

The Effect of Attitude, Health Consciousness, and Environmental Concern on the Purchase Intention of Organic Food in Jakarta

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ABSTRACT

The purpose of this study was to determine whether attitude, health consciousness, and environmental concern play a significant role in the purchase intention of organic food in Jakarta. This study employed the survey method, with data collected via questionnaire. The data for this study was collected from 200 organic food consumers using the convenience sampling technique, and the data was then analyzed using SMARTPLS. According to the findings of this study, attitude, health consciousness, and environmental concern all have a positive and significant impact on the purchase intention of organic food in Jakarta. This research is expected to filling research gaps on consumer purchase intentions for organic food which is still relatively minimal among practitioners and academics with the impact of the COVID-19 pandemic. This research is also expected to provide contribution to academics and practitioners about the effect of attitudes, health consciousness, and environmental concern and their effects on consumers purchase intention.

Keywords: Attitude, Health Consciousness, Environmental Concern, Purchase Intention, Organic Food

1. INTRODUCTION

In March 2020, the World Health Organization (WHO) declared COVID-19 as a global pandemic. The decision was taken because the corona virus has spread in one hundred and eighteen countries and infected more than one hundred twenty-one thousand people in Asia, Europe, the Middle East, and America [1]. Despite the fact that the situation is expected to improve in the coming years, the COVID-19 pandemic has unquestionably had widespread effects on society and consumers, pointing to market dynamic changes. [2]. One of these effects is a change in consumption patterns in the community or consumers who start to like to consume healthier and more nutritious food because it is believed to increase the body's immunity. Consumers are motivated to purchase organic food not only by rational economic motives, but also by emotional motives such as fear, guilt, and empathy for the environment [3]. As a result, during this Covid-19 pandemic, the researcher in this study is interested in observing the effect of attitude, health consciousness, and environmental concern on purchase intention organic food in Jakarta. In recent years, the consumption of healthy and organic food has increased, especially during the COVID-19 pandemic. This phenomenon can be seen from a survey by Herbalife Nutrition in 2020 on 8000 consumers in 8 Asia Pacific countries including Indonesia, where 79 percent of

Indonesian respondents said that they agreed to take advantage of the pandemic as a momentum to change their diet and lifestyle to become healthier. Previous research has suggested that attitude is one of the key factors influencing purchase intention [4]. Furthermore, research by [5] and [6] revealed that attitude has become an important component of health awareness and environmental concern. As a result, this study will connect attitudes, health consciousness, and environmental concern to purchase intention as seen through the eyes of consumers. Due to the limited number and scope of previous research on purchase intentions, especially from an empirical standpoint, this study was conducted, in addition to filling research gaps on consumer purchase intentions for organic food which is still relatively minimal among practitioners and academics with the impact of the COVID-19 pandemic [7]. This research is expected to provide clarity about the effect of consumer attitudes, health consciousness, and environmental concerns on the purchase intention organic food. This research was also expected to contribute to practitioners' understanding of the importance of attitudes, health consciousness, and environmental concern, as well as their effects on consumer purchase intent. During the Covid-19 pandemic, this study will provide practical benefits in the form of an input for organic and healthy food restaurants on the effect of attitude, health

consciousness, and environmental concern on purchase intention.

2. LITERATURE REVIEW

This research is based on the Theory of Planned Behaviour (or will be called as TPB). This theory explains that a person's behaviour is formed because of an intention, where the intention consists of three influencing factors, such as attitudes toward behaviour, subjective norms and perceived behavioural control [8].

2.1. Attitudes

There are several definitions on attitudes. According to Sumarwan [9] attitude is an expression of feelings by consumers about an object whether they like it or not, and attitudes also describe consumer confidence in various attributes and objects. Chen dan Tung [10] defined attitude as the psychological emotion and the positive or negative evaluation that arise when an individual engages in certain behaviours. Dwiastuti, R [11] states that attitude is an evaluation, feeling, and tendency of a person who consistently likes or dislikes an object or idea. The purpose of Attitude is to determine the degree to which people favourably or unfavourably evaluate a given subject. A product, a person, or any other tangible or intangible stimulus can be used as a subject [7]. Consumer's attitude also has a direct effect on consumer behavioural intentions, which in turn can influence buying behaviour [20]. The main drivers of organic food purchases are attitudes or perceived behavioural control. It has been suggested that consumers will support organic food purchases if they believe it is healthier, tastes better, and is better for the environment [28].

