

Factors Influencing Organic Food Purchase Intention and The Effect of Attitude towards Organic Food

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ABSTRACT

The purpose of this study is to explore the influence of various factors on purchase intention of organic food in developing country, Indonesia. A conceptual model was developed on the basis of Theory of Planned Behavior considering the previous factors to examine the effects of different constructs on consumers' attitudes towards organic food and intention to buy organic food. The study was conducted using quantitative research methods. Data were collected from a sample consist of 161 respondents in various regions in Java, Bali and Sumatera Island, Indonesia through an online questionnaire. The data were analyzed using the SPSS statistical analysis program and hypotheses were tested using Regression analysis. The result of this study found that consumer knowledge, health consciousness, healthy lifestyle, and environmental attitude have significant effects on organic

purchase intention. Moreover, attitude towards organic food has mediation effect on consumer knowledge and healthy lifestyle to purchase intention. The practical implication of this study should aim to increase consumers' knowledge of organic food as well as promote healthy lifestyle in order to improve their attitude towards organic food and their intention to buy organic food. Marketers can design the advertising campaigns to educate Indonesian consumers about the benefits of eating organic food, including on their health and the environment.

Keywords: Consumer Knowledge, Health Consciousness, Healthy Lifestyle, Attitude towards Organic Food, Environmental Attitude, Organic Food Purchase Intention

INTRODUCTION

The interest and consumption of organic food keep increasing from time to time. A healthy lifestyle movement based on the slogan "Back to Nature" has become a trend in the world's global society, and people have become more aware that the use of unnatural chemicals in agricultural production may cause negative effects for the health of people and the environment (Suprpto & Wijaya, 2012). World Health Organization strives to continue to increase public awareness of the importance of consuming healthy food by creating a World Safety Food Day campaign. Indonesian Government also put effort on increasing awareness of organic food through Ministry of agriculture since late 2010 by launching program called GO Organic. As the development of the information of organic food is increasing, people start to believe organic foods are safer to be consumed because of chemical-free production processes (Siahaan & Thiodore, 2021).

Other than believe that organic food is safer, Indonesia people also believe that organic food is healthier than non-organic food. The recent survey conducted by Rakuten Insight (retrieved from [statista.com](https://www.statista.com)) in September 2021, revealed that the one of the main reasons that make Indonesian people buy organic food is the belief that organic food is healthier.

Based on Global Organic Trade ([globalorganictrade](https://www.globalorganictrade.com), 2021), organic products in Indonesia represent roughly 0.03% of global demand, with a per capita expenditure of US\$0.06 in 2021 and leading to a forecast value CAGR of 6.1% for the period 2021-2026. Currently, there are 5,810 producers and 283 processors of organic food products in Indonesia (Najib, Sumarwan, Septiani, Waibel, Suhartanto, & Fahma, 2021). However, although information and awareness about organic food seems to be increasing in Indonesia, the number of consumers of organic products tends not to increase or it is stagnated (Saharjo, Ahmady, & Ahmady, 2016). With knowledge of the benefits of organic products spreading more widely, the growth of producers and organic farming, there is still substantial growth opportunity for organic food in Indonesia. Factors that play a role in explaining the buying behavior of environment-friendly product, especially organic food, still need to be further explored to increase the market demand and further trigger the growth of organic food and reduce environmental degradation (Suprpto & Wijaya, 2012).

Purchasing behaviour of organic products can be influenced by many factors. Theory of Planned Behaviour is used widely to understand how the relation of factors attitude, subjective norms, and perceived behavioral control with purchase intention. Some research already been conducted in order to analyze the factors and determinants that influence the purchase intention using Theory of Planned Behaviour or Theory of Reasoned Action as the basis of TPB development (Hua & Chiu, 2022; Siahaan & Thiodore, 2021;

Suprpto & Wijaya, 2012; Effendi, Ginting, Lubis & Fachruddin, 2015). Based on Theory of Planned Behaviour, previous studies conducted in Indonesia (Effendi et al, 2015; Suprpto & Wijaya 2012; Kusumaningsih, Irianto, & Antriyandarti, 2019) show that the factors related to organic food knowledge, health knowledge, lifestyle, and health consciousness, influence attitudes towards organic product and furthermore influence the purchase intention of organic food.

Moreover, in general, consumers with positive attitudes toward organic foods/green offerings are more inclined to buy green offerings (Clark, Mulgrew, Kannis-Dymand, Schaffer & Hoberg, 2019; Trivedi et al, 2018) as well as consumers with a positive environmental attitude are more likely to buy green products or organic food, which in turn leads them buying more and more often. (Maichum, Parichatnon, and Peng, 2017). However, in Indonesia, there are still few studies examining the effect of changing consumer knowledge, health awareness, and healthy lifestyle after the pandemic on attitudes towards organic food, and the effect of attitudes towards organic food and environmental attitudes on intention to buy organic food.

In this study, researcher come up with some questions that become the basis of research objectives. Firstly, researcher wants to know what factors influencing consumer attitudes towards organic food. Secondly, the researcher also wants to know what relationship between attitude towards organic food, environmental attitude, and purchase intention is. This study aims to examine the factors (consumer knowledge, health consciousness, and healthy lifestyle) that determine attitudes towards organic food, and further to see the effect of attitudes towards organic food and environmental attitude on the purchase intention of organic on consumers in Indonesia.

