

# Indonesia's Millennial Purchase Intention Towards Organic Food Products

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## ABSTRACT

*This study intends to be one of the first to examine the amount of purchase intention for organic products using the theory of planned behavior's (SDGs) architecture. This is a quantitative study with a correlational focus and a cross-sectional design. The participants in this study number 195 Indonesian millennials. The analysis of exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation modeling (SEM) was used to process the data (SEM). The propensity to purchase organic products is influenced by subjective norms, health consciousness, and cost perception. The availability of a product, as mediated through the perception of behavioral control, increases purchase intent, whereas the price of the object has no effect. The relationship between attitude and perceived behavioral control and the propensity to purchase organic products is not significant.*

## INTRODUCTION

Continuous global product consumption has led to problems such as global warming, waste production, and pollution (Jaiswal and Kant 2018; Arango et al. 2018; Cavazos-Arroyo et al., 2020). Global consumers are increasingly concerned about the environmental impact of their consumption patterns (Opoku et al., 2020). This encourages individuals to alter their conventional consumption and purchasing patterns to protect the environment (Jaiswal dan Kant, 2018).

This study focuses on consumer production and consumption to mitigate the negative effects of displacement by altering current patterns of production and consumption. The academic literature has employed phrases such as "green consumption," "adoption of eco-friendly or organic products," and "green acquisition" to describe environmentally conscious purchasing behavior (Joshi dan Rahman, 2015; Sun et al., 2019). The theory of planned behavior is one of the most widely used theories in the study of eco-friendly consumption (SDGs). According to several researchers, this theory is a significant factor that can be used to examine consumer intentions and behavior in relation to the purchase of organic products (Sharma & Foropon, 2019).

This study focuses on Indonesian millennials who are divided into three categories for their intentions to purchase organic products (Bósquez et al., 2022). Multiple studies have demonstrated that millennials have a positive outlook on the consumption of organic products (Jaiswal & Kant, 2018; Nguyen et al., 2018). Price and accessibility can be obstacles preventing these consumers from purchasing

environmentally friendly goods (Joshi & Rahman, 2015). Today, consumer awareness of environmental responsibility is increasing. More than 73% of consumers said they were ready to switch to more environmentally friendly products, and 41% preferred products made from natural and organic ingredients (MediaIndonesia.com, 2022). Therefore, this study aims to determine the factors that influence purchase intentions and whether price and availability are factors that reduce interest in buying organic products among Indonesian millennials.

This study is based on the theory of planned behavior (SDGs), highlighting the relationship between these constructs to better comprehend consumers' intentions to buy organic foods. (Mohammed, 2020). Based on behavioral intentions, SDGs have been extensively utilized to comprehend human behavior. (Kushwah et al., 2019). This theory examines the primary determinants of the intention to purchase organic food. According to Sun et al. (2019), numerous studies on the purchasing behavior of green products have utilized the SDGs. In addition, it has been established that the SDGs are suitable for the analysis of environmentally friendly purchasing behavior; consequently, numerous studies have been conducted on the purchasing behavior of green products. Most of these studies have utilized the SDGs to conclude that attitudes, subjective norms, and perceived behavioral controls are the most important determinants of the intention to purchase green products. Therefore, the SDGs serve as the theoretical foundation for this study in order to comprehend consumers' intentions to purchase organic products. (Liobikienė and Bernatoniene, 2017) (Liobikien and Bernatoniene, 2017; Sharma and Foropon, 2019; Sun et al., 2019; Taufique and Vaithianathan, 2018; Yadav and Pathak, 2017; Liobikien and Bernatoniene, 2017)

Attitude is the positive or negative evaluation of a particular behavior by an individual. In other words, consumers are more likely to purchase environmentally friendly products if they have a positive attitude toward their purchasing of green products. (Yadav & Pathak, 2017) In Kenya and Tanzania, the researchers discovered a significant positive relationship between consumer attitudes toward organic foods and their purchase intentions. (Wang et al., 2019) (Taufique and Vaithianathan, 2018) conducted research in India and found that environmental attitudes have a significant, direct, and positive influence on purchase intentions and are one of the most prevalent factors when deciding to purchase eco-friendly products. Bosquez et al. (2022) obtained comparable results in their study. A favorable perception of organic foods is an effective starting point for sustainable consumption (Ahmed et al., 2021). Consequently, the following hypothesis was proposed:

#### ***H1. Attitude has an influence on Organic Product Purchase Intention***

Subjective Norms refers to the influence of the opinions of consumers' inner circle on the desire of consumers to adopt behaviors. (Liobikienė and Bernatoniene, 2017) Subjective Norms prompts the consumer to assess his beliefs and alter his consumption habits. (Ricci et al., 2018) This belief is contingent on what others believe ought to be done or obeyed. Therefore, subjective norms can be influenced by the expectations of others regarding certain behaviors, as well as the individual's personal motivations to meet those expectations. (Canova et al., 2020) According to, the literature on the purchasing of green products supports the notion that Ricci et al., (2018) Subjective Norms can play a significant role due to the social pressures surrounding environmentally friendly behaviors. "When an individual joins a social group whose members engage in environmental actions, it is likely that the individual will adopt the same behavior" (Paco et al., 2019) Previous research has demonstrated that subjective norms have the strongest correlation with young consumers' intentions to purchase organic foods. demonstrates that consumers' subjective norms significantly influence their intention to purchase green foods. The study's findings had a significant impact on consumers' subjective norms regarding their intentions to purchase organic food. Consequently, the following hypothesis was proposed: Ahmed et al (2021) Qi and Ploeger (2019) Santos et al (2021).

#### ***H2. Subjective Norms have an influence on Organic Product Purchase Intention.***

Perceived behavioral control is a key determinant of the purchase of environmentally friendly products. It refers to a person's perception of his ability to perform a behavior. According to, the ability to purchase eco-friendly products is the primary factor influencing whether or not purchases are made. Perceived behavioral control is a factor that reveals whether a consumer can easily consume a specific product, or whether it is difficult or impossible to consume. Academic research (Ricci et al., 2018) Perceived behavioural control influences Organic Product Purchase Intention, as demonstrated by Liobikien and Bernatonien (2017) and Bósquez et al., (2022). Wang et al. (2019) discovered that perceived behavioral control has the greatest impact on consumers' intentions to purchase organic food in Tanzania. Satyapriya et al. (2019) discovered that perceived behavioral control is the most influential variable on consumers' purchasing intentions. Asif et al. (2018) have demonstrated that perceived behavioral control has a substantial impact on consumers' intentions to purchase organic foods. Consequently, the following hypothesis was proposed:

***H3. Perceived behavioural control has an influence on Organic Product Purchase Intention.***

Although consumers express concern for the environment, it is possible that they will not purchase environmentally friendly products due to perceived barriers. Nguyen et al (2018) When purchasing environmentally friendly products, Millennials will consider their financial resources, and these products are expected to have full value. Although the literature indicates that millennials are willing to pay more for environmentally friendly products, other studies have determined that the price of environmentally friendly products is one of the factors that discourages the consumption of green products. (Naderi & van Steenburg, 2018) (Muñoz et al., 2020) Consequently, the following hypothesis was proposed:

***H4. Perceived behavioral control mediates the relationship between price and Organic Product Purchase Intention.***

The difference between intention and behavior on the part of the consumer indicates that even when the consumer has a favorable opinion of the organic product, this does not always translate into action; therefore, it is essential to investigate the factors, such as availability, that influence the relationship between intention and behavior. (2017, Singh and Verma) Availability can be a barrier to the purchase of environmentally friendly products and a factor that generates an attitude-behavior gap among consumers. (Aschemann-Witzel & Niebuhr Aagaard, 2014). The lack of availability is a major reason why people do not purchase organic foods. (Satyapriya et al., 2019) According to O'Donovan and McCarthy (2002), Availability is a factor that discourages Irish consumers from purchasing organic products. Although consumers expressed interest in purchasing organic products, the majority did not due to the difficulty of locating them. (Aschemann-Witzel and Niebuhr, 2014) Consequently, the following hypothesis was proposed:

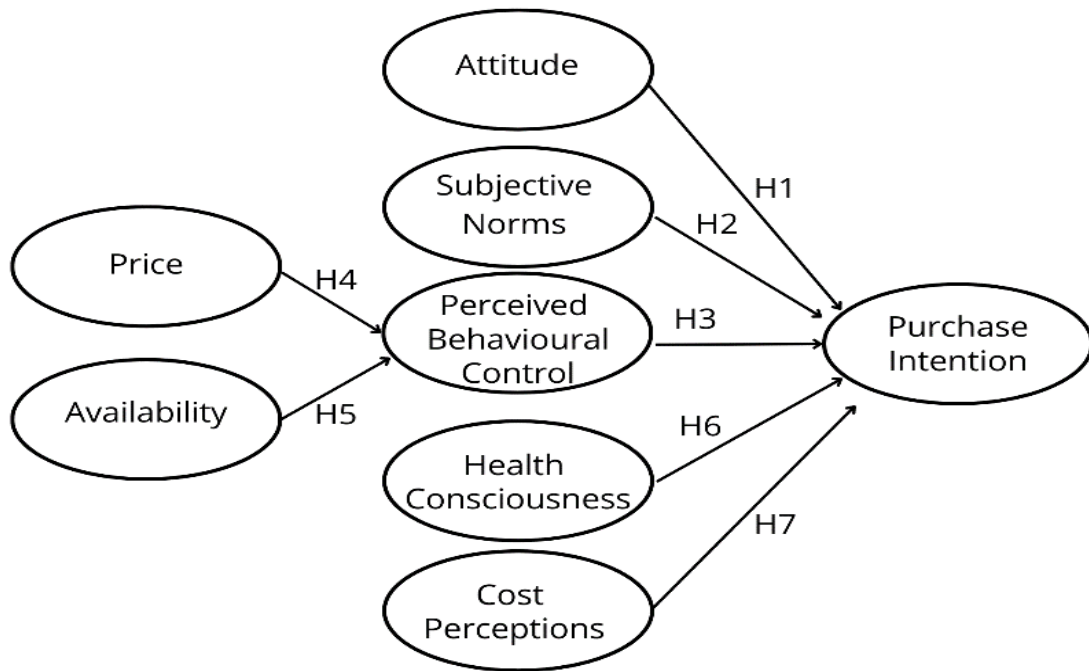
***H5. Perceived behavioral control mediates the relationship between Availability and Organic Product Purchase Intention.***

It is essential to investigate the factors, such as availability, that influence the relationship between consumer intention and behavior. (2017, Singh and Verma) Availability can be a barrier to the purchase of environmentally friendly products and a factor that creates a gap between consumer attitudes and actions. (Aschemann-Witzel & Niebuhr Aagaard, 2014). Organic foods are not widely purchased because of their limited availability. (Satyapriya et al., 2019) According to O'Donovan and McCarthy (2002), the availability of organic products deters Irish consumers from purchasing them. Although consumers expressed an interest in purchasing organic products, the majority did not do so because they were difficult to locate. (Aschemann-Witzel and Niebuhr, 2014) The following hypothesis was therefore proposed:

***H6. Health Consciousness has an influence on Organic Product Purchase Intention.***

Since organic products are typically more exclusive than conventional ones, their relatively small volume increases marketing and distribution expenses, resulting in higher consumer prices. The price sensitivity of consumers is also a significant factor influencing their purchase intentions. demonstrates that income is a significant predictor of actual purchases. However, it was determined that the relationship between organic food costs and consumer intentions was not significant. Bai et al (2019) Dorce et al (2021) Consequently, the following hypothesis was proposed:

**H7. *Cost Perceptions have an influence on Organic Product Purchase Intention.***



**Figure 1. Research Framework**

## RESEARCH METHOD

This study was carried out on Indonesian millennials who were classified as either Older Millennials (aged 32–41 years), Mid Millennials (aged 26–31 years), or Younger Millennials (aged 18–25 years) (20-25 years). Google Form was used as the primary instrument for conducting the research data collecting that was carried out. The statement questions in the questionnaire match to the variables that are being studied in this investigation. The factors that make up this study are as follows: Availability, Attitude, Cost Perception, Health Consciousness, Price, Purchase Intention, Perceived behavioral Control, and Subjective Norms. Availability refers to the likelihood that a product or service is available for purchase.