2.2. Health Consciousness

Health concerns may drive consumers' attitudes toward organic food and intention to purchase organic food [31]. Consumers who are health-conscious are concerned about their health and engage in healthy behaviours such as eating nutritious foods to maintain their well-being [12]. In this study, health Consciousness is defined as consumers are aware of and concerned about their wellness. They are motivated to improve or maintain their health and quality of life to prevent ill health by engaging in healthy behaviours and being self-conscious regarding health [13]. Health consciousness is one of the important factors that can increase the purchase behaviour of organic food because consumer's purchase intention increases when they believe that organic food is more safe and healthier than conventional food [31]. Consumers who are health-conscious are aware of their well-being, and this awareness motivates them to continually improve their health and quality of life [14]. Ellison [34] used indicators such as food consumption, exercise, and substance use to assess health consciousness. Because health consciousness is more

closely linked to personal characteristics, assessing one's health consciousness on a psychological level would better predict a variety of health behaviours and increase construct validity. Because buyers are aware that their food intake has an impact on their health, health consciousness has been found to be important in predicting purchase intention and behaviour for organic food production [14].

2.3. Environmental Concern

Air, water and soil pollution caused by growth in production, consumption and waste has led to an increase in consumers' environmental concern [27]. There are several definitions on environmental concern. Yadav and Patak [15] defined as the term environmental concerns, refers to the degree to which people are aware of problems regarding the environment and support efforts to solve them or indicate the willingness to contribute personally to their solution. Concern for environmental issues can affect consumer attitudes towards a product [17]. Environmental concern can be a major factor in consumer decision-making and is a predictive tool that supports the buying behaviour of environmentally friendly products [16]. Environmental concern is defined as a level of emotional and intellectual commitment to environmental issues [16]. Moreover Joshi [17] stated that environmental concern can be considered as a concern for the facts and behaviour of oneself with certain consequences for the surrounding environment. Concern or concern for environmental issues can affect consumer attitudes towards a product. Environmental concerns also can impact consumers' attitudes toward organic food and purchase intentions organic food, consumers often to choose organic food primarily because it is a prosocial and pro environmental behaviour. By choosing organic food, consumers express their concern for the common good [31].

2.4. Purchase Intention

Kotler and Keller [18] explain that the definition of purchase intention is consumer behaviour when the consumer is stimulated by external factors and comes along to decide on purchases based on their personal characteristics and processes decision making. Purchase intention can measure the possibility of consumers buying a product, and the higher the purchase intention of a person, the higher his willingness to buy a product [19]. Furthermore, Tjokrosaputro and Cokki [20] defined purchase intention as consumer's willingness to buy a certain product or service based on needs, preferences, attitudes towards the product and assessments that have been made by individuals. In social science and business literature, the purchase intention variable is used to indicate consumers' actual consumption behaviour toward a product or service [14]. It represents the probability of a purchase as a result of the interaction between the customer's needs, attitude, and perception of the product. Purchase intention is a metric that measures a consumer's interest in acquiring a product as well as their likelihood of doing so [14]. Although having a purchase intention is more likely to

result in a purchase, it cannot be assumed that all predictors will result in a purchase. An individual's behavioural intention is formed based on his or her motivation to perform a particular behaviour, taking into account alternative options and current goals [33]. Because it is impossible to observe consumers' actual purchase behaviour, purchase intention is used in this study to estimate the potential of their purchases.