LITERATURE REVIEW

Organic Food

As people gain more information about health, more conscious about their health and aware of environmental problem, the organic product has increasingly become more popular. Organic food is produced by organic farming methods which means grown without the use of synthetic chemicals, such as human-made pesticides and fertilizers, and does not contain genetically modified organisms (GMOs) (Duram, 2019). Thus, organic food is considered healthy because in its production it does not use the synthetic chemicals (Suprpto & Wijaya, 2012). In Indonesia, people start to demand and consume organic food as they believe that organic food is safe and give benefit to their health (Siahaan & Thiodore, 2021, Rakuten Insight 2021). Several studies have been conducted previously related to the marketing and the topic of organic food to examine what factors influence consumer decisions and behavior towards buying organic food (Engriani, & Ayyubi, 2021; Ekasari & Jaya, 2021; Siahaan & Thiodore, 2021; Effendi et al, 2015). People lifestyle, price perception, environmental knowledge, organic food knowledge has been studied and found to influence green consumer behaviour which includes purchasing environment-friendly or organic product (Ekasari & Jaya, 2021; Engriani & Ayyubi, 2021; Effendi et al, 2015). Siahaan and Thiodore (2021) found that attitudes and perceived behavioral control have an influence on purchasing organic food, which perceived behavioral control has strong correlation. Study on this topic and related to marketing can help practitioners to understand what the motive of organic food purchase decision is and further help them to formulate a preferable marketing strategy, achieve better sales performance and to support organic food growth (Siahaan & Thiodore, 2021).

Factors Influencing Attitude Towards Organic Food

Based on the reviews from previous literatures and relevant theories, several different factors have been found to influence consumer attitudes towards organic food. And these factors have a strong influence on the consumer attitude. When consumers consider their own personal consumption, they weigh the benefits and impacts of their choices based on the knowledge they have about the food. Knowledge is an important construct in understanding consumer behavior because of its role in determining information-seeking behavior (Brucks, 1985). In this study, the knowledge construct is related to the organic food knowledge. Organic knowledge is the consumer's ability to identify a number of concepts related to organic products through the informations, such as where they come from, what they are made of, and what benefits they offer (Effendi et al, 2015). Consumer knowledge of organic food plays an important role in making decisions to consume organic food for consumers. Previous studies showed that consumer knowledge about organic food has influence their attitude towards organic food (Gracia & De Magistris, 2008; Wijaya, 2014; Sangkumchalian & Huang, 2012; and Effendi et al, 2015). Consumer Knowledge is an essential factor as it represents the consumer s ability to distinguish organic product from non-organic products based on the information they received (Sangkumchalian & Huang, 2012). Consumers who have organic knowledge tend to have a positive attitude toward organic food because they believe that organic food is beneficial to their health and then it is easier for them to make decision to purchase organic food (Wijaya, 2014; Sangkumchalian & Huang, 2012; and Effendi et al, 2015).

Health Consciousness

Health consciousness is defined as an attitude where the people are aware of the well-being in their lifestyle and diet (Noronha, Manezes, Nayak & Frank, 2019). Different approaches to the concept of health consciousness have led to different definitions of the concept. However, over the past 20 years, five components have consistently emerged in studies, named integration of health behavior, attention to one's health, health information seeking and usage, personal health responsibility, and health motivation. Therefore, in general, health-conscious people are characterized as actively incorporating healthy behaviors in their daily routines, consistently being attentive to their health conditions, actively seeking and using health information from diverse sources, taking responsibility for their health, and being motivated to stay healthy (Hong, 2009). It is undeniable that Covid has had a profound impact on consumer behavior, mentality and habits. People are more conscious about their health during the pandemic compared to before the pandemic. Survey conducted by FMCG Gurus in 2020 resulted in 57% of global consumers become more conscious about their overall health and its impact on consumers are becoming more concerned about the environment and are seeking out moments of comfort, both of which will shape eating habits, want to maximize their health in order to boost their immunity and reduce vulnerability to disease and illness (Hughes, 2020). Besides that, because of the busy life, today's consumers do not have enough time to lead a full life, which increases the risk of various diseases due to lack of physical activity and it makes consumers more concerned about their health when choosing a variety of foods to stay healthy (Noronha, Manezes, Nayak & Frank, 2019). Previous research on health consciousness as a factor influencing attitude by Devcich, Pedersen and Petrie (2007) showed that people who worry about their health will refer to the preferences for food that made from natural ingredients than to synthetic and

artificial additives. The increasing in the awareness of the health will affect the attitude towards organic food (Kusumaningsih et al, 2019). Past studies have shown that an interest in health is one of the most important motivation factors that leading to the purchase of organic foods (Lockie, Lyons, Lawrence, & Mummery, 2002). When making organic food purchasing decisions, people with health consciousness will consider about health factors (Tarkiainen & Sundqvist, 2005; Yadav & Pathak, 2016).

Healthy Lifestyle

A lifestyle is a person's pattern of living in the world as expressed in activities, interests, and opinions (Kotler & Keller, 2012). A person lifestyle can portray their interaction with the environment. Ekasari (2021) mentioned that people's lifestyles reflect how they live, how they spend their money and how they manage their time. And as the concept of lifestyle is broad and general, the construct in this study narrowed to healthy lifestyle. Healthy lifestyle can be defined as the definition of consumption activity that is expressed in activity, in interest, and in opinion that orientates to health for life prosperity (Suprpto & Wijaya, 2012). A healthy lifestyle is associated with a preference to consume organic food, and this suggests that those who have higher tendency to have man-nature orientation are also have better attitude towards organic food (Suprpto & Wijaya, 2012) and more likely to buy organic food. Chen (2009) found that a healthy lifestyle should be advocated to render the consumer's attitude toward organic foods more positive, and it means a person with healthy lifestyle will have more positive attitude towards organic food. Consumer who has a healthy lifestyle tend to make some efforts to keep the good health, such as doing sports, having a balanced life and consuming natural foods which mean they can have a positive attitude towards organic food and encourage to

have green consumer behaviour which include purchase of organic food (Engriani & Ayyubi, 2021).

