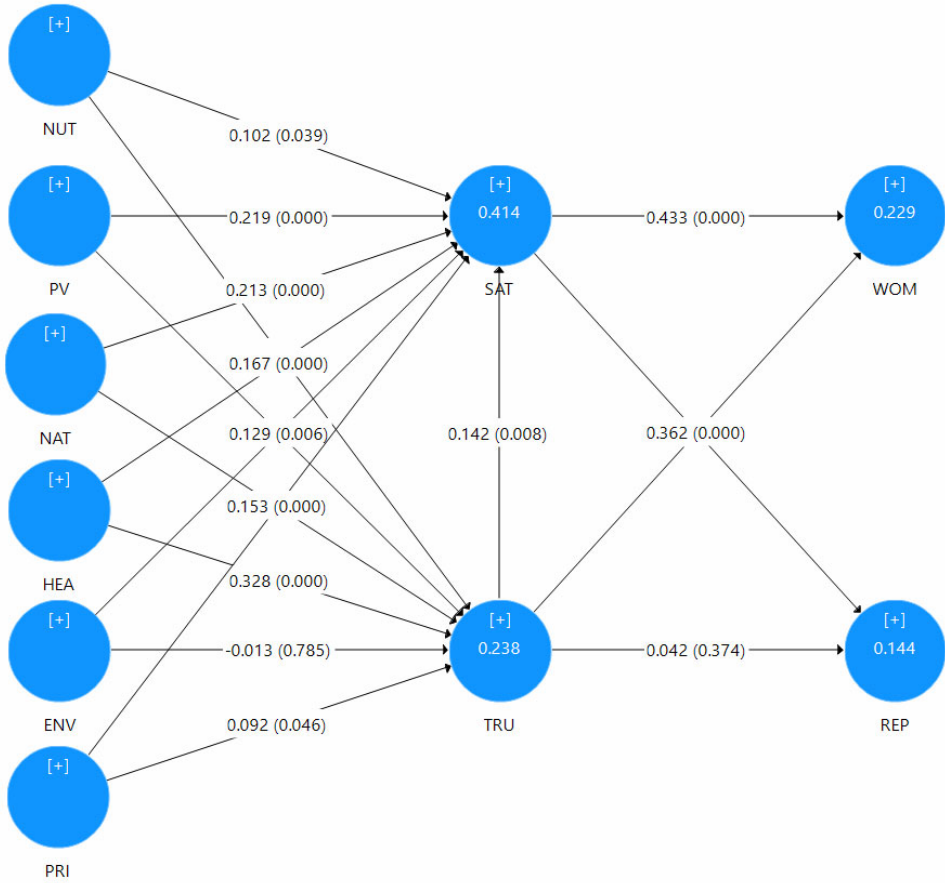
	<i>ENV</i>	<i>HEA</i>	<i>NAT</i>	<i>NUT</i>	<i>PRI</i>	<i>PV</i>	<i>REP</i>	<i>SAT</i>	<i>TRU</i>	<i>WOM</i>
ENV	0.832									
HEA	0.217	0.918								
NAT	0.217	0.153	0.800							
NUT	0.208	0.204	0.486	0.821						
PRI	0.123	0.091	0.194	0.211	0.872					
PV	0.118	0.126	0.256	0.188	0.142	0.854				
REP	0.354	0.123	0.281	0.323	0.171	0.128	0.875			
SAT	0.296	0.346	0.440	0.383	0.305	0.380	0.378	0.927		
TRU	0.135	0.392	0.268	0.301	0.186	0.207	0.182	0.387	0.817	
WOM	0.259	0.368	0.280	0.203	0.156	0.234	0.143	0.470	0.263	0.835

4.2 Hypothesis test result

The PLS-SEM method was employed to test the hypotheses (detailed in Table 3). Firstly, as for the R^2 effects of the endogenous latent variables, the satisfaction ($R^2 = 0.414$) is considered to be moderated ($0.33 < R^2 < 0.69$) as proposed by Henseler et al. (2009). Meanwhile, the trust ($R^2 = 0.238$), re-purchase intention ($R^2 = 0.144$) and word-of-mouth intention ($R^2 = 0.229$) weakly explain the model variance (Hair et al., 2017a, 2017b). Additionally, the factors' maximum VIF = 1.404 (< 2.5) satisfied the suggestion of Hair et al. (2014), indicating no sign of multicollinearity. Lastly, the model fit achieved the requirement of SRMR = 0.066 (< 0.08) proposed by Hair et al. (2014).

