Original Researcher Article

From Information Transparency to Purchase Intention: The Role of Consumer Attitude in Organic Food Choices

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ABSTRACT

Rising concern about health, food safety, and sustainability has led more consumers to expect clear, detailed transparency in organic food supply chains. Because shoppers usually cannot confirm organic claims when they buy the product, they often depend on outside cues, such as labels and certification marks, to judge whether it is authentic and of good quality. Using an extended Theory of Planned Behavior (TPB), this study tests whether supply chain information transparency, defined as the accuracy and timeliness of information, influences intentions to buy organic food, with consumer attitudes serving as the mediating factor. We collected data from 205 organic food consumers across three cities in North India using a structured questionnaire based on pre-validated scales and tested the hypotheses with regression-based mediation analysis using bootstrapping. The results suggest that when supply chain information is accurate and provided promptly, consumers tend to form more favorable attitudes, and these attitudes are strongly associated with a higher intention to purchase. The findings indicate that consumer attitude fully mediates the link between information transparency and purchase intention, meaning that transparent information influences organic food buying mainly by shaping consumers' attitudes.

Keywords: Organic food, information transparency, consumer attitude, purchase intention, Theory of Planned Behavior

INTRODUCTION:

In the past few years, the consumption of organic food has seen exponential growth throughout the global markets. This has been fuelled by the concerns of the consumers regarding the safety of food that they are consuming, their health, the sustainability of the environment in which the production process is taking place and the ethical considerations of the production practices. Consumers have become more conscious about the origins of their food and the growing techniques used. This has fuelled a demand for transparency in the food supply chain. One category of food that has taken precedence as being the most preferred option for consumption is organic food. Organic food, in particular, is perceived as a credence good, where product attributes such as authenticity, production methods, and certification cannot be easily verified at the point of purchase. The considerations a customer has when evaluating a product for purchase are highly dependent on the availability of correct information that is not only reliable but also available when it is needed the most. Information transparency in supply chains refers to the extent to which accurate and timely information regarding product origin, production processes, certifications, and handling is made accessible to consumers. Prior research in supply chain management highlights transparency and visibility as essential mechanisms for building trust and reducing information asymmetry, especially in agri-food markets. While earlier studies have primarily examined supply chain transparency from an operational or firm-performance perspective, a growing body of literature suggests that transparency also has important behavioral implications for consumers. However, empirical evidence explaining *how* transparent information influences consumer decision-making particularly through psychological mechanisms remains limited.

From a consumer behavior perspective, the Theory of Planned Behavior (TPB) provides a robust framework for understanding purchase intention by linking beliefs and evaluations to behavioral intentions. According to TPB, attitude toward a behavior is one of the most influential predictors of intention, especially in contexts involving ethical, health-related, or sustainability-oriented choices such as organic food consumption. Extending this framework, information transparency can be viewed as a background belief that shapes consumers' attitudes by enhancing perceived credibility, reducing uncertainty, and reinforcing positive evaluations of organic products. In particular, the accuracy and timeliness of information are likely to be more influential than the sheer volume of information, as consumers increasingly value trustworthy and easily accessible information over information overload.

Despite the relevance of this perspective, limited empirical research has integrated information transparency into an extended Theory of Planned Behavior framework to explain organic food purchase intention, especially in emerging market contexts. Most

existing studies either examine direct effects of information on purchase intention or focus on broader constructs such as trust and perceived risk, without explicitly modeling the mediating role of consumer attitude. Addressing this gap, the present study investigates the influence of information transparency—conceptualized through accuracy and timeliness of supply chain information—on purchase intention toward organic food, with consumer attitude acting as a mediating variable.

2. Literature Review and Hypotheses Development

2.1 Information Transparency in Organic Food Supply Chains

Information transparency has emerged as a critical concept in supply chain and consumer research, particularly in food systems where product attributes are not directly observable at the point of purchase (Lamming et al., 2001; Ringsberg, 2014). Supply chain transparency refers to a company's openness in sharing information with consumers, investors, and other stakeholders about how well its supply chain operations and products align with expected norms and standards (Sodhi & Tang, 2019).

Organic food products are widely classified as credence goods, meaning that consumers cannot independently verify organic claims even after consumption (Darby & Karni, 1973; Grunert et al., 2014). This forces consumers to rely heavily on external sources of information, such as labels, certifications, and supply chain disclosures to evaluate product authenticity (Chen et al., 2014; Montecchi et al., 2019). Accountability and credibility are clearly signalled through transparency, thereby reducing information asymmetry and enhancing the confidence of the consumers (Budler et al., 2024).

