

DO PREMIUM PRICE, ENVIRONMENTAL ISSUES AND NUTRITIONAL CONTENT INFLUENCE ATTITUDE AND PURCHASE INTENTION OF ORGANIC FOOD?

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Abstract. The field of sustainability marketing has evolved into a more extensive discipline, and the marketing of green products in Indonesia is confronted with numerous challenges. The present study aims to test the influence of environmental awareness, the health content of organic food, and premium price on attitudes towards organic food and purchase intention. Purposive random sampling was utilised as the sampling technique, and the survey methods employed in this research design collected 288 samples, which were subsequently analysed using Structural Equation Modelling (SEM). The analysis revealed that participants' attitudes towards organic food were not influenced by their perceptions of the need to protect the environment. Conversely, their perspectives on green products, notably organic food, were found to be more profoundly influenced by their price perception of organic food. The purchase of lower-priced organic foods was observed to be more prevalent among respondents, irrespective of their level of awareness concerning contemporary environmental concerns. Furthermore, the nutrient content of the food (including vitamins, proteins, minerals and the absence of harmful components in organic food) influenced attitudes. The study found that respondents' intention to purchase organic food was influenced by their attitude towards the subject.

Keywords: environmental issues, premium price, health content, attitudes towards organic food, purchase intention.

JEL Classification: M31

1. Introduction

Concurrent with this period of unprecedented economic growth and prosperity has been a wide range of environmental degradation, including air pollution, acceleration of climate change, loss of biodiversity, and other environmental problems, with negative consequences for the well-being of people and future generations (Butt et al., 2024; Nuță et al., 2024). The fundamental rationale underpinning this perspective pertains to the persistent emphasis on a conventional marketing paradigm, which prioritises the promotion of products and services to an extent that is potentially detrimental to the finite resources of Mother Earth. Conversely, the sustainability mindset emphasises the conservation and judicious utilisation of natural resources, alongside the promotion of efforts to regenerate these resources

and the consistent acknowledgement of their finite nature. The evolution of sustainability marketing into a more expansive field of study has been characterised by an increased emphasis on circularity and innovation, in addition to social and ethical considerations. Nevertheless, the marketing of environmentally-friendly products in Indonesia is confronted with a multitude of challenges (Kemper & Ballantine, 2019). Marketing, at its core, is concerned with the satisfaction of consumer needs and wants. However, it is also a broad social activity, which is highly complex and involves a wide range of activities, such as product modifications, changes in the production process, changes in packaging, and changes in advertising (Fuchs et al., 2020). A significant number of researchers seek to ascertain the contribution of innovation activities in marketing

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to consumer behaviour, which leads to concerns for green products and sustainability. A substantial corpus of consumer research has identified this gap and how it can be addressed using the themes of sustainable society, alternative consumption models, and green purchasing (Davies et al., 2020). Conversely, marketing imperfections present an opportunity for sustainable business prospects and the much-needed green marketing of contemporary products (Chanda et al., 2023).

The primary challenge in implementing sustainability strategies pertains to the discrepancy between consumer interest in environmentally friendly products and consumer behaviour. It has been observed that consumers generally demonstrate a preference for conventional products, unless environmentally sustainable alternatives can be demonstrated to offer equivalent or superior value. The purchase of environmentally friendly products can be perceived as a risky investment due to concerns regarding potential financial losses from purchasing more expensive brands and/or reservations about the efficacy of environmentally friendly products. In order to reduce the perceived risk, it is essential to implement an effective and credible design and marketing strategy that allows consumers to obtain the necessary information about environmentally friendly needs. This strategy will ensure sustainable consumption (H. Li et al., 2024). Recent studies have revealed that consumers in Indonesia are willing to pay more for environmentally friendly products. This has resulted in a segmented market, with a low level of purchasing interest and a limited number of producers supplying finished products. Organic food constitutes one of the most popular environmentally friendly food products in Indonesia. Organic food products, including meat, rice and eggs, are characterised by the absence of hormones, pesticides, antibiotics, and any substance used for soil fertilisation (USDA, 2017).