Attitude Towards Organic Food

Fishbein and Ajzen (1975) defined the attitude as a learned predisposition to respond to an object in a consistently favorable or unfavorable manner. In psychology study, attitudes are seen as having three components: affect, behaviour and cognitive, however it does not mean all three components should present. Any particular attitude can be based on one component more than another (The ABC Model of Attitudes: Affect, Behavior & Cognition, 2013). Consumers can have attitudes towards certain behaviour. Attitude towards behavior, whether positive or negative, refers to the level of assessment of the person's behavior. The more positive attitudes towards a certain behavior, the stronger the individual's intention to perform that behavior (Tarkiainen & Sundqvist, 2005). Attitudes toward certain behaviors are based on expectations and beliefs about the consequences of specific behaviors (Ajzen, 1991; Tarkiainen and Sundqvist, 2005; Chen, 2007). Chen (2007) stated that consumers' attitudes and preferences towards the purchase of a particular product are based on consumers' personal attitudes and preferences to engage in certain behaviors. In the previous research (Hasan & Suciarto, 2020; Effendi et al, 2015; Suprpto & Wijaya, 2012) conducted in Indonesia, using Theory of Planned Behaviour, attitudes toward organic food have the strongest relation and influence to purchase intentions of organic food and it is considered as good predictor for buying intention. Related to pro-environmental market intention and consumption, attitude towards organic food has been considered a vital construct, and consumers with positive attitudes toward organic foods or green offerings tend to buy green offerings more (Ahmed, Li, Cai, Khan, Qalati, Naz, & Rana, 2020).

Environmental Attitude

Based on the previous research, it is found that environmental attitude has direct effects on the intention to purchase green products or organic food (Yadav & Pathak, 2016). Fauzan & Azhar (2019) define Environmental attitude is a tendency that occurs to a person who can be formed or studied when responding consistently to environmental circumstances in the form of likes (positive) or dislike (negative) based on three things, i.e: perception and knowledge about the problems of the environment (a component of cognitive), feelings or emotions that appear to the environment (an affective component), and a tendency to behave or act on the environment (a conative component). As the organic food is considered to be environmentally friendly, less harmful to the environment and healthy, those become the factors that motivate consumers to buy organic food (Kusumaningsih et al, 2019). Person who has environmental attitude will be motivated on organic food purchasing. Several studies found that environmental attitudes affect youth's purchase intention towards green products (Prakash & Pathak, 2017; Yadav & Pathak, 2016). Moreover, Maichum et al (2017) found that that if young consumer in Thailand has a positive environmental attitude it will influence their purchase intention towards green products, which make them buy the green products more and more often.

Purchase Intention of Organic Food

Referring to intention, it has been considered as the conative component of attitude, while behavioral intention refers to an individual's subjective likelihood of performing some certain behavior (Fishbein & Ajzen, 1975). To assess the relation of attitudes and purchase intention, previous studies use the Theory Planned Behaviour that have been widely used (Ahmed et al, 2020; Engriani & Ayyubi, 2021; Ekasari & Jaya, 2021; Effendi et al, 2015;

Suprpto & Wijaya 2012). Ajzen (1991) claimed that based on the Theory of Planned Behaviour, purchase intention is basically determined by three factors and one of the factors is the attitude that the person holds toward involving in the behavior which in this study perceived as purchasing attitude. The theory of planned behavior focuses on people's intentions to carry out specific actions. This is important because intentions can be changed, which can affect how people behave. Based on Ajzen (1991) the stronger the intention to engage in a behavior, the more likely should be its performance. Many studies in some countries have found a variety of factors that can potentially influence organic food purchase intention (Suprpto & Wijaya, 2012; Ahmed et al, 2020; Prakash & Pathak, 2017; Yadav & Pathak, 2016, Fauzan & Azhar, 2019). Suprpto and Wijaya (2012) found that attitude toward organic food directly influence the buying intention toward organic food. Using the extended theory of Planned Behaviour model, Ahmed et al (2020) found that attitude towards organic food, subjective norms and perceived behavioural control has have positive effects on the purchase intention of Chinese young consumers for organic food with the mediator of environmental awareness. As well as attitude towards organic food, environmental attitude has a direct effect on an individual's intention to purchase a green product and is an important factor in the assessment of a purchase intention, as well as in preference and generating a customer loyalty (Yadav & Pathak, 2016, Fauzan & Azhar, 2019). Based on the previous study by De Magistris and Gracia (2008), consumers attitudes towards the organic food and environmental attitudes, are the main factors explaining the consumer's decision-making process for organic food which is include purchase intention.

Hypothesis Development

Several studies have been conducted previously related to the marketing and the topic of organic food to examine factors influence consumer decisions and behavior towards buying organic food such as consumer knowledge, health consciousness, and healthy lifestyle (Ateke, Brown & Walter, & James, Didia, 2018; Engriani, & Ayyubi, 2021; Ekasari & Jaya, 2021; Iqbal, Yu, Zubair, Rasheed, Khizar, & Imran. 2021; Tarkiainen & Sundqvist, 2005; Yadav & Pathak, 2016).