Research on supply chain visibility emphasizes that transparency is multidimensional and should not be equated merely with information availability. Caridi et al. (2010) identify accuracy and timeliness as two critical dimensions that determine the effectiveness of information visibility. Accuracy refers to the correctness and reliability of information, while timeliness reflects the availability of information when it is most needed for decision-making. Schnackenberg et al. (2020) further argue that inaccurate or outdated information can undermine transparency efforts and erode stakeholder trust.

Aschemann-Witzel et al. (2019) and Grunert and Wills (2007) suggested that, in the context of food consumption, several studies indicate consumers prefer clear, credible, and up-to-date information rather than excessive or complex disclosures. Prior research on supply chain visibility in organic food markets suggests that consumers place greater emphasis on the quality of information rather than its sheer volume. Specifically, accurate and timely supply chain information has been shown to exert a stronger influence on consumer evaluations and purchase intentions, whereas the quantity of information alone does not necessarily enhance consumer decision-making (Irfan & Ahmed, 2024).

This study focuses on accuracy and timeliness as key dimensions of information transparency because prior research shows that these attributes are most critical for consumers when making purchase decisions. Accurate and timely information helps reduce uncertainty and build credibility, which is especially important in organic food markets where product attributes cannot be easily verified. Other dimensions, such as completeness, clarity, and accessibility, were not included to keep the model focused and theoretically parsimonious, as these aspects relate more to how information is presented than to its core quality.

2.2 Consumer Attitude toward Organic Food

Consumer attitude has been described as one of the most crucial constructs playing a pivotal role in studies that try to define consumer buying behavior, as it represents a general assessment of the act of performing a certain behavior (Ajzen, 1991). The Theory of Planned Behavior suggests that one of the major predictors of a person's intention is attitude, especially when that intention concerns matters such as ethical, health, or ecological consumerism (Armitage & Conner, 2001; Wu & Chen, 2014).

In the context of organic food, attitude is influenced by consumers' beliefs about health benefits, food safety, environmental concerns, and ethical farming practices (Chakrabarti, 2010; Hughner et al., 2007). Many studies have found that positive attitudes are key in expanding consumers' intentions to buy organic food (Basha et al., 2015; Singh & Verma, 2017). However, when consumers do not trust organic certifications or control systems, or when they doubt the authenticity of organic products, they are less likely to perceive meaningful benefits from organic food. Such skepticism weakens their attitudes toward organic products and ultimately reduces their intention to purchase them (Nuttavuthisit & Thøgersen, 2017; Janssen & Hamm, 2012).

Attitude development is affected by prior beliefs and information (Ajzen, 1991). In line with expanded TPB understanding, external sources of information (e.g., eco-labels or the production process) are cognitive triggers that influence consumers' judgements of a product. Empirical findings highlight that increased clarity about a product's attributes and origin – i.e., supply chain origin data – will increase consumer knowledge and reduce uncertainty in the product, which generally led to higher evaluations of the product in the organic food setting (Montecci, Planggera & Etter, 2019; Grunert, Hieke & Wills, 2014).When information is perceived as accurate and timely, consumers are more likely to form favorable attitudes toward organic food, as such information strengthens perceived credibility and reduces skepticism.

The impact of information quality on attitude formation is backed by several empirical studies. For example, research on food labels and traceability has found that trustworthy, precise, and dependable information has a strong positive effect on consumer trust, the perception of quality, and the overall attitude of consumers toward the products, which in turn leads to more favorable product evaluations (Ge, 2022; Loureiro & Umberger, 2007). In this way, information transparency is likely to be a major factor leading to favorable consumer attitude toward organic food consumption.

Based on the above discussion, the following hypotheses are proposed:

H1: Accuracy of supply chain information positively influences consumer attitude toward organic food.

H2: Timeliness of supply chain information positively influences consumer attitude toward organic food.

2.3 Consumer Attitude and Purchase Intention toward Organic Food

Purchase intention refers to an individual's readiness or willingness to buy a particular product and is commonly used as a proxy for actual purchase behavior (Ajzen, 1991; Sheeran, 2002). Within TPB, attitude toward the behavior plays a central role in shaping intention, especially for products associated with ethical values and personal health considerations.