Green consumers have long held the conviction that organic food is healthier, safer and more environmentally friendly than conventional food, despite the higher cost (Popa et al., 2018). Nevertheless, this has not been sufficient to persuade some consumers to purchase organic food (Daunfeldt & Rudholm, 2014). It is evident that consumers who demonstrate a preference for organic food do so in the context of their health-

related motivations and environmental concerns. This inclination is reflected in their propensity to purchase organic foodstuffs. However, as is the case with other environmentally friendly products, the market for organic food in Indonesia is still in its infancy. This is due to the fact that it is not yet sufficiently large to encourage many producers to increase their output. Consequently, there is a necessity for research to be conducted on consumer perceptions of environmental awareness, interest in consuming organic food, and financial factors (prices) perceived as expensive for organic food products. A pivotal factor in the success of organics sales at premium prices is consumer confidence in the product's reputation and its claimed benefits. Bazhan et al. (2024) concluded that the characteristics of organic food shoppers are predominantly intrinsic, self-interested factors, including health, safety, quality, and taste. Consumers who are environmentally aware and altruistic also have an impact. In this case, trust in organic food is established before a purchase is made and plays a key role in influencing consumers' intention to purchase organic food (Massey et al., 2018). This study examines the influence of consumer perceptions of organic food and willingness to make financial sacrifices on consumer self-confidence.

2. Literature Review

The present study is founded on the Stimulus-Organism-Response (S-O-R) theory, which posits that the presence of stimuli in an organism will elicit a specific response. Alternatively, it is proposed that a consumer's cognitive processes will generate an emotion (attitude) which, in turn, will result in a purchasing action. The Stimulus-Organism-Response (S-O-R) theory framework has been extensively utilised in the domain of consumer behaviour research. This theoretical framework posits that specific environmental factors can elicit particular behavioural responses by disrupting the cognitive and emotional equilibrium of consumers (M. Li et al., 2022). This theory delineates consumer responses to external stimuli through the Stimulus-Organism-Response framework, in which environmental cues function as stimuli that shape cognitive and emotional processes, subsequently influencing internal states and ultimately leading to approach or avoidance behaviours (Ho et al., 2022). The Stimulus-Response-Organism model is currently a widely

applied theoretical framework in the context of purchasing behaviour on online platforms. Research conducted by Sohaib et al. (2022) regarding online purchases in China concluded that environmental stimuli affect an individual's cognitive processes and ultimately lead to behavioural responses with internal psychological processes. In the final analysis, consumers' responses may be manifested in the form of online purchase and repurchase intentions. In order to construct a research model for the study of consumer behaviour related to organic food products and the Stimulus-Organism-Response theory, it is necessary to consider several related variables.

The first variable under consideration is environmental consciousness, which is exhibited by consumers through their tendency to pay a premium for organic food produced with environmental considerations. The organic food production process demonstrates a high degree of environmental consciousness, which engenders trust and subsequently influences consumer purchasing attitudes and behaviours. An increased environmental awareness among consumers has been shown to lead to the perception that organic food is free from pesticides, growth hormones, and antibiotics. These factors have been demonstrated to impact utilitarian purchasing attitudes towards organic food. In contrast, consumers have been found to associate organic food production with animal welfare, compassion, and altruism, thereby eliciting affective responses that positively influence consumers' hedonic purchasing attitudes. The concept of environmental awareness is closely associated with that of ecological consciousness, which encompasses facts and dealings regarding the impact of human practices. It is conceptually linked to green knowledge, defined as the methodology for organising the ecological surrounding in practical equilibrium by economic and social advancement (Maqsoom et al., 2023). As posited by Gao et al. (2022), a number of researchers have characterised environmental consciousness as consumers' assessment of environmental impacts and consumer demand for environmentally friendly products during the consumption process, as well as their understanding of the linkages between the actions of consumers and the sustainability of the environment. As environmental awareness grows, people are becoming more environmentally conscious, and

consumers have developed attitudes that show a readiness to purchase green products that have a reduced negative impact on their community. This finding indicates that environmental consciousness plays a pivotal role in shaping individuals' preferences regarding decision-making and consumption of environmentally responsible products (Nawaz et al., 2020).