- H1: Consumer knowledge influence organic food purchase intention
- H2: Consumer health consciousness influence organic food purchase intention
- H3: Healthy lifestyle influence organic food purchase intention

Several studies found that environmental attitudes affect purchase intention towards green products or organic food (Kusumaningsih, 2019; Fauzan & Azhar, 2019; Prakash & Pathak, 2017; Yadav & Pathak, 2016; Maichum, Parichatnon, and Peng, 2017). The studies found that if consumer has a positive environmental attitude and will influence their purchase intention towards green products, which make them buy more and more often.

- H4: Environmental Attitude influence the organic food Purchase Intention

As the previous study show that the constructs of consumer knowledge, health consciousness, and healthy lifestyle influence the attitude towards organic food which further influence the purchase intention (Wijaya, 2014; Sangkumchalian & Huang, 2012; Effendi et al, 2015; Lockie, Lyons, Lawrence, & Mummery, 2002;

Tarkiainen & Sundqvist, 2005; Yadav & Pathak, 2016; Suprpto & Wijaya, 2012), it is shown that attitude towards organic food has the mediating effect.

H5: Attitude towards organic food has mediating effect on consumer knowledge to purchase intention

H6: Attitude towards organic food has mediating effect on health consciousness to purchase intention

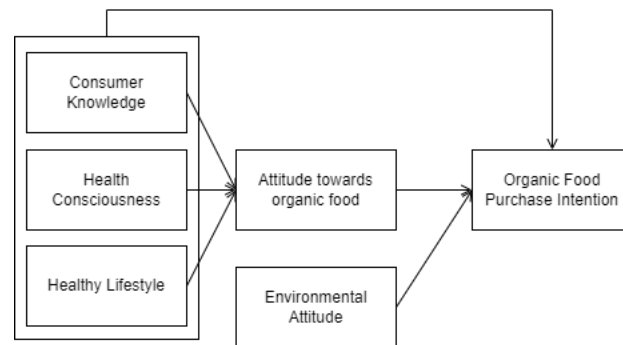
H7: Attitude towards organic food has mediating effect on healthy lifestyle to purchase intention

RESEARCH METHODOLOGY

Conceptual Model

Based on the findings on the literature review, this study is conducted to investigate the influence of the factors on consumer attitude and purchase intention in the context of organic food consumption. Instead of looking at the three processes (affective, behavioural, cognitive) as explicit antecedents of attitudes towards organic food, the proposed model in this study sees it as being part of the different factors influencing attitudes, that have been identified in previous research on organic food such as consumer knowledge, health consciousness, and healthy lifestyle. Though these factors influencing attitudes towards organic food, we can see that cognitive processes can be seen as part of the antecedent consumer knowledge and health consciousness, and behavioural processes as being part of the consumer knowledge and healthy lifestyle. So, it is showing that attitude has a mediating effect. The relation of independent variable (consumer knowledge, health consciousness, and healthy lifestyle) with mediator variable (attitude towards organic food) can be implicitly described as the components of attitude (behavioural and cognitive), as they are a

factors that influencing attitudes. And based on previous studies mentioned in the literature reviews, attitudes towards organic foods and environmental attitude (attitude is one of strong determinant in TPB theory) influence the purchase intention of organic food.



Operationalization

Operationalization defined as translation of concepts into tangible indicators of their existence (Sauders, Lewis, and Tornhill, 2019). The variables observed in this study is explained as follows. Consumer knowledge is consumer's ability to identify a number of concepts related to organic products through consumer information (Effendi et al 2015), which will be measured by the indicators of knowledge on what organic food is and how it is produced, knowledge on nutrition of organic food, and the knowledge on the benefit on the health. Health consciousness is an attitude where the people are aware of the well-being in their lifestyle and diet (Noronha et al, 2019). This variable measured by the indicator of self-health awareness, personal responsibility, tendency to know individual health information, and awareness related to food consumption. Healthy lifestyle is consumption

activity that is expressed in activity, in interest, and in opinion that orientates to health for life prosperity (Suprpto & Wijaya, 2012), and measured with the indicators of having a healthy lifestyle, considering relation of consumption and health, balance of consumption pattern, being interested to food health issue, and consuming habits. Attitude towards organic food is a learned predisposition to respond to an object, in this study is organic food, in a consistently favorable or unfavorable manner (Ajzen, 1991), which measured with indicators the important and the idea of buying organic food, interest in organic food, and the feeling towards organic food. Environmental attitude is a tendency that occurs to a person who can be formed or studied when responding consistently to environmental circumstances in the form of likes (positive) or dislike (negative) based on three things, i.e: perception and knowledge about the problems of the environment (a component of cognitive), feelings or emotions that appear to the environment (an affective component), and a tendency to behave or act on the environment (a conative component) (Fauzan & Azhar, 2019). This variable measured with indicators consideration of environmental benefit, environmental sustainability, and tendency to keep environment safe. Purchase intention is individual's subjective likelihood of performing some certain behavior (Fishbein and Ajzen, 1975) which in this study perceived as purchasing attitude of organic food and it measured with indicators intention on consume organic food in the future, intention to provide nutritional food, intention to buy based on benefit, and intention to buy based on environmental sustainability.