2.5. The Relationship between Attitude and Purchase Intention

In the study conducted by Hernandez, Lopez, Lara [21], attitude has a positive and significant influence on purchase intention. Besides, Lee and Cho [22] showed that there is a positive and significant influence between consumer attitudes towards purchase intentions, as well as a good perception of the benefits of organic coffee such as quality and usefulness that influence consumer decisions to try it, try to buy it, and suggest it to others. The study conducted by Teng and Wang [23] conclude that attitude positively influences purchase intention of organic food. The findings in this study also state that attitudes positively mediate between information on organic food labels and the knowledge perceived by consumers towards the purchase intention of organic food.

2.6. The Relationship between Health Consciousness and Purchase Intention

Organic products are generally considered to be a healthier option than inorganic products, so people who are more concerned about their health have a positive attitude toward purchasing them [24]. Furthermore, several studies have found that health consciousness has a positive and significant impact on organic food purchase intention [25] [5]. That consumers' willingness to pay for or buy these products is heavily influenced by their health consciousness [25].

2.7. The Relationship between Environmental Concern and Purchase Intention

Many studies have found that environmental concerns have a positive and significant impact on organic food purchase intentions [27] [25] [14]. Environmentally conscious consumers are willing to pay more for premium goods because they believe they are more environmentally friendly or beneficial to the environment [27]. Pregnant women are more concerned about environmental issues because they specifically consider the future of their babies so that they are willing to choose or buy more premium products such as organic food compared to conventional food [27].

3. PREVIOUS RESEARCH

In several previous research, consumer attitudes towards a product [21] [22], health consciousness consumers [24] [25], and consumers who care about the environment [25] [26] [27] can increase consumer purchase intention towards organic food. Furthermore, the research conducted by Hernandez [21] about purchase intention towards organic food products in Mexico showed that if a consumer has a good attitude towards organic food, then the consumer's purchase intention on organic food will be high. Research by Katt and Meixner [25] about the effect of health consciousness consumers and environmental concern towards organic foods showed that both health consciousness consumer and environmental concern have a positive and significant influence on consumer purchase intentions on organic food products. These results are supported by research conducted by Konuk [27] which shows the same result.

4. RESEARCH MODEL

The relationship between attitude, health consciousness, and environmental concern and purchase intention was explored in this research. The research model explains the relationship between each construct as follows: (Figure 1). The data was analyzed by first determining the relationship between the attitude variable and purchase intention, then determining the relationship between health consciousness and purchase intention, and finally determining the relationship between environmental concern and purchase intention.

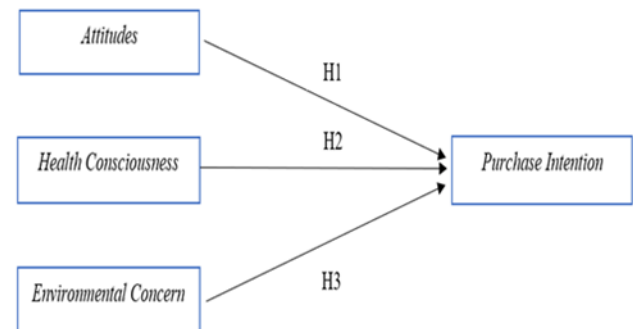


Figure 1 Research Model

This research looks at how consumer attitudes, health consciousness, and environmental concerns influence purchase intentions for organic foods. Consumers' perspectives were used to measure all variables. The hypotheses that were tested in this study are listed below.

- H1: Attitude has a positive and significant impact on organic food purchase intentions.
- H2: Health consciousness has a positive and significant impact on organic food purchase intentions.

H3: Environmental concerns have a positive and significant impact on organic food purchase intentions.

5. RESEARCH METHOD

The convenience sampling method was used in this study. The Google Form was used to distribute the questionnaire to respondents. A total of 200 people were surveyed for this study. In terms of gender, 54 percent of the respondents were male, while the remaining 46 percent were female. The majority of respondents in this study were between the ages of 18 and 25, with 120 people (60 percent) working as undergraduate students. The variables were operationalized to measure attitude using a 5-point Likert scale and six indicators adapted from Pestek [28] and Yazdanpanah and

Forouzani [29]. Six indicators adapted from Yadav and Patak [4] and Yang [30] were used with a 5-point Likert scale to assess health consciousness. Seven indicators adapted from Kareklas [31], Yang [30], Yazdanpanah and Forouzani [29] were used with a 5-point Likert scale to assess environmental concern. Five indicators adapted from Yadav and Patak [32] were used with a 5-point Likert scale to measure purchase intention.