In organic food markets, several studies have confirmed a strong positive relationship between consumer attitude and purchase intention (Chen, 2007; Basha et al., 2015; Iqbal, 2015). Consumers who hold favorable attitudes toward organic food are more likely to express stronger intentions to purchase, even in the presence of barriers such as higher prices or limited availability (Hughner et al., 2007; Singh & Verma, 2017). These findings highlight the importance of attitude as a key mechanism through which beliefs and evaluations influence organic food purchasing decisions.

Extending TPB, attitude can also function as a mediating variable that links external factors to behavioral intention (Armitage & Conner, 2001). Information transparency, by shaping consumers' beliefs and evaluations, is likely to influence purchase intention indirectly through attitude. Accurate and timely supply chain information enhances trust and perceived authenticity, which strengthens positive attitudes toward organic food and subsequently increases purchase intention (Pivato et al., 2008; Kim et al., 2008).

Empirical studies examining mediation effects in food consumption contexts support this mechanism, suggesting that informational cues often influence intention through attitudinal pathways rather than direct effects (Grunert et al., 2014; Asif et al., 2018). Therefore, consumer attitude is expected to mediate the relationship between information transparency and purchase intention toward organic food.

Accordingly, the following hypotheses are proposed:

H3: Consumer attitude toward organic food positively influences purchase intention.

H4: Consumer attitude mediates the relationship between information transparency and purchase intention toward organic food.

Conceptual Model Summary

Drawing on prior literature, this study proposes a parsimonious extended Theory of Planned Behavior framework in which information transparency—operationalized through the accuracy and timeliness of supply chain information—acts as an antecedent to consumer attitude, which in turn influences purchase intention toward organic food. By focusing on this simple yet theoretically grounded mechanism, the study seeks to explain how transparent information is translated into consumer intention in the context of organic food choices.

Additionally, the omission of subjective norms and perceived behavioral control was intentional and guided by theory. Although the Theory of Planned Behavior proposes attitude, subjective norms, and perceived behavioral control as predictors of intention, prior studies consistently show that attitude is the most influential factor in ethical, health-related, and value-driven consumption contexts, such as organic food purchasing (Armitage & Conner, 2001; Hughner et al., 2007).

The main aim of this study was to understand the psychological pathway through which information transparency shapes purchase intention. Information transparency primarily influences how consumers evaluate products by shaping their beliefs and attitudes, rather than by affecting social pressure or perceived control. Including subjective norms and perceived behavioral control would therefore have diluted the focus of the model and reduced its clarity. Consequently, this study adopts a focused extended TPB framework that positions consumer attitude as the central mechanism linking information transparency to purchase intention in Figure 1.
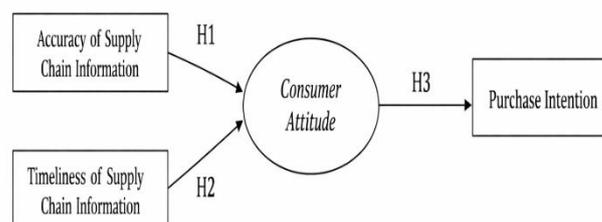

Figure 1: Conceptual Model of Supply Chain Information Transparency.

3. Research Methodology

3.1 Research Design

This study adopts a quantitative, cross-sectional research design to examine the relationships between information transparency, consumer attitude, and purchase intention toward organic food. Such designs are widely employed in consumer behavior research and Theory of Planned Behavior (TPB)–based studies, particularly when testing theoretically grounded relationships among psychological constructs.

The study follows a hypothesis-testing approach and extends the TPB framework by incorporating information transparency as an antecedent to consumer attitude.

3.2 Sample and Data Collection

Data was collected from 205 consumers of organic food residing in the Indian cities of Lucknow (n = 72), Kanpur (n = 68), and Varanasi (n = 65). These cities were selected due to the presence of organized organic food retail outlets and increasing consumer awareness regarding health and sustainability issues.

A purposive sampling technique was employed. Respondents were screened using a qualifying question to ensure that they had purchased or consumed organic food at least once during the previous six months. Data were collected using a structured questionnaire administered both online and offline. Participation was voluntary, and respondents were assured of anonymity and confidentiality.

3.3 Measurement of Constructs

All constructs were measured using prevalidated scales adapted from prior studies in supply chain transparency, food labeling, and organic food consumption research. Minor wording modifications were made to ensure contextual relevance to organic food supply chains, without altering the underlying conceptual meaning of the items.

