

Organic Choices: Decoding Gen Z's Consumer Behaviour in Vietnam through the S-O-B-C Lens

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Abstract

In an era where health and sustainability reign supreme, Vietnam's organic food scene is thriving, especially among the health-conscious Generation Z. This study delves into this phenomenon, using the innovative S-O-B-C framework to unravel Gen Z's organic food consumption patterns in Vietnam. It goes beyond the traditional S-O-R model by integrating marketing communication and organic food values, offering a deep dive into Gen Z's complex consumption behaviors. With over 400 Vietnamese Gen Z participants, the study employs the advanced CB-SEM analysis, revealing how marketing communications—both controlled and uncontrolled—shape Gen Z's attitudes towards organic food. It highlights the significant influence of perceived organic food value on Gen Z's positive perception, further cementing the importance of a hedonic approach in driving their purchase intentions. However, it also uncovers a gap between intent and actual behavior, providing crucial insights for marketers and researchers. These findings do not just shed light on academic theories; they offer practical strategies to captivate Gen Z consumers, fueling the growth of the organic food industry.

Subject Areas: *Attitude, Channels, Consumer Behaviour, Decision-Making*

Track: Consumer Behaviour