6. RESULT AND DISCUSSIONS

The results on the loading factor value show that the indicator of AT1, AT2, HC2, HC5, EC4, and EC6 were less than 0.7. As a result, these indicators were not used in the subsequent data processing.

6.1. Validity and Reliability

Table 1 Validity Test Results

Variable	Indicators	Loading Factors	AVE	HTMT				Fornell-Larcker Criterion			
				Attitude	Environmental Concern	Health Consciousness	Purchase Intention	Attitude	Environmental Concern	Health Consciousness	Purchase Intention
Attitude	AT1	0.583	0.605	-	-	-	-	0.778	-	-	-
	AT2	0.695									
	AT3	0.749									
	AT4	0.870									
	AT5	0.762									
Environmental Concern	EC1	0.881	0.603	0.507	-	-	-	0.418	0.777	-	-
	EC2	0.749									
	EC3	0.814									
	EC4	0.643									
	EC5	0.708									
	EC6	0.220									
Health Consciousness	HC1	0.841	0.645	0.452	0.806	-	-	0.375	0.671	0.803	-
	HC2	0.517									
	HC3	0.834									
	HC4	0.771									
	HC5	0.317									
	HC6	0.763									
Purchase Intention	PI1	0.783	0.646	0.563	0.782	0.687	-	0.476	0.675	0.589	0.803
	PI2	0.794									
	PI3	0.780									
	PI4	0.813									
	PI5	0.845									

Testing the validity of this study using the test of convergent validity and discriminant validity. The measurement of the convergent validity of this study was measured by looking at the value of the Average Variance Extracted (AVE) which was to be valid if the value of each variable was greater than 0.50. The measurement of discriminant validity in this study was measured by looking at the value of the HTMT which was to be valid if the value of each variable was less than 0.90 and the valid Fornell-Larcker measurement results are that the top row variable column is

the highest value compared to the bottom row variable, and the bottom row on the right is the largest value compared to the other variable values in the left column.

Table 2 Reliability Cronbach's Alpha

Variable	Cronbach's Alpha
Attitude	0.783
Health Consciousness	0.818
Environmental Concern	0.834
Purchase Intention	0.863

In this study, testing on reliability used Cronbach's alpha. An instrument can be said to be reliable if the value of Cronbach's alpha has a minimum result of 0.7 while a value above 0.8 indicates a very high reliability and if the value is below 0.6, it indicates a low reliability.

6.2. Coefficient-of-Determination Test (R^2)

The Coefficient of Determination (CD) test is used to determine how much the independent variables (X) contribute to the dependent variable (Y). The Adjusted R-Square value is 0.518, indicating that the variables of attitude, health consciousness, and environmental concern can explain 51.8 percent of the variation in purchase intention. Meanwhile, the remaining 48.2% variation in Purchase Intention was explained by other variables not included in this study.

Table 3 Coefficient of Determination

Variable	R Square	R Square Adjusted
Purchase Intention (Y)	0.525	0.518

6.3. Cross-Validated Redundancy Test (Q^2)

The Cross-Validated Redundancy test aims to measure whether the variables in this study can predict the research model well. The Cross-Validated Redundancy value is 0.324, which means that the variables in this study can predict the research model well, because the value of Q^2 is above zero (0).

