

Factors Influencing Organic Food Purchase Intentions: Mediating Attitudes

Kris Amelia Widjaja¹, Lina Salim², Shu-Hsun Ho³

^{1,2}Department of Management, Atma Jaya Catholic University of Indonesia, Jakarta, Indonesia

³Department of Global Business Administration, Providence University, Taichung, Taiwan

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Abstract

This study seeks to investigate the influence of health consciousness, environmental awareness, subjective norms, food safety awareness, and availability on the intention to purchase organic food, with attitudes towards organic food as a mediating factor. The research employs an online survey method, collecting data from 386 respondents via Google Forms. Data analysis was conducted using SPSS 27 and PLS-SEM through SmartPLS4 software. The analysis reveals that attitudes towards organic food significantly impact purchase intentions. Specifically, attitudes fully mediate the relationship between food safety awareness and purchase intention and partially mediate the relationships between subjective norms, availability, and purchase intention. However, health consciousness and environmental awareness do not directly affect purchase intention but may have an indirect impact through attitudes towards organic food. This work contributes to the understanding of how various factors influence organic food purchase intentions, emphasizing the mediating role of attitudes. The findings indicate that enhancing consumer attitudes towards organic food can boost purchase intentions. Organizations should focus on marketing the benefits of organic products and ensuring their availability through diverse channels. This study's limitation includes a sample that may not fully represent diverse consumer behaviors regarding organic products. Future research should explore a broader range of demographic factors and different organic product categories to enhance understanding of purchase intentions.

Faktor-Faktor yang Mempengaruhi Niat Pembelian Makanan Organik: Sikap yang Memediasi

Abstrak

Penelitian ini bertujuan untuk menguji pengaruh health consciousness, environmental awareness, subjective norms, food safety awareness, dan availability terhadap niat untuk membeli makanan organik, dengan attitudes towards organic food sebagai faktor mediasi. Penelitian ini menggunakan metode survei online, dengan mengumpulkan data dari 386 responden melalui Google Forms. Analisis data dilakukan dengan menggunakan SPSS 27 dan PLS-SEM melalui perangkat lunak SmartPLS4. Hasil analisis menunjukkan bahwa attitudes towards organic food secara signifikan mempengaruhi niat beli. Secara khusus, attitudes towards organic food memediasi secara penuh hubungan antara food safety awareness dan niat beli dan memediasi secara parsial hubungan antara subjective norms, availability, dan niat beli. Namun, health consciousness dan environmental awareness tidak secara langsung memengaruhi niat beli tetapi mungkin memiliki dampak tidak langsung melalui sikap terhadap makanan organik. Penelitian ini berkontribusi pada pemahaman tentang bagaimana berbagai faktor mempengaruhi niat beli makanan organik, dengan menekankan peran mediasi attitudes. Temuan ini menunjukkan bahwa meningkatkan sikap konsumen terhadap makanan organik dapat meningkatkan niat beli. Organisasi harus fokus pada pemasaran manfaat produk organik dan memastikan ketersediaannya melalui berbagai saluran. Keterbatasan penelitian ini termasuk sampel yang mungkin tidak sepenuhnya mewakili perilaku konsumen yang beragam terkait produk organik. Penelitian di masa depan harus mengeksplorasi lebih banyak faktor demografis dan kategori produk organik yang berbeda untuk meningkatkan pemahaman tentang niat beli.

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correspondence Address

Institutional address: Jl. Jend. Sudirman No.51 Jakarta

E-mail: lina.salim@atmajaya.ac.id

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The global COVID-19 pandemic, caused by the SARS-CoV-2 virus, led to significant lifestyle changes in Indonesia. In 2020, the Indonesian government implemented extensive social restrictions to curb the virus's spread, which impacted people's food preferences and habits (WHO, 2020). Consumers increasingly sought healthier food options to boost their immune systems and became more conscious about food safety (Lombardo *et al.*, 2021; Caso *et al.*, 2022). This heightened awareness spurred a growing demand for organic food, which is perceived as a healthier and safer alternative (Galanakis, 2020).

Despite the pandemic's challenges, the organic food market in Indonesia continued to grow. Organic food consumption increased, driven by consumers' desire for health and safety, and this trend was reflected in the steady rise in organic food sales (OTA, 2022). However, concerns about food safety were not new; Indonesia has long faced issues with food poisoning incidents (Kamala & Kumar, 2018), further prompting consumers to choose organic options.

Organic food in Indonesia is produced using eco-friendly methods that avoid modern agricultural techniques such as genetic engineering, pesticides, and chemical additives (*Peraturan Menteri Pertanian* No.64/Permentan/OT.140/5/2013). The increase in organic farming areas indicates that producers are responding to this demand (AOI, 2019). Moreover, the growth in the value of packaged organic food consumption underscores a shift in consumer preferences towards more ethically produced food (Statista, 2023).

This study aims to explore the factors influencing purchase intentions for organic food in Indonesia. It seeks to understand how environmental awareness, subjective norms, food safety consciousness, availability, and attitudes towards organic food affect consumer behavior (Chu, 2018; Ahmed *et al.*, 2021; Iqbal *et al.*, 2021; Zheng *et al.*, 2021; Kamboj *et al.*, 2023). By analyzing these factors, the research intends to

provide actionable insights for businesses and contribute to the broader understanding of organic food consumption.