Organic food is produced in accordance with sustainable agricultural practices that promote environmental health, biodiversity and human well-being. Eliminating synthetic fertilisers improves soil fertility, supports ecosystem vitality and reduces resource use during production by up to 40%. Furthermore, the value of organic products sold worldwide increased from 15 billion USD in 1999 to 90 billion USD in 2016 due to their potential benefits (Kashif et al., 2023). Consumer preferences, driven by health consciousness, have undergone a shift from traditional food to organic food; health concerns have been identified as a significant determinant influencing consumer decisions regarding the purchase of organic food. The health content in organic food encompasses various factors, including ingredient safety, ingredient quality, nutritional content, flavour, and other attributes, which contribute to consumers' positive attitudes towards these products (Hwang, 2016). Organic food is widely regarded as being more beneficial to one's health than conventional alternatives, a perception that has the potential to influence consumers' health-conscious lifestyles. Consumers generally regard organic food as beneficial and wholesome, expressing a willingness to purchase it; the health content is intrinsically linked to consumer attitudes and significantly impacts their purchasing behaviour (Yanguai et al., 2016). The concept of health attitude encompasses an individual's perceived capacity to influence their personal health outcomes, thereby significantly motivating consumers to adopt healthy lifestyles. Research has demonstrated a robust correlation between health attitudes and the consumption of healthy foods, including organic products. However, even those who adopt a positive health attitude may occasionally consume unhealthy foods, thereby creating an attitude-behaviour gap (Sadiq et al., 2022). The increased popularity of organic foods can be attributed to consumers' pursuit of improved health, as they generally perceive organic products to be more beneficial to their

health than conventional alternatives. Organic fruits have been found to contain higher levels of vitamin C, iron, magnesium, and phosphorus, while many vegetables and grains have lower nitrate and pesticide residue content. Consumer perceptions of organic farming practices are that they reduce public health risks. The concept of health consciousness, which refers to an individual's ongoing health considerations, has been demonstrated to influence consumers' perceptions of the relative healthfulness of different food options, with organic foods being regarded as more beneficial than conventional alternatives (Kamboj & Kishor, 2024). Recent research has demonstrated that consumers prioritise service quality and health consciousness over marketing mix factors when making food choices. The prevailing notion that organic foods are salutary is a key factor influencing consumers' purchasing decisions for regular meals (D. T. Nguyen et al., 2020; NGUYEN & TRUONG, 2021). A study conducted in Poland revealed that many Polish consumers consider organic foods to be more healthful due to their higher nutrient content and absence of chemicals. The predominant perception of organic food is its health benefits, with health awareness being a pivotal factor driving organic food consumption (Akter et al., 2023).

The cost of a specific brand significantly influences consumers' perception of product quality and their purchasing decisions (Smoluk-Sikorska et al., 2024). As a result, price is a critical factor in purchasing decisions, particularly for frequently purchased items. Consumers generally exhibit logical behaviour when evaluating the benefits they hope to gain from their purchases. Product pricing can be divided into three categories: fair, fixed and relative. Fair pricing involves adjustments that provide a suitable balance of quality and service at a reasonable cost. Fixed pricing establishes a uniform price for all customers, while relative pricing is determined based on the seller's quality and service offerings. Consumer research indicates a willingness to pay higher prices for certain products, suggesting a positive relationship between understanding of product benefits, attitudes, and frequency of organic food purchases. In relation to utilitarian or hedonic product types, the implementation of premium prices has been demonstrated to exert an influence on consumers' cognitive and emotional

processes. The elevated cost of organic food has been shown to exert a significant impact on utilitarian purchase attitudes, whilst concomitantly engendering feelings of joy and enthusiasm in consumers. This, in turn, has been observed to exert a positive influence on hedonic buying attitudes. As posited by Alhamad et al. (2023), the cost-effectiveness of products exerts a significant influence on eco-friendly purchasing decisions. The elevated price points of environmentally conscious goods in the marketplace frequently exceed the financial means of the typical consumer.