In general, two hypotheses are rejected as it is statistically insignificant: environmental consciousness does not affect trust ($\beta = 0.859$, p-value = 0.785), and trust does not affect customers' re-purchase intention ($\beta = 0.094$, p-value = 0.067). This study is not in line with that of Huang (2016), who examine organic foods' attribute, which affect trust and customers' re-purchase. This is demonstrated by the habit of consuming organic foods. All the other hypotheses are statistically supported.

Figure 2 The hypotheses test result (see online version for colours)



On the one hand, various factors have been shown to affect customer satisfaction, with the strongest impact being perceived value ($\beta = 0.233$, p -value = 0.000), followed by natural content ($\beta = 0.228$, p -value = 0.000), health consciousness ($\beta = 0.214$, p -value = 0.000), perceived price fairness ($\beta = 0.166$, p -value = 0.000), environmental consciousness ($\beta = 0.127$, p -value = 0.006), and nutritional content ($\beta = 0.123$, p -value = 0.011). On the other hand, customers' trust is impacted by health consciousness ($\beta = 0.328$, p -value = 0.000), nutritional content ($\beta = 0.147$, p -value = 0.004), natural content ($\beta = 0.106$, p -value = 0.030), perceived value ($\beta = 0.100$, p -value = 0.034), and perceived price fairness ($\beta = 0.092$, p -value = 0.046). These results are consistent with earlier studies that indicate that consumer's perception of organic food plays an important role in developing perceived value toward satisfaction and trust (Lee and Yun, 2015).

Therefore, the customer's satisfaction has been demonstrated to impact their re-purchase intention ($\beta = 0.362$, p -value = 0.000) and word-of-mouth intention ($\beta = 0.433$, p -value = 0.000). The present study's findings are consistent with previous findings, indicating that customer satisfaction is a major predictor of consumer repurchase and word of mouth (Konuk, 2019). By contrast, customers' trust only affect the word-of-mouth intention ($\beta = 0.157$, p -value = 0.000) but not their re-purchase

intention. However, consumers' trust has a significant impact on their satisfaction ($\beta = 0.142$, $p\text{-value} = 0.008$).

Table 3 The hypothesis test result using SmartPLS

<i>Hypothesis</i>	β	<i>t-value</i>	f^2	<i>p-value</i>
H1a Nutritional content \rightarrow Satisfaction	0.123	2.535	0.013	*
H1b Nutritional content \rightarrow Trust	0.147	2.843	0.021	**
H2a Natural content \rightarrow Satisfaction	0.228	4.923	0.055	***
H2b Natural content \rightarrow Trust	0.106	2.171	0.011	*
H3a Perceived value \rightarrow Satisfaction	0.233	6.255	0.074	***
H3b Perceived value \rightarrow Trust	0.100	2.116	0.012	*
H4a Health consciousness \rightarrow Satisfaction	0.214	4.560	0.039	***
H4b Health consciousness \rightarrow Trust	0.328	6.026	0.130	***
H5a Environmental consciousness \rightarrow Satisfaction	0.127	2.762	0.026	**
H5b <i>Environmental consciousness \rightarrow Trust</i>	<i>-0.013</i>	<i>0.273</i>	<i>0.000</i>	<i>Reject</i>
H6a Perceived price fairness \rightarrow Satisfaction	0.166	3.778	0.037	***
H6b Perceived price fairness \rightarrow Trust	0.092	1.994	0.010	*
H7a Trust \rightarrow Word-of-mouth intention	0.157	3.558	0.010	***
H7b <i>Trust \rightarrow Re-purchase intention</i>	<i>0.094</i>	<i>1.830</i>	<i>0.002</i>	<i>Reject</i>
H8a Satisfaction \rightarrow Word-of-mouth intention	0.433	10.019	0.207	***
H8b Satisfaction \rightarrow Re-purchase intention	0.362	7.204	0.130	***
H9 Trust \rightarrow Satisfaction	0.142	2.661	0.026	*

Notes: ***Significant at $p\text{-value} < 0.001$.