**Table 1. Respondent Profile**

Valid	Frequence	Percentage (100%)
<b>Have You Ever Bought Organic Food</b>		
Yes	195	100
<b>Gender</b>		
Male	70	35.9
Female	125	64.1
<b>Age</b>		
Younger Millenials (20-25 Years Old)	24	12.3
Middle Millenials (26-31 Years Old)	51	26.2
Older Millenials (32-41 Years Old)	120	61.5
<b>Recent Education</b>		
High school equivalents	20	10.3
Undergraduate	134	68.7
Magister	26	13.3
Other	15	7.7
<b>Income</b>		
<Rp. 5.000.000.,	42	21.5
Rp. 5.000.000 – Rp. 10.000.000	66	33.8
Rp. 10.000.001 – Rp. 15.000.000	49	25.1
Rp. 15.000.001 – Rp. 20.000.000	23	11.8
> Rp.20.000.000.,	15	7.7

Source: Data Processing Results, 2022

According to the data presented in the table above, 195 respondents had purchased organic food. There were 70 individuals of the male gender (35.9%) and 125 individuals of the female gender (64.1%). In terms of age, the bulk of respondents were elder millennials (31-41 years), with 120 individuals (61.5%), followed by Mid Millennials (26-31 years) with 51 individuals (26.2%), and Younger Millennials with 24 individuals (12.3%). Most respondents held a bachelor's degree or S1 as many as 134 people (68.7%), followed by S2 as many as 26 people (13.3%), SMA / SMK as many as 20 people (10.3%), and other respondents as many as 15 people (7.7%). Rp. 5,000,000 – Rp. 10,000,000 as many as 66 respondents (33.8%), Rp. 10,000,001 – Rp. 15,000,000 as many as 49 respondents (25.1%), Rp. 5,000,000 as many as 42 respondents (21.5%), Rp. 15,000,001 – Rp. 20,000,000 as many as 23 respondents (11.8%), and > Rp. 20,000,000 as many as 15 respondents (7.7%).

**Table 2. Validity Test, Reliability Test, and Descriptive Statistics**

Variable / Indicator	Factor Loading	Cronbach Alpha	Information	Mean	Std. Deviation
<b>ATTITUDE (Sreen et al., 2018)</b>		0,766	Reliabel		
AC 1. Environmental protection is important to me when making product purchases	0,767		Valid	4,5077	0,65306
AC 2. I believe that green products help reduce pollution (water, air, etc.)	0,838		Valid	4,6615	0,53564
AC 3. I Believe that green products help save alan and its resources	0,793		Valid	4,6872	0,52719

AC 4. If given a choice, I would prefer environmentally friendly products over conventional products	0,692	Valid	4,5538	0,67421
<b>SUBJECTIVE NORMS (Sreen et al., 2018; Testa et al., 2018)</b>	0,852	Reliabel		
SN 1. People who are important to me think that I should buy eco-friendly products	0,812	Valid	4,0923	0,99052
SN 2. My interaction with others affects me to buy eco-friendly products	0,85	Valid	4,1179	0,96401
SN 3. My acquaintances will approve my decision to purchase environmentally friendly products	0,817	Valid	4,2564	0,79034
SN 4. Some of my friends think that buying organic products is the right thing to do	0,862	Valid	4,2667	0,8127
<b>PERCEIVED BEHAVIOURAL CONTROL (Sreen et al., 2018; Testa et al., 2018)</b>	0,674	Reliabel		
PBC 1. this is entirely my decision to buy eco-friendly products	0,49	Valid	4,5744	0,5546
PBC 2. I can't pay more to buy eco-friendly products	0,833	Valid	3,159	1,227
PBC 3. I need a lot of free time to find green prroduk	0,847	Valid	3,4359	1,17084
PBC 4. I know exactly where to buy organic products	0,621	Valid	3,9333	0,95823
<b>PRICE (Mardey Verite, 2018)</b>	0,801	Reliabel		
PR 1. I don't want to overpay for organic products	0,864	Valid	2,6513	1,21054
PR 2. I can't afford to overpay for organic products	0,882	Valid	2,6821	1,15831
PR 3. Organik products are too expensive	0,792	Valid	3,2718	1,19405
<b>AVAILABILITY (Mardey Verite, 2018)</b>	0,925	Reliabel		
AV 1. I found that organic products are quite available for purchase	0,947	Valid	3,8154	0,96151
AV 2. I think it's easy to find organic products near me	0,915	Valid	3,6615	1,05923
AV 3. I think more and more shelves are being provided to sell organic products	0,939	Valid	3,8205	1,00698
<b>HEALTH CONSCIOUSNESS (Voon et al., 2011)</b>	0,817	Reliabel		
HC 1. I Consider myself a health-conscious consumer	0,864	Valid	4,3744	0,7587
HC 2. I often think about health-related issues	0,824	Valid	4,359	0,77616
HC 3. I choose food with caution to stay healthy	0,879	Valid	4,2615	0,86054
<b>COST PERCEPTIONS (Voon et al., 2011)</b>	0,766	Reliabel		
CP 1. Organic products with clear and detailed information cost more than regular packaging	0,731	Valid	4,0769	0,97348
CP 2. Only high-income consumers can afford organic products	0,862	Valid	3,3795	1,14855
CP 3. Organic Products with clear and detailed information have prices that exceed my budget	0,878	Valid	3,3795	1,017913
<b>PURCHASE INTENTION (Sreen et al., 2018; Testa et al., 2018)</b>	0,911	Reliabel		
PI 1. I intend to buy environmentally friendly products	0,869	Valid	4,3282	0,69976
PI 2. I plan to buy a neighborhood-friendly product	0,911	Valid	4,3077	0,72346
PI 3. I will buy eco-friendly products in the next purchase	0,916	Valid	4,1641	0,85177
PI 4. Next month I will buy organic products	0,88	Valid	4,0718	0,92779