Organic foods typically command a premium price, often because consumers are willing to pay more for environmentally friendly products. This is based on the assumption that environmental concerns positively influence attitudes towards environmentally friendly behaviour. Consequently, environmental concern among consumers is a significant predictor of their intention to purchase environmentally friendly products. These factors positively influence consumers' willingness to pay more for organic food products (Sofia Gomes et al., 2023). Today's consumers consider not only a product's components, but also its manufacturing process and its impact on human health and environmental sustainability. They trust products manufactured under supervision more. They are often willing to pay more for organic products if they believe the higher price reflects improved quality, safety or other benefits (Smoluk-Sikorska et al., 2024).

Consumer preferences for organic food can be categorised into two types: utilitarian and hedonic. Utilitarian attitudes focus on the practical benefits and non-sensory attributes of organic food that provide functional satisfaction. In contrast, hedonic attitudes centre on the emotional gratification that consumers derive from the sensory characteristics of organic food. Attitudes are shaped by various factors and include emotional evaluation processes, beliefs, values and mental attachment to things. An individual's attitude towards a particular object, comprising their beliefs about its traits, is a significant factor that may influence the consumption of organic food. It is also one of the best predictors of purchase intent for organic foods (Khan et al., 2023). According to research findings by Ferreira et al. (2023), consumer attitudes are considered one of the most important factors influencing actual intention and behaviour. Furthermore, consumers' attitudes

towards organic food significantly and positively influence their purchase intentions.

Purchase intention is defined as the likelihood that consumers will purchase a particular product in the future (Liu et al., 2021; Moslehpour et al., 2018). Consumer purchasing decisions are significantly influenced by perceived benefits, with individuals actively seeking product-related information – often through interpersonal sources such as friends or digital platforms such as social media – to evaluate options before making a purchase. A number of studies have demonstrated that consumer trust has a positive correlation with purchase intent for premium-priced products. In this research, it is hypothesised that a similar pattern of consumer trust in companies with a high sustainability reputation and willingness to pay a premium for environmentally friendly products will be observed.

The conceptual framework employed to respond to the critical research is illustrated as follows:

Hypotheses for this study:

H₁ = Environmental Consciousness influences Attitude towards Organic Food

H₂ = Health content influences Attitude towards Organic Food

H₃ = Premium prices influence Attitude towards Organic Food

H₄ = Attitude towards Organic Food influences Purchase Intention

3. Method

The research methodology used in this study is the survey method, which has recently become widely used in business, management, the natural sciences and the social sciences (Mohajan, 2020). It systematically gathers information from respondents, focusing on their opinions and behaviour, in order to understand population behaviour. The sampling technique used was purposive random sampling with the following criteria: educated millennials; college students or employees/professionals; and residents of the Special Region of Yogyakarta Province. For this study, a sample of 288 respondents was collected.

The survey was conducted by sending online questionnaires to respondents via Google Forms on their mobile phones between July and October 2024. Five variables were developed in this study, the operational definitions and indicators of which are shown in Table 1.

In order to examine the suitability of the model and the hypotheses testing displayed in the conceptual framework, the data was processed using Structural Equation Modelling. The data processing will be undertaken through two sequential stages: a goodness of fit test and SEM (structural model testing). The criterion goodness of fit index is widely applied with the main objective of testing how well the research