LITERATURE REVIEW

Organic Food

Organic food is produced with minimal use of pesticides, herbicides, chemical fertilizers, and synthetic additives (Katt & Meixner, 2020; Rana & Paul, 2020). The production process emphasizes sustainability, soil health, and animal welfare. Often regarded as healthier and more environmentally friendly, organic food avoids synthetic chemical residues that can pose risks to human health and the environment (Rana & Paul, 2020). According to *Peraturan Menteri Pertanian* No. 64/Permentan/OT.140/5/2013 on organic farming systems, organic food is processed using environmentally friendly methods without modern techniques aimed at sustaining a balanced ecosystem. Modern methods include genetic engineering, the use of pesticides, chemical fertilizers, growth hormones for animals, and synthetic additives.

In organic farming and horticulture, plants grow naturally without harmful chemicals, while in organic animal husbandry, animals are given access to open spaces and feed free from excessive chemicals (growth hormones or antibiotics) to promote natural growth (Winter & Davis, 2006; Eyinade *et al.*, 2021). Organic food is often perceived as a healthier, environmentally conscious choice due to its reliance on natural ingredients and the avoidance of harmful chemicals (Winter & Davis, 2006; Katt & Meixner, 2020; Rana & Paul, 2020; Eyinade *et al.*, 2021). Additionally, organic food is free from genetically modified organisms (GMOs), making it a popular choice for consumers aiming to reduce chemical exposure that could negatively impact health. Beyond health benefits, organic food practices contribute positively to the environment by maintaining soil fertility and

supporting natural ecosystem balance (Bonti-Ankomah & Yiridoe, 2016).

Consumers often compare organic food to conventional food, drawn to its unique and superior attributes, such as natural ingredients, lack of harmful chemicals, and absence of GMOs. However, some consumers perceive little difference between organic and conventional options. While organic farming typically yields lower production than conventional methods, higher prices for organic products can compensate for these lower yields. Differences in nutrient content and sensory characteristics have been noted, with organic foods often regarded as nutritionally superior (Bonti-Ankomah & Yiridoe, 2016; Eyinade *et al.*, 2021).

Purchase Intention

Purchase intention encapsulates consumer behavior as individuals select, purchase, utilize, or dispose of products, services, or ideas to fulfill their needs and desires. The decision-making process unfolds through five distinct stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler & Keller, 2016). This journey begins with identifying a need, prompting marketers to analyze consumer demand triggers through data collection, which informs strategic marketing initiatives aimed at influencing purchase intentions. Consumers assess their willingness to buy by evaluating detailed product information, relying on both internal knowledge for low-involvement purchases and external sources for unfamiliar products (Nguyen *et al.*, 2023).

As consumers evaluate alternatives, their assessments are shaped by perceived benefits that address their needs, influenced by their attitudes and levels of involvement. Higher involvement leads to a broader consideration of brands, while lower involvement may limit evaluation to a single option (Kotler & Keller, 2016). Purchase intention represents a crucial mental step in this process,

reflecting the desire to acquire a specific product or brand. It signifies the consumer's readiness to purchase and is pivotal in shaping attitudes and decisions (Bashir, 2019). According to Ajzen (1991), intention is driven by motivation; thus, stronger intention correlates with an increased likelihood of actual behavior.

Influences on purchase intention include the attitudes of others and unforeseen situational factors, creating social pressures that can significantly affect individual purchasing interests (Kotler & Keller, 2016). Additionally, unexpected changes, such as job loss, can alter consumer motivations. Purchase intention is intricately linked to personal consumer behavior and is frequently associated with the Theory of Planned Behavior, positing that intention is shaped by attitudes, subjective norms, and perceived behavioral control (PBC) (Li & Jaharuddin, 2020). For organic food, this intention is profoundly influenced by factors such as health consciousness, environmental concerns, social norms, healthy lifestyles, and animal welfare.

Health Consciousness

Health consciousness pertains to the level of awareness individuals or society have about the importance of maintaining and enhancing health. This factor relates to actions taken to support health, such as choosing foods believed to positively impact health (Chu, 2018). Consumers who prioritize their health actively seek solutions, including consuming foods perceived as healthier, to improve their quality of life (Iqbal *et al.*, 2021). Health-conscious individuals are sensitive to health risks, responsible for their well-being, and manage stress and nutrition (Kraft & Goodell, 1993).

Health consciousness influences consumer attitudes toward perceiving, selecting, and responding to food purchases, particularly organic food (Tandon *et al.*, 2020). Studies indicate that health consciousness directly affects the intention to purchase organic food, as those with higher

health awareness tend to have a more positive attitude toward organic options, viewing them as healthier compared to conventional food (Yilmaz, B.S.; Ilter, 2017; Chu, 2018). Health-conscious consumers perceive organic food as beneficial due to its natural production methods. Overall, health consciousness reflects the degree to which consumers pay attention to their health.