Source: SPSS Data Processing Results, 2022

Based on the preceding table, the validity test can conclude that each of the twenty-eight statement indicators included in the questionnaire has a factor loading value more than 0.45, indicating that each

statement is used to measure each valid variable. Similarly, Cronbach's Alpha values of the eight variables over 0.65 indicate that each statement item is acceptable or dependable.

The Attitude variable was examined using four items, with the highest average of 4.6872 indicating that respondents believed organic products helped save nature and its resources. The lowest mean score is 4.5077, indicating that environmental protection is important to me while purchasing products. On the Variable Subjective Norms assessed using four statement items, the item with the highest average value is 4.2667, which indicates that the majority of my friends believe that purchasing organic products is the correct action to take. While the lowest average value for the statement item is 4.0923, those who are essential to me believe I should purchase an eco-friendly goods.

On the variable Perceived Behavioural Control, the four components of the statement are used to measure it. The item with the highest average value of 4.5744 that states It is solely my decision to purchase an eco-friendly product has the highest average value. While the lowest average value stipulates that I cannot pay more for eco-friendly products, I cannot pay more than \$3.1590. The variable Price is measured using three statement items, with the statement Organic products are too expensive having the highest average value of 3.2718. The lowest average number was 2.6513, which stated that respondents did not wish to pay more for organic items.

The highest average value for the Availability variable's three statement items was 3.8205, indicating that respondents believed more and more shelves were dedicated to selling organic products. While the lowest average value for the statement item was 3.6615, respondents believed it was simple to find organic products near them.

On the Health Consciousness variable assessed by three statement items, the statement with the highest average value was "I consider myself a health-conscious customer" with a score of 4.3744. While the lowest average score for the assertion was 4.2615, I picked foods carefully to maintain my health.

The statement with the highest average value for the variable Cost Perception, as determined by three statement items, is "Organic products with clear and detailed information cost more than standard packaged rice." The price of the organic product statement item with the lowest average value and clear and complete information exceeds my budget by \$3.3795. The Purchase Intention variable is measured by four statement items, with the greatest average value indicating an intention to purchase an environmentally friendly product. While the statement item with the lowest average value I will purchase 4.0718 organic stuff next month.

## RESULTS AND DISCUSSION

**Table 3. Hypothesis Testing Results**

H	Hipotesis Deskripsi	Estimate	C.R.	p-value	Kesimpulan
H1	Attitude has an influence on Organic Product Purchase Intention	0,118	0,692	0,489	Hypothesis not supported
H2	Attitude has an influence on Organic Product Purchase Intention	0,392	3,567	0	Hypotheses supported
H3	Perceived Behavioral Control has an influence on Organic Product Purchase Intention	0,49	1,853	0,64	Hypothesis not supported
H4	Perceived Behavioral Control mediates the relationship between Price and Organic Product Purchase Intention	0,028	0,473	0,636	Hypothesis not supported
H5	Perceived Behavioral Control mediates the relationship between Availability and Organic Product Purchase Intention	0,698	11,044	0	Hypotheses supported
H6	Health Consciousness has an influence on Organic Product Purchase Intention	0,223	3,447	0	Hypotheses supported
H7	Cost Perceptions have an influence on Organic Product Purchase Intention	-0,073	-2,303	0,021	Hypotheses supported