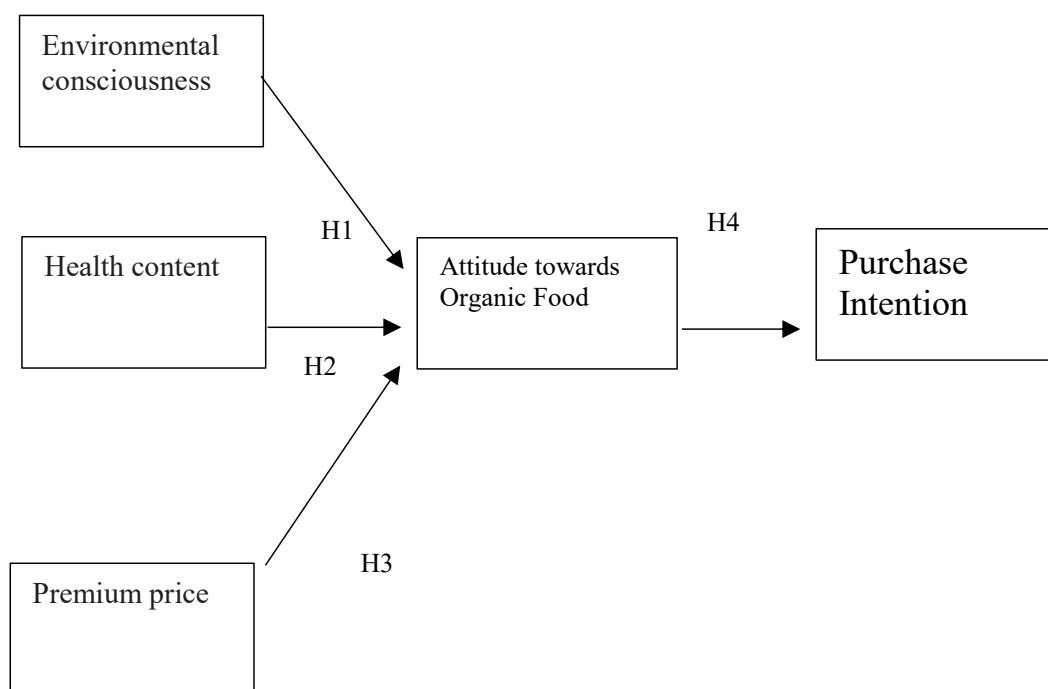


Figure 1. Research conceptual aramework

Table 1

Variable names and indicators

Variables	Operational definition	Indicators
Environmental consciousness (Gao et al., 2022; Paul et al., 2016)	Assessing consumers' environmental impact and their demand for environmentally friendly products during the consumer behaviour process, as well as their understanding of the relationship between consumers and the environment.	<ol style="list-style-type: none"> 1. Environmental preservation is currently a serious problem in Indonesia that needs to be addressed immediately. 2. The extent of environmental damage in many parts of Indonesia is worrying. 3. Environmental pollution makes many food products in Indonesia less suitable for consumption. 4. The production process of organic food helps to preserve the environment.
Premium Prices (Ghali-Zinoubi & Toukabri, 2019; Hu et al., 2024; Smoluk-Sikorska et al., 2024) Ghali-Zinoubi Z, Toukabri M (2019)	It provides information about products and delivers to consumers the deep meaning of frequently purchased products and the benefits they want to get from the goods and services they pay for.	<ol style="list-style-type: none"> 1. The prevailing perception is that organic food is more expensive than non-organic food. 2. The cost of organic food is higher due to the superior nutritional value and health benefits it offers in comparison to non-organic food. 3. The willingness to purchase organic food products, despite their higher cost, is driven by the understanding that organic ingredients offer significant health benefits. 4. The decision to purchase organic food is motivated by the belief that it is an environmentally friendly product, despite the higher associated cost.
Attitude towards organic food (SAPUTRA & Ardyan, 2020; Vu et al., 2022)	The possibility that an individual will purchase organic food.	<ol style="list-style-type: none"> 1. Positive attitude towards the availability of organic food (view the increased availability of organic food positively). 2. Positive attitude towards the promotion of organic food (promotions about organic food, which are now beginning to appear in many stores and online shops). 3. Positive attitude towards the benefits of organic food (the long-term presence of health products will preserve the environment). 4. Overall positive attitude towards organic food.
Health Content (Kutnohorská & Tomšík, 2013)	Food that is grown without the use of artificial fertilisers or pesticides, in soils where the mineral content has been increased by mineral fertilisers and the humus content by organic matter. This food has not been treated with preservatives and has many health benefits.	<ol style="list-style-type: none"> 1. Health benefits of organic ingredients (Superiority of organic food ingredients over non-organic alternatives in terms of health impact). 2. Micronutrient density (Concentration of essential vitamins and minerals in organic food products). 3. Nutritional comparison (Enhanced nutritional profile of organic ingredients compared to non-organic counterparts). 4. Natural composition (Presence of health-promoting natural ingredients in organic products).
Purchase Intention (L Liu et al., 2018; Moslehpour et al., 2018).	The likelihood of an individual purchasing a particular product at some point in the future.	<ol style="list-style-type: none"> 1. Future purchase intention (Likelihood of purchasing organic food products in the future). 2. Immediate purchase readiness (Propensity to buy organic food products based on current needs). 3. Eco-conscious purchasing (Intention to purchase organic food driven by environmental awareness). 4. Environmental impact considerations (Willingness to buy organic food due to its minimal ecological harm).