Environmental Awareness

Consumer decisions to purchase and consume organic food are influenced by environmental awareness (Laureti & Benedetti, 2018). Environmental awareness is crucial for environmentally friendly behavior, encompassing knowledge and understanding of environmental issues and their solutions (Safari *et al.*, 2018). Raising environmental awareness among the public is vital (Laureti & Benedetti, 2018). This awareness can shape perceptions of environmental issues and the impact of human activities on the environment, encouraging positive actions and influencing decisions regarding organic food purchases (Chu, 2018; Zheng *et al.*, 2021). Organic food production aligns with environmentally friendly practices, supporting consumers with high environmental awareness and eco-conscious behaviors (Chu, 2018; Kamboj *et al.*, 2023).

Increased environmental awareness, coupled with food safety concerns, prompts individuals to question conventional farming practices, thus affecting their consumption of organic food and their commitment to environmental sustainability (Choi & Johnson, 2019). Environmental awareness encompasses understanding environmental issues and the necessary attitudes, values, and skills to address them (Wojciechowska-Solis & Barska, 2021). It includes consumers' knowledge related to environmental protection, their social responsibilities, rational consumption, and minimizing non-renewable resource use (Wojciechowska-Solis & Barska, 2021).

Environmental awareness drives shift in consumer behavior towards sustainable consumption patterns. A comprehensive understanding of environmental issues enhances the tendency to choose environmentally friendly products, including organic food. Promoting environmental awareness contributes positively to conservation efforts and ecosystem balance, even when organic products may come at a premium, underscoring its significance in consumer decision-making. Higher environmental awareness leads to a greater likelihood of choosing organic food, as environmentally conscious consumers prefer products produced without chemical additives (Ahmed *et al.*, 2021; Rashid & Lone, 2023). This awareness encourages consumers to make informed choices that support environmental conservation (Zsóka *et al.*, 2013). Additionally, the influence of environmental awareness on purchase intention is shaped by consumer attitudes, where increased awareness fosters a positive attitude toward organic food (Chu, 2018; Ahmed *et al.*, 2021).

Subjective Norm

Subjective norm refers to an individual's perception of the behavior of those around them and how these perceptions can influence their decision to engage in that behavior (Ajzen, 1991). Subjective norms play a role in shaping consumer knowledge and beliefs about organic food consumption, with stronger subjective norms correlating with increased purchase intentions for organic products (Chu, 2018). It represents the social pressure that may encourage or discourage specific behaviors (Khan *et al.*, 2020). For instance, if an individual feels pressured by their social environment to consume organic food, they may be more likely to make that choice (Bai *et al.*, 2019; Dangi *et al.*, 2020; Ahmed *et al.*, 2021). Subjective norms can also be understood as actions and attitudes shaped by the beliefs of others (Ariffin *et al.*, 2019). Cultural aspects influence consumer decisions,

encompassing ecology, social structures, and ideology (Solomon, 2018). In summary, subjective norm is the social pressure perceived by individuals that motivates them to act, in this case, influencing their intention to purchase organic food, shaped by factors such as family and friends (Chu, 2018; Ahmed *et al.*, 2021).

Food Safety Consciousness

Food safety consciousness pertains to consumer awareness regarding food safety issues, including knowledge of additives, pesticides, and food processing methods (Iqbal *et al.*, 2021). Consumers are increasingly engaged in understanding the quality and ingredients of the food they consume, often influenced by the media. Concerns regarding food safety affect purchase decisions, as individuals seek healthier food options. The growing awareness of food safety issues correlates with heightened interest in organic products perceived as safer than conventional options. Food safety concerns significantly impact consumer behavior, particularly regarding organic food purchases (Iqbal *et al.*, 2021; Dangi *et al.*, 2020). Consumers increasingly seek organic products due to the perception that they are free from harmful chemicals and additives associated with conventional food. Consequently, food safety consciousness influences the demand for organic food, as consumers prioritize their health and safety when making purchasing decisions.

Availability

Availability encompasses the ease with which consumers can access a product, significantly influencing their purchasing decisions. It reflects how readily a product can be located, prompting consumers to opt for available options instead of awaiting the restocking of their preferred brands (Milaković, 2021). Insufficient availability can hinder individuals from considering organic food as a viable option (Kamboj *et al.*, 2023). The presence of diverse choices and straightforward

access facilitates the selection of organic products, as consumers perceive it as less challenging to find items that align with their preferences (Lea & Worsley, 2005). This sentiment is echoed by Ahmed *et al.* (2021), who assert that consumers weigh both the price and the availability of organic food against traditional alternatives, viewing the former as not only more economical but also more accessible. The intention to purchase organic products emerges from a decision-making process where minimal effort is required to procure these items, with high availability reinforcing consumer confidence in the safety and quality of organic offerings (Zayed *et al.*, 2022). Kamboj *et al.* (2023) highlight that elevated levels of availability foster a favorable disposition towards organic food, as consumers perceive it as accessible, thereby cultivating trust in its quality. Ultimately, sufficient availability shapes positive consumer beliefs and enhances accessibility, which in turn encourages the selection and purchase of organic food.