*Source: SPSS Data Processing Results, 2022*

The conclusion that while H2, H5, H6, and H7 are supported, H1, H3, and H4 are not. The results of the research conducted on Hypothesis 1, Attitude, had no effect on Intention to Purchase Organic Products. This is corroborated by the fact that the P-Value of 0.489 does not satisfy the P 0.05 threshold, allowing us to infer that the hypothesis is not supported. Subjective Norms have a beneficial effect on Organic Product Purchase Intention in Hypothesis 2. This is reinforced by the fact that the P-Value of 0.000 meets the P 0.05 threshold, allowing us to infer that the hypothesis is supported. In H3, namely Perceived Behavioural Control, Organic Product Purchase Intention is unaffected. This is corroborated by the fact that the P-Value of 0.64 does not satisfy the P 0.05 threshold, allowing us to infer that the hypothesis is not supported.

In H4, namely Perceived Behavioural Control, price mediation had no effect on the intention to purchase organic products. This is corroborated by the fact that the P-Value of 0.636 does not satisfy the P 0.05 threshold, allowing us to infer that the hypothesis is not supported. In Hypothesis 5, perceived behavioral control influences the propensity to purchase organic products via Availability mediation. This is reinforced by the fact that the P-Value of 0.000 meets the P 0.05 threshold, allowing us to infer that the



hypothesis is supported. In H6, particularly Health Consciousness, it influences the inclination to purchase organic products. This is reinforced by the fact that the P-Value of 0.000 meets the P 0.05 threshold, allowing us to infer that the hypothesis is supported. In H7, Cost Perception influences the inclination to purchase organic products. This is strengthened by the fact that the P-Value of 0.021 passes the P0.05 criterion, allowing us to infer that the hypothesis is supported.

## CONCLUSION

This study tries to assess customers' intents to purchase organic products using the theory of planned behavior (SDGs), mediated by Price and Availability, Health Consciousness, and Cost Perception. Only four of the seven accessible hypotheses are supported by the outcomes of data processing after completing research. As a result of disparities in the characteristics of respondents in earlier journals originating in Ecuador, the validity of the hypothesis cannot be fully established. According to the findings of this study, social influence continues to play a significant part in consumers' purchasing decisions; if customers are influenced by their peers, they are more likely to purchase organic items.

If the availability of products is sufficient, consumer perceptions of their own ability to carry out a behavior play a significant role in purchasing decisions. According to the findings of this study, the availability of organic products in Indonesia is sufficient to influence consumer behavior in determining the purchase of organic products. In addition to the widespread availability of organic products, Indonesian consumers are also becoming increasingly health conscious. This is evidenced by the findings of the Health Consciousness scale, which affects customers' purchase intentions. Organic products are preferred by consumers due to their nutrient-dense composition. Because organic products are typically more exclusive than conventional items, and because relatively limited numbers might increase marketing and distribution costs, consumers must pay a premium price for them.

According to the findings of the study, the price of organic products is still quite high in the perspective of consumers, resulting in unsubstantiated product costs as a mediator between Perceived Behavioural Control and the intent to purchase organic products. The high price of the goods prevents consumers from influencing each other's purchasing decisions for similar products. On the basis of these findings, Indonesian Millennials continue to have a low concern for the environment since they cannot afford to buy organic, ecologically friendly products.

In the study's findings, recommendations for management implications can be derived from the answer to the attitude question with the least weight, namely that customers believe they have no responsibility for environmental protection while purchasing products. Subjective Norms demonstrates that influential consumers consider purchasing environmentally responsible products. That the corporation may conduct an even more effective effort to inform the kosnumen and key stakeholders that environmental protection is crucial. At Perceived Behavioural Control, organic products cannot be purchased for a premium. Consumers at Price do not like to overpay for organic products. Organic items can be produced at prices that are more affordable to consumers. Therefore, the corporation must continue to make improvements to organic products provided to consumers in order to eliminate sales barriers. These findings provide a more nuanced understanding of the intents of customers to purchase organic products.

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