Research Design

According to the Saunders, Lewis, and Tornhill (2019), researchers can choose to use quantitative, qualitative, or mixed

methods for research design and the explanation of the difference between each method are as that the quantitative is often used as a synonym for any data collection technique (such as a questionnaire) or data analysis procedure (such as graphs or statistics) that generates or uses numerical data and it examines relationships between variables, which are measured numerically and analysed using a range of statistical and graphical. In contrast, qualitative is often used as a synonym for any data collection technique (such as an interview) or data analysis procedure (such as categorising data) that generates or uses non-numerical data (Saunders et al, 2019). Quantitative approach was chosen for this study due to the fact of quantification in the collection and analysis of the data and it is intended to make generalizations about the data. Specifically, through this study, the researcher was trying to reach large consumer in Indonesia through questionnaire.

Sampling and Data Collection

Due to the large population in the study and the limitations of the researcher, sample selection is important. Collecting data from fewer cases means that researcher can gather more detailed information (Saunders et al, 2019). In this study, the population is Indonesian consumers. Saunders et al (2019) divided sampling techniques into 2 types, probability or representative sampling and non-probability sampling. In probability sampling, the chances of each individual being selected for observation from a target population are known and are always equal. This differs from non-probability sampling, where the chances of selection may vary from case to case. In non-probability sampling, there are several methods that allow researchers to choose cases that will help them answer their questions and meet their objectives, includes purposive sampling which allows researchers to choose cases based on their own judgement (Saunders et al, 2019; Baek & Lee, 2018).

Sample of this study was 161 consumers living in Java, Bali, and Sumatera Island, Indonesia. To collect the primary data, this study use survey that carried out among Indonesian consumers in Indonesia through questionnaire. Online questionnaire sent out through social media tools due to the convenient accessibility. Prior to the collection of data, the online questionnaire was translated into Indonesian in order to make it more convenient for the respondents and to increase the response rate. The questionnaire divided into 2 parts. The first part comprises a section include questions about each construct of the conceptual model (attitudes towards organic food, consumer knowledge, health consciousness, healthy lifestyle, environmental attitude and purchase intention).

The remaining section of the questionnaire asking about the respondents demographics in order for the researchers to get a better picture of the sample and to ensure that the sample is representative of the population. Other than demographics questions, all the questions use the 5-point Likert scale with label strongly disagree, disagree, neutral, agree, strongly agree (Preedy, V.R and Watson, R.R, 2010). The 5-point Likert was chosen instead of 7-point Likert scale as respondent may find it find it difficult to distinguish between values when rating more than five points (Saunders et al, 2019). Based on the previous studies, demographic factors consist of questions such as gender, age, household type, and meals budget are determined to have impact on consumer attitude and purchase intention. The previous study showed that age and gender have significant impacts on the consumer intention to buy organic food (Omar, Nazri, Osman, & Ahmad, 2016). Female consumers tend buy and consume more organic food (Najib et al, 2021; Effendi et al, 2015; Suprpto & Wijaya, 2012; Maichum et al, 2017) and there s a consistent finding in the previous literature that women hold stronger values and attitudes toward pro-environmental behaviour and participate more actively rather

than do men (Li H. & Li Y., 2019). In terms of household, organic food purchasers are more likely to be married couples with children (McEachern & Willock, 2004). These studies are consistent with previous studies confirming the buyers of organic products are more likely to have children in the household (Sangkumchalian & Huang, 2012). Additionally, the household spending has the significant relationship with the organic food product consumption intensity which can be conclude that total household or individuals expenditure is an approach to their income levels (Saharjo et al, 2016). And the previous study showed that consumers from middle and high income are more likely to buy organic food (Sangkumchalian & Huang, 2012, Najib et al, 2021). Lastly, the consumer purchase intention was found significantly different according to their different occupation types (Htar, Myint, Soe, Moh, Hnin, Aye, & Aye, 2021).

Reliability

A valid questionnaire will enable accurate data that actually measure the concepts to be collected, while one that is reliable will mean that these data are collected consistently (Saunders et al, 2019). Respondents may consistently interpret a question in the questionnaire in different way that researcher intend to. So, the reliability test is needed to check whether the questions interpreted consistently or not. There are a variety of methods for calculating internal consistency, which involves correlating the responses to questions in the questionnaire with each other, of which one of the most frequently used is Cronbach's alpha (Saunders et al, 2019). Cronbach's Alpha consists of an alpha coefficient with a value between 0 and 1 which values of 0.7 or above indicate that the questions combined in the scale internally consistent in their measurement. As the result in table 1, variable consumer knowledge, health consciousness, healthy lifestyle,

attitude towards organic food, environmental attitude, and purchase intention has Cronbach's Alpha value more than 0.7, thus the questions of those variables are reliable.

Table 1. Reliability test results

<i>Variable</i>	<i>Items</i>	<i>Cronbach's Alpha</i>	<i>Conclusion</i>
Consumer knowledge	6	.797	Reliable
Health Consciousness	5	.716	Reliable
Healthy lifestyle	6	.772	Reliable
Attitude towards organic food	5	.860	Reliable
Environmental Attitude	5	.877	Reliable
Purchase Intention	5	.895	Reliable

DATA ANALYSIS AND RESULT

Data analysis was conducted using the statistical package for social sciences (SPSS) software, to achieve the purpose and to test hypotheses of this study. The analysis used in this study are Correlation and Regression Analysis.

Demographic Characteristics

Five demographic survey questions were developed to assess who the sample respondents of this study. Total sample of this study is 161 respondents from various regions in Java, Bali and Sumatera Island, Indonesia. Table 1 present the demographic of the 161 respondents of this study.