**Significant at $p\text{-value} < 0.01$.

*Significant at $p\text{-value} < 0.05$.

5 Discussion and implications

This study intends to analyse different factors that affect customers' trust and satisfaction in the Vietnamese organic foods market. The result is consistent with previous research (Han and Lee, 2016; Konuk, 2018; Lee et al., 2020).

Consumer satisfaction with organic food consumption is influenced by awareness of nutritional content, natural content in organic food, perceived value, health consciousness environmental consciousness, and perceived price fairness and trust. In which, the three most influential factors are perceived value, natural content and health consciousness. Consumers' trust in organic food is also affected by the factors mentioned above. However, the degrees of these factors influencing trust are different. According to the order of strength, they are health consciousness, awareness of nutritional content, and natural content in organic food. However, there was no impact of environmental consciousness on trust. Thus, the study shows that the perception of the content of natural substances in organic foods plays an important role in influencing the satisfaction and trust of consumers in Vietnam.

In general, various factors have been shown to affect customer satisfaction and trust. To begin, marketers should focus on exploring customers' perceived value, in this case, is their green value, as this factor has the strongest impact on their satisfaction and moderately affect their trust. Second, nutritional and natural content are important considerations for organic food manufacturers to ensure that the necessary nutrients are preserved as well as the organic nature of the product. Marketers, on the other hand, should concentrate on publicising product information and composition that emphasises the natural notion of the product in order to increase customer satisfaction and, thus, persuade them. Third, it is critical to grasp the characteristics of customers in this setting, which are people that care about the environment and their own health. These data will assist marketing practitioners in targeting their customers and improving their tactics effectively and efficiently.

Word-of-mouth intention is one of the two post-purchase organic intentions which is assessed via their satisfaction and trust in using organic food. Results show that satisfaction has a stronger impact than trust on consumers' word-of-mouth intentions about organic food that they have used for the community. The happier the consumer is, the stronger the word-of-mouth will be. The intention to continue to buy or repurchase is the second factor post-purchase behaviour of organic food which is also assessed by the impact of two factors, satisfaction and trust. Results have shown that satisfaction has a greater impact and is statistically more significant than trust.

Thus, consumer satisfaction plays an important role in influencing the behavioural intention to buy organic food to consumers in Ho Chi Minh City. Meanwhile, trust directly affects the intention to transmit and indirectly affects the intention to repeat purchase through satisfaction. Moreover, it is worth noticing that customer satisfaction has a strong impact on their intention to re-purchase organic products and even more, to promote them. In this situation, the reasonable action is improving customer experience by maintaining product quality that meets or surpasses their expectations. In addition, other strategies that have been shown to improve customer satisfaction, such as sales promotion or CRM tactics, should be used to supplement its effect.

Finally, although customers' trust has a moderate effect on their word-of-mouth intention (compared to satisfaction), it also does not affect their purchase intention. It should be kept in mind that trust has an impact on consumer satisfaction. Thus, it is unwise to ignore such an essential factor. Increasing customer trust is a long-term process that requires a huge effort, as marketing strategies are to persuade customers and enhance their trust in a company product. In this case, the integrated marketing communications (IMC) approach should be used to combine various mediums to magnify combine various mediums to magnify the power of the company-favoured information; quality control measures should always be activated to ensure customers receive what the company promises them; and a consistent CRM program should be implemented to support customers, listen to their feedback, and solve their problems. By combining many methods and endeavours, a company will be able to earn customers' trust, and the outcome will be pleasant.

6 Limitation and future agenda

Like any prior research, this study has limitations and consequently gives the potential for future research. First, the study collects data in Vietnam using a convenience sample

approach, which may not accurately represent the fraction of organic food consumers in Vietnam. In this light, future research should investigate using the representative sample approach to provide a more accurate representation of the population. Furthermore, the S-O-R research on organic foods will be favoured by expanding the number or analysing different types of stimuli and organism states, which can create opportunities for future research.

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