Attitude towards Organic Food

The attitude towards organic food is derived from a comprehensive evaluation process, which encompasses both favorable and unfavorable dimensions over time. This attitude is influenced not solely by personal convictions but also by broader behavioral patterns, including societal norms and regulatory frameworks (Kotler & Keller, 2016). Beyond individual product assessment, attitudes are shaped by external influences; the reactions of others—whether supportive or critical—toward organic choices can indirectly affect personal attitudes and motivations (Kotler & Keller, 2016). Attitudes encapsulate the degree to which individuals assess behaviors of interest in a favorable or unfavorable light, involving a consideration of potential outcomes associated with those behaviors (Ajzen, 1991). They reflect an individual's emotional responses—both positive and negative—and can pertain to preferences or detailed evaluations of specific products or services

within a given category. A more favorable attitude towards organic food, characterized by beliefs in its health benefits, safety, and environmental sustainability, tends to enhance purchase intentions for organic products (Ahmed *et al.*, 2021). Attitude serves as a critical determinant of consumer behavior regarding organic food purchases (Chu, 2018; Ahmed *et al.*, 2021).

Factors such as environmental consciousness, health considerations, and personal well-being play significant roles in shaping these attitudes (Biel & Thøgersen, 2007). Thus, an individual's long-term evaluation of organic food, incorporating both its positive and negative aspects, significantly influences their behavioral tendencies and decision-making processes. A positive attitude is pivotal in promoting sustainable purchasing behaviors. Enhancing awareness and understanding of the health and environmental benefits associated with organic food can effectively cultivate a more favorable attitude towards these products. Consequently, attitudes—manifesting as psychological evaluations—are instrumental in amplifying consumers' intentions to purchase organic food (Chu, 2018; Tandon *et al.*, 2020; Ahmed *et al.*, 2021; Nguyen *et al.*, 2023). This affirmative disposition emerges when consumers believe that selecting organic options will yield beneficial outcomes, motivating their commitment to purchase intentions.

HIPOTESIS DEVELOPMENT

Health Consciousness and Purchase Intention

Health consciousness significantly influences consumers' food choices as individuals prioritize health-promoting products to enhance their overall well-being (Iqbal *et al.*, 2021). This behavior is characterized by an individual's active involvement in health management, reflecting the degree of attention and actions taken to improve health (Moorman & Matulich, 1993). Enhanced health consciousness leads to a stronger commitment to activities that support personal health, resulting in

a greater focus on health-related choices (Tandon *et al.*, 2020). Previous studies, including those by Chu (2018) and Rashid & Lone (2023), indicate that consumers with heightened health awareness are more likely to intend to purchase organic food, which is perceived as healthier compared to conventional options (Hasselback & Roosen, 2015a, 2015b; Yilmaz & Ilter, 2017).

H1. Health consciousness positively impacts purchase intention.

Environmental Awareness and Purchase Intention

Environmental awareness encompasses an individual's proactive engagement with ecological issues, motivating responsible consumer choices that support sustainability (Zsóka *et al.*, 2013; Ahmed *et al.*, 2021). Consumers informed about environmental matters are more likely to prefer organic food, which is produced without harmful additives, thus aligning with their environmental values (Rashid & Lone, 2023). Research has consistently shown a positive relationship between environmental awareness and the intention to purchase organic products, as environmentally conscious consumers feel that such choices resonate with their commitment to sustainability (Chu, 2018; Ahmed *et al.*, 2021; Lestari *et al.*, 2021).

H2. Environmental awareness positively influences purchase intention.

Food Safety Consciousness and Purchase Intention

Food safety consciousness plays a crucial role in organic food selection, as it encourages consumers to prioritize the quality and safety of their purchases (Prentice *et al.*, 2019). The consumption of organic products mitigates the risks associated with chemical contamination found in conventional foods (Zheng *et al.*, 2021). Studies by Pham *et al.* (2019) and Iqbal *et al.* (2021) suggest that a heightened awareness of food safety directly enhances purchase intentions. Consumers'

concerns over food safety incidents compel them to seek natural alternatives perceived as safer and free from harmful substances.

H3. Food safety consciousness positively affects purchase intention.

Subjective Norm and Purchase Intention

Subjective norms refer to the perceived social pressures that influence an individual's decision to engage in certain behaviors (Chu, 2018). This phenomenon is particularly evident among young consumers in China, where family and friends significantly impact the decision to purchase organic products (Ahmed *et al.*, 2021). However, some studies indicate a lack of influence in different cultural contexts, suggesting that personal choice may outweigh social pressure in purchasing decisions (Zayed *et al.*, 2022).

H4. Subjective norm positively influences purchase intention.

Availability and Purchase Intention

The availability of organic food products is a critical factor affecting consumers' purchasing intentions. Research by Kamboj *et al.* (2023) demonstrates that the presence of organic options in the market directly influences consumer choices, especially when there is a scarcity of such products (Lea & Worsley, 2005). Enhanced availability increases the likelihood of consumers opting for organic food due to the greater variety and ease of access.

H5. Availability positively impacts purchase intention.

Attitude towards Organic Food and Purchase Intention

An individual's attitude towards behavior is a significant determinant of their intention to engage in that behavior (Ajzen, 1991). Prior research indicates that positive attitudes towards organic food correlate with increased purchase intentions (Chu, 2018; Tandon *et al.*, 2020; Ahmed *et al.*, 2021). These attitudes are shaped by evaluations of potential outcomes and beliefs regarding the

behavior, impacting consumers' psychological assessments of products.