Table 2. Demographic Characteristic of Sample (N=161)

<i>Items</i>	<i>Classification</i>	<i>Frequency</i>	<i>%</i>
Gender	Female	129	80.1
	Male	32	19.9
Age	18-24	22	13.7
	25-35	115	71.4
	36-45	14	8.7
	45-60	10	6.2
	Single	32	19.9
Household types	Living with couple	16	9.9
	Living with couple and children	65	40.4
	Living with parent	48	29.8
Occupation	Office worker	79	49.1
	Housewives	27	16.8
	Entrepreneur / Freelancer	21	13.0
	Student	13	8.0
	Government worker	21	13.0
Monthly meals budget	Below IDR 500.000	9	5.6
	IDR 500.000 - 1.000.000	51	31.7
	IDR 1.000.000 - 2.000.000	50	31.1
	Over IDR 2.000.000	51	31.7

Based on the result, female respondents accounts for 129 or 80.1% and the rest 32 respondents or 19.9% are male. The majority age of respondents is between 25 and 35 years old (115 respondents or around 71.4%), followed by age group 18-24 (22 respondents or 13.7%). The consumers aged 25-35 are considered young adult and likely are in working age. Regarding the occupation of the respondents, most of the respondents are office worker with the total respondents 79 or 49.1% and followed by housewives with

total 27 respondents or 16.8%. It is showed that the respondents are mostly perceived having medium to high income as the previous study indicate that meals expenditure or budget are related to the income (Saharjo et al, 2016).

Descriptive Statistic

In order to get the general idea of ??the results of data collection, descriptive statistic was conducted. The central tendency was assessed by calculating the mean of the construct and standard deviation was added to see how the respondents view on the constructs may be varied.

Table 3. Descriptive Statistic

<i>Variable</i>	<i>N</i>	<i>Min</i>	<i>Max</i>	<i>Mean</i>	<i>SD</i>
CK	161	3	5	4.15	.489
HC	161	3	5	4.25	.420
HL	161	2	5	3.49	.550
AT	161	2	5	3.76	.583
EA	161	3	5	4.18	.545
PI	161	2	5	4.06	.564

CK: Consumer knowledge, HC: Health consciousness, HL: Healthy lifestyle, AT: Attitude towards organic food, EA: Environmental attitude, PI: Purchase intention

The results show that the Mean value varied from 3.49 (healthy lifestyle) to 4.25 (health consciousness), it can be explained that on average respondents agree to have knowledge, are health-conscious people, have healthy lifestyle, have positive attitude towards organic food, have positive environmental attitude, and have intention to purchase organic food. The standard deviation ranged from 0.420 (health consciousness) to 0.583 (attitude towards organic food).

Correlation

To check the correlation, researcher look into the Pearson Correlation analysis by measuring how well two sets of variables were related. A correlation coefficient (usually represented by the letter *r*) can take on any value between + 1 and - 1. A value of + 1 represents a perfect positive correlation which means that the two variables are precisely related and that as values of one variable increase, values of the other variable will increase. By contrast, a value of - 1 represents a perfect negative correlation which means that the two variables are precisely related, however, as the values of one variable increase those of the other decrease.

Table 4. Pearson Correlation Coefficient

<i>Var</i>	<i>Mean</i>	<i>SD</i>	<i>CK</i>	<i>HC</i>	<i>HL</i>	<i>AT</i>	<i>EA</i>	<i>PI</i>
CK	4.15	.489	1.000					
HC	4.25	.420	.379	1.000				
HL	3.49	.550	.392	.357	1.000			
AT	3.76	.583	.540	.368	.648	1.000		
EA	4.18	.545	.545	.392	.446	.644	1.000	
PI	4.06	.564	.504	.377	.486	.663	.647	1.000

Note: CK: Consumer knowledge, HC: Health consciousness, HL: Healthy lifestyle, AT: Attitude towards organic food, EA: Environmental attitude, PI: Purchase intention

As the result in table 4, all the constructs have the positive correlation with the value between 0.357 to 0.648 which mean that the correlation is not perfect. It can be explained that as the value of one variable increases, the value of the other variable also tends to increase. The correlation between independent variables (consumer knowledge, health consciousness, healthy lifestyle and environmental attitude) and dependent variable (purchase intention) is positive with the strongest correlation is between environmental attitude with purchase intention (0.647). The

correlation between independent variables (consumer knowledge, health consciousness, healthy lifestyle and environmental attitude) and mediating variable (attitude towards organic food) is positive with the strongest correlation is between healthy lifestyle with attitude towards organic food (0.648). And the correlation between mediating variable and dependent variable is quite strong with the value 0.663.

Regression Analysis

As the purpose of this study is to examine the influence of the independent variables (consumer knowledge, health consciousness, and healthy lifestyle) on variable attitude towards organic food and the influence of attitude towards organic food and environmental attitude on a dependent variable (purchase intention), the multiple linear regression analysis was used to assess the relationship of those variables. In this study, linear regressions analysis was performed. The first regression was to test the relationship between three factors considered as independent variables (including consumer knowledge, health consciousness, and healthy lifestyle) and purchase intention as dependent variable.

Table 5. Hypothesis testing result among variables

<i>Variables</i>	<i>β</i>	<i>SE</i>	<i>t</i>	<i>p</i>	<i>Explanation</i>
CK* → PI	.381	.083	4.602	.000	Accepted
HC* → PI	.192	.095	2.021	.045	Accepted
HL* → PI	.314	.073	4.308	.000	Accepted
EA** → PI	.671	.063	10.708	.000	Accepted

* R^2 = .369, *Adjusted R^2 = .357, ** R^2 = .419, **Adjusted R^2 = .415

Hypothesis testing is done by comparing the value of the t-value with t-count at alpha 0.05 (5%) = 1.96. If the t-value is less

than alpha 1.96 then the hypothesis is rejected, and conversely if the t-value is greater than 1.96, then the hypothesis is accepted or there is a significant effect between the two variables.