Table 4 Cross-Validated Redundancy (Q^2)

Variable	SSO	SSE	$Q^2(=1-SSE/SSO)$
Attitude	800.000	800.000	
Environmental Concern	1.000.000	1.000.000	
Health Consciousness	800.000	800.000	
Purchase Intention	1.000.000	676.092	0.324

6.4. Hypothesis Testing

Table 5 Hypothesis Testing

Variable	Original Sampel (O)	T-Statistic (O/STDEV)	P-Values
Attitude (X1) → Purchase Intention (Y)	0.210	3.076	0.002
Health Consciousness (X2) → Purchase Intention (Y)	0.212	2.476	0.013
Environmental Concern (X3) → Purchase Intention (Y)	0.444	4.620	0.000

Hypothesis testing using the path analysis method to see if the resulting p-value is smaller than the significance of 0.5 and the original sample is positive then the hypothesis is positive and significant so that the research hypothesis is accepted. The original sample value of the attitude variable is 0.210, and the p-value of the attitude variable is 0.002, as shown in Table 5. Because the value of the original sample is positive and the p-value is less than alpha 0.05, it can be said that attitude has a positive and significant effect on purchase intention organic food in Jakarta. As a result, the first hypothesis is confirmed.

The original sample value of the health consciousness variable is 0.212, and the p-value of the health consciousness variable is 0.013, as shown in table 5. Because the value of the original sample is positive and the p-value is less than alpha 0.05, it is significant, it can be concluded that health consciousness has a positive and significant effect on purchase intention organic food in Jakarta. As a result, the second hypothesis has been accepted.

The original sample value of the environmental concern variable is 0.444, and the p-value of the environmental concern variable is 0.000, as shown in table 5. Because the value of the original sample is positive and the p-value is less than alpha 0.05, it is significant, it can be concluded that environmental concern has a positive and significant effect on purchase intention organic food in Jakarta. As a result, the third hypothesis is also accepted.

7. CONCLUSION AND IMPLICATIONS

The percentage of male and female respondents in this study was almost evenly split among the 200 participants. Almost all of the respondents were undergraduate university students, with a few post-graduate and doctoral students among them.

The test consists of two models, namely the outer model and the inner model. The outer model consists of testing validity and reliability testing while the inner model consists of testing Coefficient of Determination Test (R^2), Cross-Validated Redundancy Test (Q2), and Hypothesis Testing. The data used was normal and valid, according to the test results. With an original sample of 0.210 and a significance value of 0.002, the first hypothesis testing revealed that Attitude has a positive and significant effect on Purchase Intention. The first hypothesis was accepted as a result of this result. Previous research by Hernandez [21], Lee and Cho [22], and Teng and Wang [23] backs up this conclusion. As a result of this finding, we can deduce that consumers' attitudes can influence their decision to purchase organic food.

With an original sample of 0.212 and a significance value of 0.013, the second hypothesis testing revealed that Health Consciousness has a positive and significant effect on Purchase Intention. The second hypothesis was accepted as a result of this result. This finding is consistent with Katt and Meixner's [25] study, which found that health consciousness has an impact on purchase intention. The implication of this finding is that consumers' health consciousness is one factor that may influence their decision to buy organic food.

With an original sample of 0.444 and a significance value of 0.000, the third hypothesis testing revealed that Environmental Concern has a positive and significant effect on Purchase Intention. The third hypothesis was accepted as a result of this result. This finding is consistent with research conducted by Katt and Meixner [25], Nathan [14], and Konuk [27], which found that environmental concerns have an impact on purchase intention. The implication of this finding is that Environmental Concern is one of the factors that may influence consumers' decisions to buy organic food.

The implication of this study is that it's expected to provide tangible benefits for business actors in the field of organic food so that they can increase consumer buying intentions for the products they sell. This research is expected can help business actors in the field of organic food to find out the factors that influence consumers in buying organic food such as attitudes, health consciousness, and environmental concern.

Based on this research, it is hoped that business actors in the organic food sector can implement the right strategies, carry out various promotions such as price discounts, increase campaigns for health consciousness and concern for the environment as has been done before, collaborate with influencers and continue to innovate, so that it can increase consumer intention on organic food products.

The benefit from this study for academicians is it will add to the body of knowledge on similar studies and provide information on the impact of attitude, health awareness, and environmental concern on purchase intention.

This study's contribution to practitioners, particularly in the organic and healthy food restaurant industry, is evidence that consumers' attitudes, health consciousness, and environmental concern all play a role in their decision to purchase organic food.

Furthermore, attitude can become an important factor in determining whether or not a customer will purchase a product.

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