H6. Attitude towards organic food positively affects purchase intention.

Mediating Effects of Attitude towards Organic Food

Attitude plays a crucial role in shaping consumer behavior and purchase intentions. It reflects an individual's favorable or unfavorable evaluation of performing a particular behavior, influenced by personal beliefs, experiences, and external factors. In the context of organic food, attitude significantly affects how consumers perceive and decide to purchase these products. Health consciousness influences purchase intention for organic food through its impact on attitudes. Consumers with a strong health consciousness are likely to develop favorable attitudes toward organic products, perceiving them as healthier than conventional options (Yilmaz, B.S. ; Ilter, 2017). Despite varying findings in existing literature, the mediating role of attitude warrants further exploration. Environmental awareness also contributes to shaping attitudes toward organic food, leading to a greater intention to purchase such products (Chu, 2018). Despite limited previous research on this mediation, it is essential to explore how environmental consciousness fosters positive attitudes that drive purchase intentions. Similarly, food safety consciousness is believed to influence purchase intention via attitudes. Increased food safety awareness leads to favorable attitudes towards organic food, subsequently driving purchase intentions, as consumers prioritize products perceived to be safe (Iqbal *et al.*, 2021; Zheng *et al.*, 2021). The influence of subjective norms on purchase intention is also mediated by attitudes. When social environments support organic food consumption, individuals develop positive attitudes that facilitate purchasing behavior. However, contrasting findings suggest that social pressure may not uniformly affect

attitudes across different cultural contexts. Lastly, the availability of organic food is linked to purchase intention through attitudes. Readily available organic products positively influence consumer attitudes, enhancing the likelihood of purchase. This connection emphasizes the need for more investigation into how access impacts consumer perceptions and intentions.

- H7. Attitude towards organic food mediates the relationship between health consciousness and purchase intention.
- H8. Attitude towards organic food mediates the effect of environmental awareness on purchase intention.
- H9. Attitude towards organic food mediates the relationship between food safety consciousness and purchase intention.
- H10. Attitude towards organic food mediates the effect of subjective norms on purchase intention.
- H11. Attitude towards organic food mediates the relationship between availability and purchase intention.

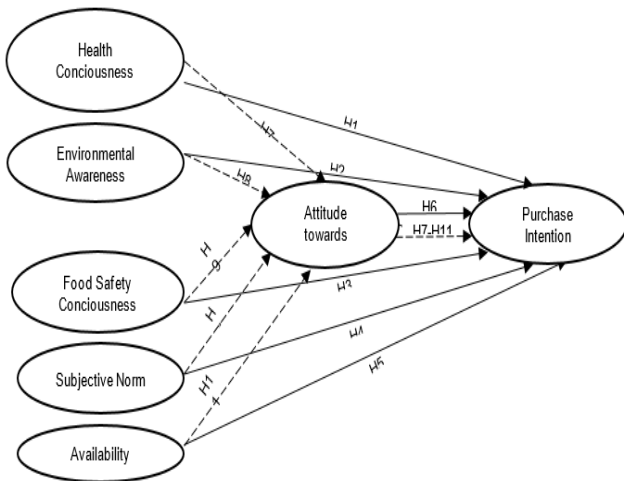


Figure 1. Framework of Thinking

METHOD

This study investigates the influence of health consciousness, environmental awareness, subjective norms, food safety consciousness, and availability on the purchase intention of organic food among adults aged 19-44 in the Jabodetabek area. The sample is selected using a purposive sampling technique, focusing on individuals who are aware of organic food but have never purchased or consumed it.

Data Collection

The type of data used is primary data obtained through questionnaires distributed online and filled out using Google Forms to maximize coverage. The questionnaire includes screening questions, structured statements related to health consciousness, environmental awareness, subjective norms, food safety consciousness, availability, attitude, and purchase intention of organic food (see Table 1). This study employs a five-point Likert scale, allowing respondents to express their level of agreement without neutral options, thereby minimizing central tendency effects and enhancing clarity in response patterns (Sugiyono, 2016).

Table 1. The Items of Variable

Variable	Reference
Health Consciousness	Chu (2018), Iqbal <i>et al.</i> (2021)
Environmental Awareness	Chu (2018), Ahmed <i>et al.</i> (2021)
Subjective Norms	Chu (2018); Dangi <i>et al.</i> (2020)
Food Safety Consciousness	Iqbal <i>et al.</i> (2021), Zheng <i>et al.</i> (2021)
Availability	Kamboj <i>et al.</i> (2023)
Attitude towards Organic Food	Chu (2018); Tandon <i>et al.</i> (2020); Nguyen <i>et al.</i> (2023)
Purchase Intention	Chu (2018), Tandon <i>et al.</i> (2020), Ahmed <i>et al.</i> (2021), Iqbal <i>et al.</i> (2021), Kamboj <i>et al.</i> (2023)

Measurement

The study employs a pre-test with an online questionnaire administered to at least 30 respondents to evaluate the research instrument's reliability and validity, analyzed using SPSS Statistics 27. Reliability and validity were assessed together: reliability was measured using Cronbach's Alpha, with values above 0.7 deemed acceptable, and construct validity was confirmed through the Average Variance Extracted (AVE), which should exceed 0.50 (Hair *et al.*, 2017). Descriptive analysis provided insights into the data, using mean scores to gauge participant responses. The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS4, which is suitable for exploring complex

relationships and developing theories involving moderator variables. Additionally, the Fornell-Larcker criterion was utilized to establish discriminant validity, ensuring that the square root of the AVE for each variable was greater than its correlations with other variables. The goodness of fit (GOF) was assessed through the chi-square value, requiring it to surpass the threshold of 0.5 (Wong, 2013). Bootstrapping analysis evaluated both direct and indirect relationships, with mediation effects categorized based on significance levels (Hair *et al.*, 2021).