Adjusted R Square value in this study for the relationship between consumer knowledge, health consciousness, healthy lifestyle and purchase intention is 0.357. This shows that 35.7% purchase intention is influenced by the variables of consumer knowledge, health consciousness, and healthy lifestyle. While the remaining 64.3% purchase intention is influenced by other variables that are not used in this study.

Based on the result, the significance F (p-value) for variable consumer knowledge (0.000), health consciousness (0.045) and healthy lifestyle (0.000) is smaller than 0.05. Hereby, the first, second, and third hypothesis (H1, H2, H3) are accepted, and it can explain that consumer knowledge, health consciousness, and healthy lifestyle is statistically significant influence purchase intention. This indicates that the more knowledgeable consumer about the organic food, the more conscious about the health, and the healthier the lifestyle, the more their intention to purchase organic food.

Adjusted R Square value in this study for the relationship between consumer knowledge, health consciousness, healthy lifestyle and purchase intention is 0.415. This shows that 41.5% purchase intention is influenced by the environmental attitude. While the remaining 58.5% purchase intention is influenced by other variables that are not used in this study. Based on the result, the significance F (p-value) for variable environmental attitude (0.000) is smaller than 0.05. Hereby, the second hypothesis (H4) is accepted, and it can explain that consumer knowledge, health consciousness, and healthy lifestyle is statistically significant on purchase intention. and it can explain that environmental has significant effect on purchase intention. Consumer with positive

environmental attitude has bigger purchase intention on organic food compared to those who does not have positive attitude.

Mediation Analysis

To check the mediation effect of variable attitude towards organic food, researcher use the method of Baron and Kenny method. The method consists of three steps to test the mediating hypotheses. The first step is regression analysis is to check the mediating effect of variable attitude towards organic food between the independent variable (consumer knowledge, health consciousness, and healthy lifestyle) and dependent variable (purchase intention). Based on the Baron and Kenny (1986) method, the following conditions must be met in the results to support mediation: the independent variable is shown to significantly influence the dependent variable in the first regression, independent variable is shown to significantly influence the mediator in the second regression, and mediator must significantly influence the dependent variable in third regression. Here, the independent variable and mediator are entered as predictors. And to check whether the mediating effect is complete or partial the rules are complete mediation exists when the independent variable has no effect on the dependent variable after controlling for the mediator and all of the conditions are met, and partial mediation exists when the effect of the independent variable on the dependent variable is reduced after controlling for the mediator.

First step in checking the mediating effect is to estimate the total effect of independent variable and dependent variable which is the same result with table 5. From the table 5, all independent variables (consumer knowledge, health consciousness, and healthy lifestyle) show significant result to the dependent variable (purchase intention). So, the first condition is met.

The next step is to estimate the direct effect of independent variable on mediation variable.

Table 7. Regression result to mediation variable

<i>Variables</i>	<i>β</i>	<i>SE</i>	<i>t</i>	<i>p</i>
CK* → AT	.379	.075	5.079	.000
HC* → AT	.097	.086	1.138	.257
HL* → AT	.528	.066	8.037	.000
CK* → AT	.202	.081	2.491	.014
HC* → AT	.146	.087	1.686	.094
HL* → AT	.065	.079	.823	.412
AT → PI	.472	.080	5.875	.000

From the table 7, the variable consumer knowledge and healthy lifestyle (p-value = 0.000) are significantly influence the mediation variable (attitude towards organic food), while health consciousness (p-value = 0.257) is not significantly influencing the mediation variable. The last step is to estimate the direct effect between independent variable, mediation variable and independent variable.

Based on table 8, the attitude towards organic food (p-value = 0.000) is significantly influence the purchase intention. The thirds condition of Baron and Kenny method, mediator must significantly influence the dependent variable in third regression, is met.

Based on the tables 5 and 7, we can see that the variable consumer knowledge (p-value = 0.000) significantly influences the dependent variable, purchase intention, and mediation variable, attitude towards organic food. And in table 8, to check the mediation effect, it shown that consumer knowledge has partial mediation effect (p-value = 0.014) as it is significantly influence and the coefficient value is reduced from 0.381 to 0.202 (table 5 and

table 8) after controlling the mediation variable. So, the 5th hypothesis (H5) is accepted, and it can be explained that attitude towards organic food has mediating effect on consumer knowledge to purchase intention.

For the variable health consciousness, the second condition is not met (table 7) as the p-value is 0.257 which mean it is not statistically significant influence mediating variable, attitude towards organic food. So, the 6th hypothesis (H6) is rejected and attitude towards organic food has no mediating effect on health consciousness to purchase intention. Variable healthy lifestyle has the p-value = 0.412 which can be explained that the variable does not have effect on the dependent, purchase intention, after the mediation variable is controlled. But the 7th hypothesis (H7) is accepted as it is show that attitude towards organic food has complete mediation effect on healthy lifestyle to purchase intention as the rule that complete mediation exists when the independent variable has no effect on the dependent variable after controlling for the mediator.