model fits the empirical data, with different measurement goodness of fit index criteria, consisting of CMIN/df, CFI, TLI, GFI, AGFI, and RMSEA (Ong et al., 2021).

4. Result And Discussion

By displaying the research model using AMOS software, the following model will appear:

The goodness of fit test produces the test results presented in the following Table:

Given that CMIN/DF is below 5, RMSEA is under 0.1, and both GFI and AGFI are around 0.9, it can be concluded that the test has been successful. Consequently, the subsequent phase, namely hypothesis testing, can be initiated.

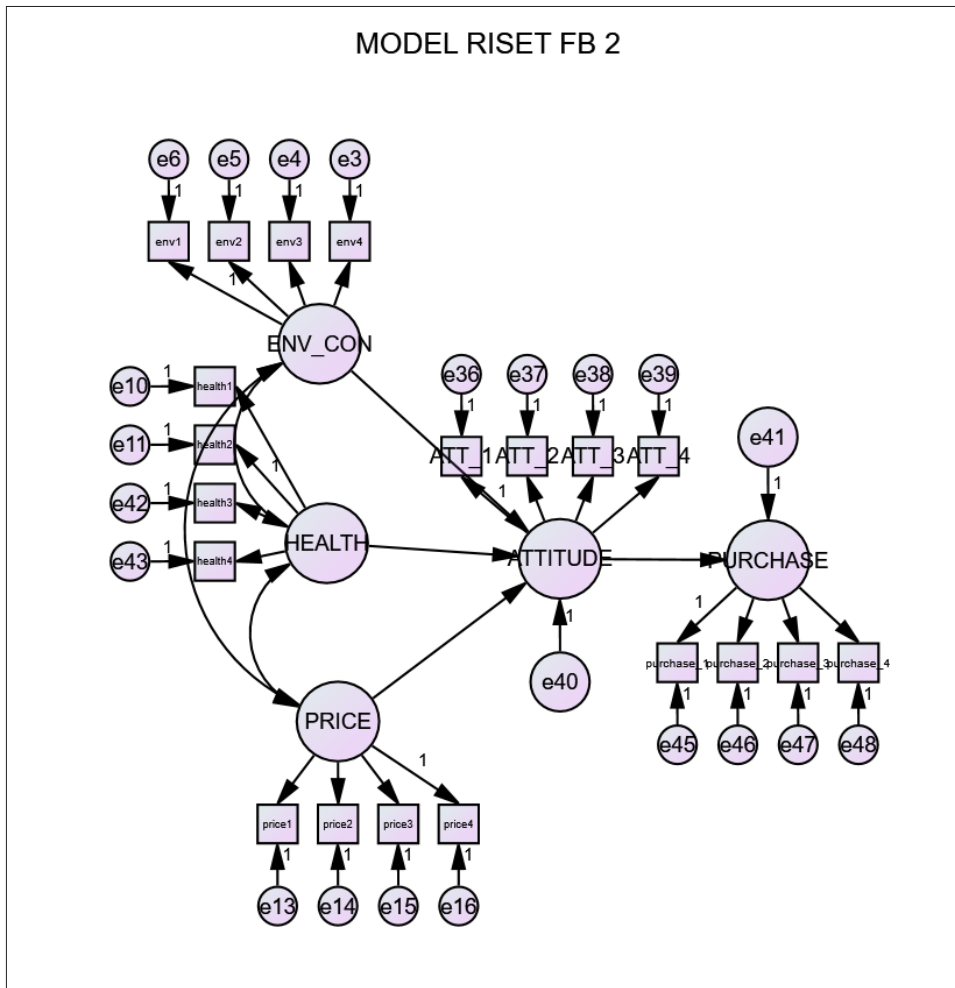


Figure 2. Research model with AMOS software

Table 2
Goodness of fit criteria results

Goodness-of-Fit Index criteria	
RMSEA	0,053
GFI	0,903
AGFI	0,875
CMIN / df	1,792

Table 3
Hypotheses test results

Hypotheses test	Significant value
Environmental consciousness → attitude	0.596
Premium price → attitude	0,000
Health content → attitude	0,016
Attitude → purchase intention	0,000

The data presented in the table indicates that respondents' attitudes towards organic food are not influenced by their opinions of the need to protect the environment. However, it is evident that attitudes towards health food, and more specifically organic food, are more significantly influenced by the perception of the price of the organic food available to the respondent. It is hypothesised that respondents are more likely to purchase organic food at lower price points. This is independent of their awareness of existing environmental issues. Furthermore, the health content of organic food (i.e. vitamins, proteins,

minerals, absence of harmful elements in organic food, etc.) has been demonstrated to influence attitudes. It is hypothesised that consumers' attitudes towards organic food will be more favourable when organic food is perceived to have higher levels of health-promoting nutrients. The significant figure for perceived price, which is smaller than the health content variable (0.000 with 0.016), indicates that consumers are more influenced by the perceived price of organic food than by the nutritional content and other health elements when forming an attitude towards a particular organic food product. It

is evident that an optimistic outlook exerts a significant influence on the intention of respondents to procure organic foodstuffs.

4.1. Influence of Environmental Consciousness on Attitude

The variable environmental awareness of consumers, which influences their attitudes and intentions regarding the purchase of organic food or other environmentally friendly products, has been demonstrated in the results of numerous studies (Ahmed et al., 2021; Kaur et al., 2023). This phenomenon has also been substantiated in multiple studies on consumer behaviour in the service sector (Kusumawati et al., 2020). However, in the Indonesian context, where many