RESULTS

Descriptive Statistics

This study uses an online survey in the data collection process. The total number of respondents who participated in this study was 386. The majority of respondents (42.49%) resided in DKI Jakarta, with a total of 164 respondents. In terms of age, the largest group of respondents was aged 25-34 years, totaling 215 respondents (55.70%). Most respondents were female, with 268 respondents (69.43%). Regarding occupation, the majority were private employees, with 215 respondents (55.70%). The highest level of education for most respondents was a Bachelor's degree, held by 261 respondents (67.62%). In terms of willingness to pay more for organic food, 293 respondents (75.91%) indicated they might be willing depending on the product and price. The most common price range considered reasonable for organic food was Rp 50,000.00 – Rp 100,000.00, chosen by 188 respondents (48.70%) (see Table 2).

Table 2. Respondents' Demographic Profile

Characteristics of Respondents	Number of Respondents	%
Age		
19-24 years	109	28.24%
25-34 years	215	55.70%
35-44 years	62	16.06%
Gender		
Male	118	30.57%
Female	268	69.43%

Characteristics of Respondents	Number of Respondents	%
Residence		
DKI Jakarta	164	42.49%
Bogor	21	5.44%
Depok	23	5.96%
Tangerang	153	39.64%
Bekasi	25	6.48%
Occupation		
Student	51	13.21%
Private Employee	215	55.70%
Civil Servant	1	0.26%
Entrepreneur	45	11.66%
Others	74	19.17%
Last Level of Education		
High School/Equivalent	56	14.51%
Associate Degree/Diploma	28	7.25%
Bachelor's Degree	261	67.62%
Master's Degree	29	7.51%
Doctoral's Degree	1	0.26%
Others	11	2.85%
Are you willing to pay more for organic food?		
Yes, I am willing to pay more	74	19.17%
Maybe, depends on the product and price	293	75.91%
No, I am not willing to pay more	19	4.92%
What is the price range that you consider reasonable for organic food products per item?		
Less than Rp 50.000,00	163	41.97%
Rp 50.000,00 – Rp 100.000,00	188	48.70%
Rp 100.000,00 – Rp 200.000,00	32	8.29%
More than Rp 200.000,00	3	0.78%

Measurement Model

In this study, the researcher used the PLS tool for measurement, which involves two stages: the measurement model (outer model) and the structural model (inner model). Figure 2 presents the path diagram of the analysis results conducted with SmartPLS4. The model shows the structure and paths connecting latent variables (blue circles) and their indicator values.

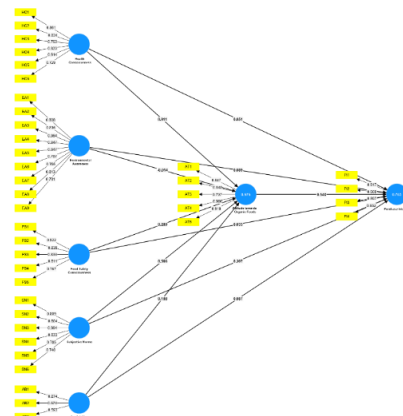


Figure 2. PLS Structural Model Result

The instrument test is a validity test and reliability test (see Table 3). Convergent validity is assessed through outer loading and average variance extracted (AVE). Indicators are valid if outer loading >0.7 and AVE >0.5 . For Health Consciousness (HC), all indicators except HC5 meet the criteria. The AVE for HC is 0.601. Environmental Awareness (EA) indicators all exceed 0.7, with an AVE of 0.669. Food Safety Consciousness (FS) indicators also meet the criteria, with an AVE of 0.664. Subjective Norms

(SN) indicators are valid. Availability (AB) has a valid AVE despite AB2 and AB3 being invalid. Attitude towards Organic Food (AT) and Purchase Intention (PI) indicators are valid except for PI4. The AVE for PI is >0.5 . Reliability tests include Cronbach's Alpha (CA) and Composite Reliability (CR). CA values for HC, FS, and PI indicate good consistency. EA and AT show excellent consistency. AB has poor consistency. CR values for all variables are >0.7 , indicating acceptable reliability.