FINDINGS

The findings of this study indicate that purchase intention is influenced by consumer knowledge, health consciousness and healthy lifestyles. The finding is supporting the findings of Ateke et al (2018), Ekasari & Jaya (2021), Engriani et al (2021), and Iqbal et al (2021). For the healthcare product, Ateke et al (2021) stated that consumers intention to purchase healthcare products depends on their knowledge of the products. It means that consumer knowledge influences the purchase intention. Regarding the healthy lifestyle, a healthy lifestyle will encourage someone to choose environmentally friendly products and influences purchasing decisions for healthy food products in Indonesia

(Ekasari & Jaya, 2021; Engriani et al, 2021). Moreover, health consciousness is positively related to consumer involvement which in turn is positively associated with consumer purchase intentions for organic food (Iqbal et al, 2021). The result also show that consumer knowledge ($\beta = 0.381$) has the stronger effect to influence purchase intention compared to healthy lifestyle.

As the hypotheses are accepted in, Indonesian consumer's attitude that related environmental attitude has influence the purchase intention of organic food. These findings support the Theory of Planned Behaviour by Ajzen (1991) that one of the factors that influence the intention is attitude. The more positive Indonesian consumers are about environment, the more likely they are to buy organic food. This result is aligned with the study conducted by Fishbein and Ajzen (1975), which disclosed that individual's attitude towards behavior will determine his/her intention to perform a behavior. As well as, with the previous study that resulted in attitude has influence on purchase intention (De Magistris and Gracia, 2008; Prakash & Pathak, 2017; Yadav & Pathak, 2016, Kusumaningsih, 2019). De Magistris and Gracia (2008) stated that environmental attitudes is one of the main factors explaining the consumer's decision-making process for organic food which is include purchase intention.

While checking the mediation effect of variable attitude towards organic food, the attitude towards organic food is influence by consumer knowledge and healthy lifestyles, while health consciousness is found to have no effect on attitudes towards organic food. It can be explained that the more Indonesian consumer has the knowledge about organic that they get from the past experience, information on the product or media, the more positive their attitudes towards organic food. This finding is consistent with the previous study of Wijaya (2014), Sangkumchalian & Huang (2012) and Effendi et al (2015). For the

healthy lifestyle, the hypothesis also accepted, which it can be explained that Indonesia consumer who have healthier lifestyle will be more likely to have positive attitude towards organic food. Engriani & Ayyubi (2021), Ekasari & Jaya (2021), and Suprpto & Wijaya (2012) found that healthy lifestyle of consumer has effect on attitudes towards organic food.

For the variable health consciousness does not have influence on attitude towards organic food for Indonesian consumer. This result same with the result by Michaelidou & Hassan (2007). However, this finding contradicts with the finding of Kusumaningsih et al (2019) that showed health consciousness influence the attitude towards organic food. Even though health consciousness has increased due to the COVID pandemic in general, it has more influence on other activities such as washing hands and drinking water (SurveySensum, 2020) and has less effect on their attitudes towards organic food which leads to intention to buy organic food. Furthermore, data published by Nurhayati-Wolff in Statista.com (2021) regarding consciousness of the attributes of food products by age group shows that in the age group 25-34 years or 46% have not experienced a change towards being more conscious of the source of origin and nutritional value in food products. By looking at the demographic data from this study with the percentage of respondents aged 25-35 years old as many as 115 respondents, it can be explained that even though respondents are conscious about their health, however it is not sufficient to hold positive attitudes towards organic food. There are a lot of other activities conducted by health-conscious people, and buying organic food is only one of it. While the health consciousness does not influence the attitude towards organic food, it can influence directly to purchase intention, meaning people with health consciousness will purchase organic food regardless of the attitude towards organic food.

CONCLUSION

According to the results, the conclusion of this study is that in Indonesian consumer purchase intention is influenced by influenced by consumer knowledge, health consciousness, healthy lifestyles, and environmental attitude. Moreover, attitudes towards organic food is mediating consumer knowledge and healthy lifestyle. In other words, the more knowledge that consumer obtains and the healthier the lifestyle that consumer have, it results in the more positive their attitude towards organic food which increase the intention to purchase organic food. Unlike the consumer knowledge and healthy lifestyle, health consciousness does not influence the attitude towards organic food, but directly influence the organic food purchase intention.

The practical implication of this study should aim to increase consumers' knowledge of organic food and promote healthy lifestyle in order to improve consumer attitude towards organic food and their intention to buy organic food. Marketers can design the advertising campaigns to educate Indonesian consumers about the benefits of eating organic food, including on their health and the environment, to increase awareness which expected to increase the positive attitude towards organic food and lead to increase the demand of organic food. As the consumer knowledge has stronger effect on attitude towards organic food compared to healthy lifestyle, adding the information label of organic food in the food package may increase the consumer knowledge and information about the organic product. In order for people to adopt a healthier lifestyle and have a positive attitude towards organic food, marketers can create advertisements related to the importance of a healthy lifestyle, including the consumption of organic food, and the benefits of a healthy lifestyle. Using influencers who also adopt a healthy lifestyle is expected to make people follow a healthy

lifestyle and will increase positive attitudes towards organic food. To increase environmental attitude, marketers can design a campaign related to the benefit of consuming organic food for the environment. Using the environment friendly package for the organic food and advertise the benefit of organic food to the environment.

This study is limited to only consumer in Java and Bali Island, Indonesia. Future research studies should examine samples from other different regions of Indonesia to see if the theory can be applied to other consumer groups and see if the results are applicable in other regions and can be generalized. The future research also may to compare the result in other country such as developed country to see the difference between the result on developing country and developed countries. In addition, further research may analyze whether the intention to buy organic food will lead to a real purchase.

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