The following constructs were measured:

Information Accuracy (4 items)

Information Timeliness (4 items)

Consumer Attitude toward Organic Food (4 items)

Purchase Intention toward Organic Food (4 items)

All items were measured on a five-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

3.4 Questionnaire Development and Reliability

The questionnaire was reviewed by academic experts to ensure clarity and content validity. Reliability and validity of the constructs were assessed through internal consistency measures and variance-based indicators. The use of prevalidated scales enhances the robustness and comparability of the findings with prior literature.

3.5 Data Analysis Technique

Data were analyzed using IBM SPSS Statistics (Version 26). Descriptive statistics were first computed to summarize the sample characteristics and key study variables. Reliability and validity of the measurement scales were assessed using Cronbach's alpha, composite reliability, and average variance extracted. Pearson correlation analysis was then conducted to examine the bivariate relationships among the constructs. Multiple regression analysis was employed to test the direct effects proposed in the study. Mediation analysis was performed using Hayes' PROCESS macro (Model 4) with 5,000 bootstrap resamples to examine the indirect effects of information transparency on purchase intention through consumer attitude. Regression-based mediation analysis was selected due to its robustness and its ability to estimate indirect effects without assuming normality of the sampling distribution.

4. Data Analysis and Results

4.1 Sample Profile

A total of 205 valid responses were obtained from organic food consumers across Lucknow, Kanpur, and Varanasi. Females constituted 54% of the sample. Respondents' ages ranged from 20 to 58 years (M = 33.8, SD = 8.2). Approximately 71% of participants held at least a bachelor's degree, and 58% reported a monthly household income above INR 40,000. The sample reflects the profile of typical urban, middle-class organic food consumers in North India.

4.2 Descriptive Statistics

Respondents reported generally positive perceptions of supply chain information accuracy and timeliness, favorable attitudes toward organic food, and moderately high purchase intentions in Table 1.

Table 1. Descriptive Statistics

Construct	Mean	SD	Min	Max
Information Accuracy	3.88	0.72	1.75	5
Information Timeliness	3.81	0.74	1.67	5
Consumer Attitude	4.02	0.65	2	5
Purchase Intention	3.95	0.68	1.67	5

Overall, respondents reported positive perceptions of the accuracy and timeliness of supply chain information, favorable attitudes toward organic food, and moderately high purchase intentions. The distribution of responses indicated no severe skewness or kurtosis, supporting the suitability of the data for further regression and mediation analyses.

4.3 Reliability and Validity Analysis

Internal consistency reliability was assessed using Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE). As shown in Table 2, all constructs exceeded the recommended thresholds ($\alpha > 0.70$, CR > 0.70, AVE > 0.50), indicating satisfactory reliability and convergent validity.

Table 2. Reliability and Validity Statistics

Construct	Items	Cronbach's α	CR	AVE
Information Accuracy	4	0.85	0.88	0.65

Information Timeliness	4	0.83	0.86	0.61
Consumer Attitude	4	0.87	0.9	0.68
Purchase Intention	4	0.86	0.89	0.67

Discriminant validity was supported as AVE values for each construct exceeded the squared correlations between constructs (Fornell & Larcker, 1981). In addition, variance inflation factor (VIF) values in regression analyses were below 2.0, indicating no multicollinearity concerns.

4.4 Correlation Analysis

Table 3. Correlation Matrix

Variable	1	2	3	4
1. Accuracy	1			
2. Timeliness	0.48**	1		
3. Attitude	0.52**	0.47**	1	
4. Purchase Intention	0.41**	0.38**	0.62**	1

Note: $p < 0.01$

All correlations were positive and statistically significant in Table 3. The strongest relationship was observed between consumer attitude and purchase intention, consistent with the Theory of Planned Behavior. Information accuracy and timeliness showed moderate associations with attitude and weaker direct associations with purchase intention, suggesting a potential mediating role of attitude.

4.5 Hypotheses Testing

4.5.1 Effect of Information Transparency on Consumer Attitude (H1 and H2)

Table 4. Regression Results: Predictors of Consumer Attitude

Predictor	β	SE	t	p	95% CI
Information Accuracy	0.34	0.06	5.67	<0.001	[0.22, 0.46]
Information Timeliness	0.29	0.06	4.83	<0.001	[0.17, 0.41]

The regression model explaining consumer attitude demonstrated good explanatory power ($R^2 = 0.46$, adjusted $R^2 = 0.44$) and was statistically significant ($F_{(6, 198)} = 28.12$, $p < 0.001$). The results indicate that both information accuracy and information timeliness exert significant and positive effects on consumer attitude toward organic food in Table 4. Accordingly, the findings provide empirical support for Hypotheses H1 and H2.