Table 3. Convergent Validity and Reliability Values

Variable	Code	Outer Loading	CA	CR	AVE
I regularly think about a healthy lifestyle.	HC1	0.861	0.864	0.899	0.601
I regularly think about the impact of what I consume on my health.	HC2	0.834			
I feel the need to always be cautious about my eating habits.	HC3	0.763			
I strive to choose healthy foods.	HC4	0.823			
I have adequate knowledge about my current health condition.	HC5	0.614			
I actively participate in activities that support my health, such as regular	HC6	0.729			
I consider the environmental impact before using or purchasing a product.	EA1	0.808	0.938	0.948	0.669
I actively seek information about whether the product is environmentally friendly before buying it (e.g., checking eco-labels and certifications).	EA2	0.816			
I often discuss environmental issues with friends.	EA3	0.864			
I often discuss environmental issues with family.	EA4	0.847			
I often discuss environmental issues with colleagues.	EA5	0.847			
I strive to reduce environmental impact by choosing a more sustainable lifestyle.	EA6	0.787			
I have a deeper insight into materials before purchasing them.	EA7	0.795			
I have a deeper insight into processes before purchasing them.	EA8	0.813			
I have a deeper insight into the impact of products before purchasing them.	EA9	0.781			
I am very concerned about the amount of additives in food.	FS1	0.822	0.873	0.908	0.664
I am very concerned about the amount of preservatives in food.	FS2	0.838			
I care about the current food quality.	FS3	0.833			
I care about current food safety.	FS4	0.811			
I care about the food processing.	FS5	0.767			
Family members believe that buying organic food is a good idea.	SN1	0.809	0.882	0.911	0.631
Close friends believe that buying organic food is a good idea.	SN2	0.804			
I listen to advertisements that can influence me to buy organic food.	SN3	0.864			
News from social media influences me to try organic food.	SN4	0.833			
My family's opinion about what I should do is very important to me.	SN5	0.705			
Most of my friends buy organic food regularly.	SN6	0.740			
I have to order the organic food I want to buy several days in advance.	AB1	0.874	0.607	0.762	0.523
The store where I often shop does not sell various types of organic food.	AB2	0.674			
Organic food is only available in a limited number of stores/markets.	AB3	0.593			
Organic food makes it easier for me to maintain a healthy lifestyle.	AT1	0.847	0.915	0.936	0.747
I believe that regularly consuming organic food can prevent diseases.	AT2	0.848			
I feel positive when using environmentally friendly food.	AT3	0.797			
I am interested in the idea of buying organic food products.	AT4	0.906			
I feel happy with the idea of buying organic food.	AT5	0.918			
I will buy various types of organic food products.	PI1	0.917	0.870	0.913	0.727
I will recommend others to buy organic food.	PI2	0.908			
I don't mind spending more time searching for organic food.	PI3	0.897			
Buying organic food is right even though it is not cheap.	PI4	0.662			

Table 4. Discriminant Validity (Fornell-Larcker Criterion)

	AT	AB	EA	FS	HC	PI	SN
Attitude towards Organic Food - AT	0.864						
Availability - AB	0.499	0.723					
Environmental Awareness - EA	0.550	0.528	0.818				
Food Safety Consciousness - FS	0.529	0.347	0.601	0.815			
Health Consciousness - HC	0.481	0.392	0.637	0.618	0.775		
Purchase Intention - PI	0.833	0.556	0.625	0.541	0.538	0.853	
Subjective Norm - SN	0.729	0.567	0.661	0.501	0.543	0.759	0.794

The Fornell-Larcker criteria are used to test discriminant validity (see Table 4). The square root of the AVE for each variable is greater than its correlation with other variables, indicating that the measurement model meets reliability and validity criteria. The inner model is evaluated using the R² value for the dependent constructs in the path coefficient test. A higher R² value suggests a better prediction model for the proposed research. The goodness of fit (GIF) is assessed with the Q-square value, which examines R² to represent the extent of variation explained by endogenous variables. The R² values for attitude towards organic food and purchase intention are 0.575 and 0.763, respectively (see Table 5). A Q-square value greater than 0.5 indicates high predictive power, and in this study, the Q-square value is 0.899, exceeding the threshold.

Table 5. R-square Value.

	R-square	R-square adjusted
Attitude towards Organic Foods	0.575	0.569
Purchase Intention	0.763	0.759

Hypothesis Testing

This study evaluates eleven hypotheses, encompassing six direct effects and five indirect effects, to explore relationships between exogenous and endogenous variables in the context of purchase intention for organic food. Significance was determined by *p*-values < 0.05 or *t*-values exceeding the critical *t*-table value of 1.966 for 396 respondents at a significance level of $\alpha = 0.05$. Among the direct hypotheses, only hypotheses 4, 5, and 6 demonstrate significant relationships, as indicated by their *p*-values and *t*-values surpassing the threshold (see Table 6). Regarding indirect effects, three hypotheses are supported while two are not (see Table 6). Full mediation occurs when direct relationships are nonsignificant but indirect relationships are significant, whereas partial mediation occurs when both relationships are significant. Hypotheses 7 and 8 show no mediation effects, hypothesis 9 indicates full mediation, and hypotheses 10 and 11 suggest partial mediation, highlighting the nuanced relationships explored in this study.

Table 6. Results of Analysis of Relationships Between Variables.