consumers possess limited knowledge about environmental issues, climate change, and their associated negative impacts, the variable of environmental awareness is less salient in shaping attitudes and purchasing behaviour. These consumers maintain the perception that their immediate environment has not undergone significant changes, and the consequences of inadequate environmental management are regarded as routine occurrences. Consequently, the market for environmentally friendly products remains limited, including the sale of organic food.

In their research, Johnstone and Tan (2015) applied neutralisation theory within a green consumption context to identify how and why consumers rationalise their non-green consumption practices. The primary rationale pertains to consumers' evasion of responsibility. Embracing eco-friendly practices necessitates the allocation of time, effort, and financial resources. Despite consumers' environmental concerns, they perceived themselves as innocent of any blame, attributing their actions to external factors outside their personal control. Secondly, consumers did not believe that their individual actions would significantly benefit the environment. The subjects asserted that their actions did not cause serious direct harm to others, and they were unable to perceive the impact of using non-environmentally friendly products; consequently, they saw no reason to alter their behaviour. Furthermore, the research conducted by Balaskas et al. (2023) suggests that consumer purchasing behaviour is influenced by their level of environmental concern. It has been demonstrated that consumers who evince elevated levels of environmental

concern exhibit a greater propensity to purchase environmentally friendly products than those who evince diminished levels of environmental concern.

4.2. The Effect of Health Content on Attitude Towards Organic Foods

The impact of consumers' perception of the health content of organic food on their health and their subsequent attitude towards organic food has been demonstrated in several previous studies (Sadiq et al., 2022). This finding is corroborated by research undertaken by Rizzo et al. (2020) which suggests that the fundamental role of the health attribute in organic food influences consumer preferences. Consequently, consumer interest in the health ingredients of organic food is positively influenced by their willingness to pay for the health attribute. Research by C. Nguyen and Nguyen (2020) lends further support to the notion that the health content of organic food is a factor influencing consumer purchase intention. The study of organic food in the Vietnamese market demonstrates that the nutritional value, certification and labelling of organic food, which demonstrate the health content of its ingredients, positively influence Vietnamese consumers' intention to purchase organic food.