4.5.2 Effect of Consumer Attitude on Purchase Intention (H3)

A regression analysis was performed with purchase intention as the dependent variable. Results are reported in Table 5.

Table 5. Regression Results: Effect of Attitude on Purchase Intention

Predictor	β	SE	t	p	95% CI
Consumer Attitude	0.59	0.06	9.83	<0.001	[0.47, 0.71]

The regression model predicting purchase intention showed satisfactory explanatory power ($R^2 = 0.41$, adjusted $R^2 = 0.39$) and was statistically significant ($F(5, 199) = 27.64$, $p < 0.001$). The results indicate that consumer attitude has a significant and positive effect on purchase intention toward organic food. Therefore, Hypothesis H3 is supported.

4.6 Mediation Analysis (H4)

To examine the mediating role of consumer attitude in the relationship between information transparency and purchase intention, a mediation analysis was conducted using Hayes' PROCESS macro (Model 4) in SPSS. Bootstrapping with 5,000 resamples was employed to estimate the indirect effects, as this approach provides robust confidence intervals without assuming normality of the indirect effect distribution.

Indirect Effects

The results revealed a significant indirect effect of information accuracy on purchase intention through consumer attitude (indirect effect = 0.20; 95% bootstrap confidence interval [0.12, 0.29]). Likewise, the indirect effect of information timeliness on purchase intention via consumer attitude was found to be significant (indirect effect = 0.17; 95% bootstrap confidence interval [0.10, 0.26]). Since the bootstrap confidence intervals for both indirect effects did not include zero, the mediating role of consumer attitude was confirmed.

Direct Effects (Including the Mediator)

When consumer attitude was included in the model, the direct effect of information accuracy on purchase intention became statistically non-significant ($\beta = 0.11$, $p = 0.082$). Similarly, the direct effect of information timeliness on purchase intention was also non-significant ($\beta = 0.09$, $p = 0.124$). In contrast, consumer attitude remained a strong and significant predictor of purchase intention.

Taken together, these findings indicate that the effects of information accuracy and timeliness on purchase intention are operating primarily through consumer attitude. This provides evidence of full mediation, suggesting that information transparency influences organic food purchase intention primarily by shaping consumers' attitudinal evaluations, thereby supporting H4.

5. Discussion

This study examined the role of information transparency in shaping purchase intention toward organic food through consumer attitude, drawing on an extended Theory of Planned Behavior (TPB) framework. The findings provide empirical support for all proposed hypotheses and reinforce the importance of information quality in organic food supply chains.

5.1 Information Transparency and Consumer Attitude

The results confirm that accuracy and timeliness of supply chain information positively influence consumer attitude toward organic food, supporting H1 and H2. This finding aligns with prior research that conceptualizes transparency as a multidimensional construct where information quality, rather than mere disclosure, determines effectiveness (Caridi et al., 2010; Schnackenberg et al., 2020).

Given that organic food is a credence good, consumers rely heavily on external information cues to assess authenticity and quality (Darby & Karni, 1973; Grunert et al., 2014). Accurate information enhances perceived credibility and reduces skepticism toward organic claims, thereby strengthening favorable attitudes (Chen et al., 2014; Budler et al., 2024). Similarly, timely information reassures consumers that disclosed data reflects current practices, addressing concerns related to outdated or symbolic transparency (Schnackenberg et al., 2020).

These findings support earlier evidence that consumers prefer clear, credible, and up-to-date information over excessive or complex disclosures (Grunert & Wills, 2007; Aschemann-Witzel et al., 2019) and are consistent with research emphasizing the primacy of information quality over quantity in organic food decision-making (Irfan & Ahmed, 2024). Overall, the results confirm transparency as a key antecedent of attitude formation, consistent with extended TPB perspectives (Ajzen, 1991).

5.2 Consumer Attitude and Purchase Intention

The findings further show that consumer attitude has a strong positive effect on purchase intention, supporting H3. This result is consistent with TPB and prior organic food studies that identify attitude as a central predictor of intention, particularly in ethical and health-oriented consumption contexts (Armitage & Conner, 2001; Chen, 2007; Basha et al., 2015).