	Exogen Variable	Mediation Variable	Endogen Variable	Coefficient	t-statistic	<i>p</i> -value	Conclusion	Mediation Effect
H1	Health consciousness	---	Purchase intention	0.051	1.315	0.189	Rejected	---
H2	Environmental awareness	---	Purchase intention	0.089	1.819	0.069	Rejected	---
H3	Food safety consciousness	---		0.033	0.924	0.356	Rejected	---
H4	Subjective norms	---		0.207	4.206	0	Supported	---
H5	Availability	---		0.087	2.4	0.016	Supported	---
H6	Attitude towards organic food	---		0.548	13.655	0	Supported	---
H7	Health consciousness	Attitude towards food	Purchase intention	0.006	0.222	0.825	Rejected	No Mediation
H8	Environmental awareness	towards Organic food	Purchase intention	-0.008	0.244	0.807	Rejected	No Mediation
H9	Food safety consciousness			0.115	3.887	0	Supported	Full Mediation

	Exogen Variable	Mediation Variable	Endogen Variable	Coefficient	t-statistic	p-value	Conclusion	Mediation Effect
H10	Subjective norms			0.31	7.894	0	Supported	Partial Mediation
H11	Availability			0.059	2.357	0.018	Supported	Partial Mediation

Discussion

The findings of this study underscore several noteworthy insights into the factors influencing purchase intention for organic food. It is evident from the results that health consciousness, environmental awareness, and food safety consciousness do not directly impact purchase intention among the respondents. Contrary to previous studies (Chu, 2018; Zheng *et al.*, 2020; Iqbal *et al.*, 2021; Rashid & Lone, 2023), this research reveals that these factors alone do not sufficiently motivate consumers to intend to purchase organic food. This divergence suggests that practical considerations such as price sensitivity, product availability, and personal preferences may outweigh health and environmental concerns in shaping purchase decisions (Pino *et al.*, 2012; Su *et al.*, 2022; Zayed *et al.*, 2022). Moreover, subjective norms and availability are identified as significant influencers of purchase intention, aligning with existing literature (Chu, 2018; Ahmed *et al.*, 2021; Kamboj *et al.*, 2023). Specifically, the social acceptance and accessibility of organic products play crucial roles in encouraging positive purchase intentions among consumers, particularly in urban areas like Jabodetabek (Lea & Worsley, 2005; Zayed *et al.*, 2022; Kamboj *et al.*, 2023).

Furthermore, attitude towards organic food emerges as a pivotal factor mediating several relationships within the study. While it mediates the relationships between food safety consciousness, subjective norms, availability, and purchase intention, it does not mediate the relationships involving health consciousness and environmental awareness. This nuanced finding suggests that while positive attitudes towards organic products bolster purchase intentions, they do not necessarily bridge the gap between health or environmental

concerns and purchase decisions. These insights are critical for marketers and policymakers aiming to promote organic food consumption, highlighting the need to foster positive social norms and ensure ample product availability to effectively influence consumer behavior (Yang *et al.*, 2014; Kunhikannan & Ramachandran, 2020; Minh & Nhan, 2020). Overall, these findings contribute valuable implications for enhancing consumer engagement with organic food, emphasizing the multifaceted nature of consumer decision-making and the importance of context-specific strategies in promoting sustainable consumption practices.

Managerial Implications in The South East Asian Context

The findings of this research have significant implications for both profit and not-for-profit organizations operating in the organic food sector in Southeast Asia. Companies should focus on enhancing consumer attitudes by implementing targeted marketing strategies that highlight the practical benefits, affordability, and sustainability of organic products. Educational campaigns can effectively increase consumer understanding of the health benefits and safety practices within the organic food supply chain. Additionally, ensuring the accessibility and availability of organic products through diverse distribution channels, including e-commerce, is crucial. Marketing efforts should leverage social norms and community influences to reinforce positive perceptions of organic food consumption. Collaborating with influencers and engaging in community outreach can further strengthen these efforts. By adopting these strategies, organizations can effectively increase purchase intentions and foster consumer loyalty in the competitive Southeast Asian market.

Theoretical Implications

This research enhances the literature by elucidating the complex relationships among consumer attitudes, health consciousness, environmental awareness, food safety consciousness, subjective norms, and purchase intentions for organic food. The findings indicate that while subjective norms and availability significantly influence purchase intentions, health consciousness and environmental awareness do not show a direct impact, suggesting the prominence of other factors in shaping consumer behavior. Limitations of the study include a sample that may not fully capture the diversity of consumer behavior regarding organic products. Additionally, the focus on specific organic product categories may overlook important variations in purchasing decisions. Future research should explore a wider range of demographic factors such as age, income, and cultural backgrounds, and investigate different categories of organic products. Examining variables like pricing and perceived quality can also provide deeper insights into consumer purchase intentions. Longitudinal studies are recommended to track how consumer attitudes and behaviors evolve over time in response to changing market trends and environmental influences.

CONCLUSION

The study reveals that subjective norms, availability, and attitudes towards organic food significantly influence purchase intention, while health consciousness, environmental awareness, and food safety consciousness do not have a direct impact. Attitudes fully mediate the relationship between food safety consciousness and purchase intention, and partially mediate the effects of subjective norms and availability. Conversely, consciousness of health and awareness of environmental issues does not contribute significantly to purchase intention, underscoring that the surrounding environment and the availability of quality organic products play a crucial role in consumers' purchasing decisions.

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