4.3. The Influence of Premium Price on Attitude Towards Organic Food

Furthermore, the premium price of organic food is a variable that influences consumer attitudes and purchase intentions. This phenomenon can be attributed to the perception that non-organic food is healthier than organic food, thereby justifying a higher price (Khan et al., 2023). In the case of foods with specific health benefits, consumers are inclined to view higher prices for organic food as justifiable. It is interesting to note that organic foods which are priced the same as or lower than conventional alternatives may be perceived as atypical or potentially of lower quality.

Research findings from Khan et al. (2023) and Wang et al. (2020) indicate that price factors have a positive effect on green behaviour. Specifically, price moderates the relationship between purchase intention and perceived quality. Furthermore, the price of organic food has been demonstrated to moderate the effect of the consumer's environmental awareness on the willingness to

buy through the perceived quality. In Indonesia, consumers regard organic food as a health-conscious option with superior nutritional content compared to non-organic alternatives. Consequently, consumers consider it justifiable for organic food to command a higher price point.

4.4. The Effect of Attitude Towards Organic Food on Purchase Intention

A substantial corpus of research in the domain of consumer psychology has repeatedly demonstrated the pivotal role of attitude in shaping behavioural intention and, ultimately, actual behaviour. Attitudes are defined as specific conditions that consumers favour or disfavour when deciding whether or not to purchase a service or product. Attitudes towards organic food have been identified as significant variables that can effectively predict intentions to purchase green market products and levels of consumption. The present study hypothesises that positive attitudes towards health food, in particular organic food, may influence consumers who are concerned about their health, the environment, and who consider premium prices for organic food to be reasonable, to purchase organic food if they have the financial means to do so.

Research by Khan et al. (2023) examined the impact of various types of motivational aspects on consumer behaviour towards organic food purchases among 780 respondents in Pakistan. The study concluded that a positive attitude influences purchase intention for organic food. In a similar vein, Kushwah et al. (2019) examined the impact of consumers' ecological consciousness on attitudes and organic food purchasing behaviour, concluding that ecological consciousness exerts a significant influence on these behaviours. Research by Ahmed et al. (2021) also demonstrates that consumer attitude exerts a positive influence on environmental behaviour. Specifically, consumers who demonstrate positive environmental behaviour are more likely to exhibit a positive intention to act in an environmentally responsible manner and to act in accordance with that intention. The findings of Lim et al. (2019)

support the hypothesis that pro-environmental consumer attitudes have a significant positive impact on green food purchasing behaviour.

5. Conclusions

In the contemporary world, where health and environmental cleanliness are of paramount importance, including in Indonesia, it is imperative to further examine consumer purchasing behaviour regarding organic food products that offer healthier bodily benefits and are environmentally safe. A purposive random sampling method was employed to gather a total of 288 samples, which were then analysed using structural equation modelling. The analysis revealed that participants' attitudes towards organic food were not influenced by their perception of environmental protection needs. Conversely, their perspectives on green products, notably organic food, exhibited a more pronounced influence from their perception of organic food prices. The findings of the study demonstrated that respondents were more likely to purchase lower-priced organic food items, irrespective of their level of awareness concerning contemporary environmental issues. Furthermore, the nutrient content (comprising vitamins, proteins, minerals, and the absence of harmful components in organic food) influenced attitudes. The study found that respondents' intention to purchase organic food was influenced by their attitude towards the subject. In view of these findings, it is recommended that manufacturers of organic food emphasise the inclusion of organic ingredients on their product labels, thus distinguishing their products from non-organic and potentially harmful components. This strategy is expected to instil a sense of confidence in consumers, affirming that the marketed organic food provides tangible and quantifiable health benefits. Furthermore, it is incumbent upon producers to implement premium pricing strategies, as Indonesian consumers recognise that organic food, perceived as healthier and more beneficial, warrants a higher price compared to non-organic or conventional food options.

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