Consumers with favorable attitudes toward organic food exhibit stronger purchase intentions despite barriers such as price premiums or limited availability (Hughner et al., 2007; Singh & Verma, 2017). Conversely, mistrust and doubts about organic authenticity weaken attitudes and discourage purchase intentions (Janssen & Hamm, 2012; Nuttavuthisit & Thøgersen, 2017). The present findings reaffirm the pivotal role of attitude in translating evaluations into intention.

5.3 Mediating Role of Consumer Attitude

The mediation analysis indicates that consumer attitude fully mediates the relationship between information transparency and purchase intention, supporting H4. While accuracy and timeliness initially influenced purchase intention, their direct effects became non-significant after including attitude, suggesting that transparency affects intention primarily through attitudinal pathways.

This result is consistent with extended TPB arguments that external informational cues shape intention indirectly by influencing attitudes (Armitage & Conner, 2001). It also corroborates empirical evidence from food labeling and traceability research showing that information quality enhances trust and perceived authenticity, which in turn drives intention (Grunert et al., 2014; Asif et al., 2018). Thus, transparent supply chain information strengthens purchase intention only when it successfully improves consumer attitudes.

5.4 Summary of Key Insights

Overall, the findings demonstrate that accuracy and timeliness of supply chain information enhance consumer attitudes toward organic food, which subsequently drive purchase intention. By empirically establishing attitude as the central mediating mechanism, this study extends TPB and contributes to the literature on supply chain transparency by highlighting the psychological pathway through which information quality influences consumer behavior.

6. Managerial Implications

This study's findings provide practical guidance for organic food producers, retailers, and policymakers. Because accurate information shapes consumer attitudes, organic claims should be stated clearly, supported with reliable evidence, and easy for buyers to check. For instance, producers can support trust by placing QR codes on packaging that send readers to certification records, farm origin data, or descriptions of production practices, so consumers can check the information at the point of purchase. Information timeliness matters because it keeps the material accurate and relevant by making sure it is up to date. Retailers can respond by routinely revising shelf labels, store signs, and online product descriptions so they match the most recent information on certification status, sourcing updates, and harvest details. For example, organic retailers can use digital platforms or mobile apps to share current information on product availability and sourcing locations, which can help consumers feel more confident when they buy. In the end, the fact that consumer attitude mediates this relationship suggests that transparency should be treated as a way to communicate with consumers, not only as something done to meet compliance rules. Policymakers and certification bodies can support this by encouraging simple, standard disclosure formats that give accurate, current information, instead of burying consumers in technical details.

In summary, the results suggest that when transparency initiatives match the criteria consumers use to judge organic food, providing accurate and timely information can strengthen attitudes and increase intentions to buy.

7. Limitations and Future Research Directions

Despite its contributions, this study has certain limitations that provide avenues for future research.

First, the study employed a cross-sectional research design, which limits causal inference. Longitudinal or experimental designs could provide deeper insights into how changes in information transparency influence attitudes and purchase intentions over time.

Second, the sample was restricted to urban consumers from three North Indian cities, which may limit generalizability. Future studies could expand the geographical scope to include rural areas or other regions of India, as well as conduct cross-country comparisons to assess cultural and institutional differences in transparency perceptions.

Third, the study focused on two dimensions of information transparency—accuracy and timeliness. Future research could extend the model by incorporating additional dimensions such as completeness, accessibility, or consistency of information, or by examining the role of emerging technologies (e.g., blockchain-based traceability) in enhancing perceived transparency.

Finally, while purchase intention is a widely accepted proxy for behavior, future studies could examine actual purchase behavior or incorporate moderating variables such as price sensitivity, trust propensity, or environmental concern to further refine the model.

8. Conclusion

This study investigated the role of supply chain information transparency in shaping purchase intention toward organic food, drawing on an extended TPB framework. Using data from 205 organic food consumers in North India, the findings demonstrate that accurate and timely supply chain information significantly enhances consumer attitudes, which in turn strongly drive purchase intention. Importantly, the results reveal that consumer attitude fully mediates the relationship between information transparency and purchase intention, indicating that transparency initiatives influence buying decisions primarily through attitudinal mechanisms rather than direct effects. This underscores the central psychological role of attitude in credence-based consumption contexts such as organic food. By empirically validating the attitudinal pathway through which transparency operates, this study contributes to the literature on supply chain visibility, organic food consumption, and extended TPB models. The findings emphasize that transparency must be meaningful, credible, and current to effectively shape consumer behavior, offering valuable insights for both theory and practice.

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