



Role of Lifestyle and Interactive Marketing to Organic Vegetables Intention to Buy in Palembang

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Abstract. Kampung Sayur Cempako is one of the residential areas that has been used as a tourism village that implements urban farming in Palembang City. Kampung Sayur Cempako was initially pioneered by Mr. Rudi Harsam by carrying out planting activities using hydroponic method on empty land which was originally used as a rubbish dump. Along with technological developments, there is trend changes where people use technology for information searching. Social media is one of the platforms that is widely used to search for information. One of the social media that is widely used is Instagram. People are starting to be influenced to change their lifestyle to be healthier because of the content that often appears on their Instagram social media. People are increasingly critical in making choices about what products to buy and consume. Based on previous studies, lifestyle is an important factor in describing how consumers make decisions about consuming food. The aim of this research is to see the influence of lifestyle or healthy lifestyle (health awareness, environmental attitudes, health balance) and interactive marketing (availability of information about products and promotions, customer service, community, Instagram display, ease of accessing available information) towards the intention to buy organic vegetables in Palembang. This research is a non-experimental quantitative research that data was taken from a survey conducted in one data collection. This research was conducted on 155 respondents using non-probability sampling technique. The research results show that lifestyle and interactive marketing are simultaneously and significantly able to predict ($R^2 = 0.54$, $P < 0.05$) the intention to buy organic vegetables in Palembang City. In particular, ease of accessing available information, which is a form of interactive marketing, is the strongest predictor ($B = 0.36$, $P < 0.05$) in predicting intention to buy organic vegetables in Palembang City.

Keywords: Urban Farming, Lifestyle, Interactive marketing, Intention to Buy

1 Introduction

The level of human health has decreased due to unhealthy modern lifestyles accompanied by irregular eating patterns (1). Implementation of healthy lifestyle is one way to prevent a decline in health levels and to avoid bad habits that can affect health (2). Currently, fast food and junk food are often become some people choice, even though this type of food can be dangerous for the body's health, especially if it is not

balanced with regular exercise. Apart from regular exercise, eating vegetables and fruit along with other food groups can affect health conditions (3). The survey results in Figure 1 show the development of organic product consumption from June to December 2019.

As technology develops, there is a change in trend where people use technology to search for information. Social media is one of platform used to find information. According to research conducted by We Are Social, the number of active social media users in Indonesia reached 191 million people in January 2022 (4). One of the social media that is widely used is Instagram. Indonesia is in fourth place with the most Instagram users in the world with 89.15 million users as of January 2023 (5). Instagram can be used as a promotional media, and it become new challenge for business in creating marketing strategies because currently buyers want brands and products to be able to communicate visually (6). People are starting to be influenced to change their lifestyle to become a healthier one due to the content that often appears on their Instagram social media, and are becoming more careful in making decisions about what goods to buy and consume (7). Lifestyle has become an important reason for consumers when decide to consume food (8).

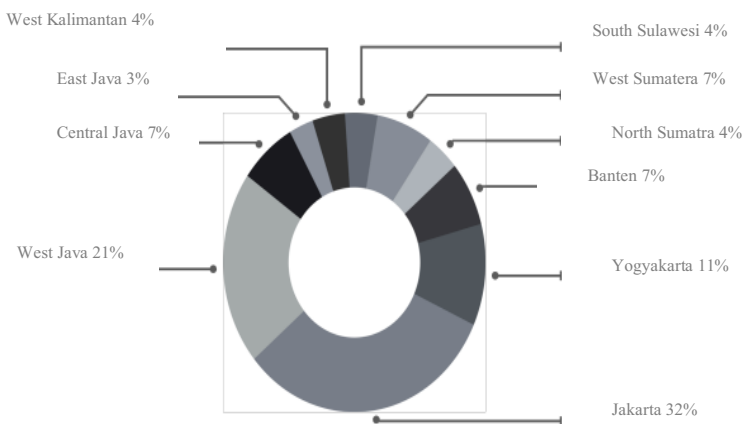


Fig. 1. Organic Vegetable Consumption

Source: (Organic Institute, Yayasan Alifa, & Kombas.id, 2019)

Not only can be used as a promotional media, social media such as Instagram is also often used as a media for interactive marketing. Currently, sellers often use visual content on social media as a medium for interactive marketing because it allows for the exchange of information between sellers and buyers. Interactive marketing itself is a step that companies can take to provide information, communicate, market and sell their products and services via the internet network (9). Besides that, interactive marketing can also be defined as a means of distributing products and services from producers to

consumers using sophisticated technology (10). Interactive marketing strategies are used to increase purchasing intentions (11). In addition, interactive marketing is used by sellers to attract and interact with buyers, especially in the dynamic business era (12). Interactive marketing carried out in the form of content marketing, especially on social media, is a significant factor influencing the purchasing intentions of Instagram users (13). Besides that, interactive marketing not only influences purchasing intentions but also influences purchasing decisions because this activity allows sellers and buyers to communicate intensely (14).

Kampung Sayur Cempako is one of the villages that is in the spotlight in Palembang because it has received several awards and funding from various parties, such as the Brilian Village BRI 100 bite, Pertamina, and Pegadaian. Cempako Vegetable Village itself started in 2020, when Mr. Rudi Harsam used an empty land as a rubbish dump, which he then bought to carry out urban farming activities using the hydroponic method. So that the existence of this village is known to many parties, the administrators of Kampung Sayur Cempako use the social media Instagram @kampungsayur_cempako. However, based on the results of observations and interviews with residents of the Cempako vegetable village, marketing via Instagram is considered to be ineffective because there is not much interaction taking place on that account. In fact, almost every day the Kampung Sayur Cempako management posts content on the Instagram account @kampungsayur_cempako. The content posted includes the activities of residents in Cempako Vegetable Village and some of the crops produced by residents. If we look at the type of content, there is not much content on the Instagram account regarding marketing and educational content that encourages a healthy lifestyle by consuming organic vegetables, even though marketing content is used by many companies to market the services and products offered to consumers and potential consumers. This is because marketing through content, especially digital content, can reach more consumers and potential consumers (15). Based on the explanation above, Instagram @kampungsayur_cempako content will be identified, especially related to the influence of lifestyle and interactive marketing on the intention to buy organic vegetables. Next, marketing content was created in order to increase purchasing intentions for organic vegetable products in Kampung Sayur Cempako. Creating interactive marketing content by involving content creators is an innovation for partners because partners have not yet implemented this type of content creation. So it is hoped that this study will be useful for partners, especially in utilizing interactive marketing content as a medium for introducing Kampung Sayur Cempako and sales promotion media for Kampung Sayur Cempako products.

2 Theoretical Framework

2.1 The Lifestyle

Lifestyle can be defined as a person's rhythm or pattern of life in the world which is reflected in activities, interests and opinions (9). Lifestyle can also be interpreted as a way of life that can be seen from how a person spends time, what is considered important in the environment (interest), and what they think about themselves and the environment around them (16). A healthy lifestyle can be translated as activities, desires and opinions that are more focused on prosperity and health (17). How a person interacts with their environment is reflected through lifestyle (18). The concept of a healthy lifestyle is used in this study and a healthy lifestyle is defined as a person's behavior related to health and is composed of several indicators, such as health awareness, environmental attitudes, and life balance (8).

2.2 Interactive Marketing

Interactive Marketing can be interpreted as a place to distribute products and/or services from producers to consumers or buyers by utilizing the latest technology (10). Interactive marketing also often refers to an external perspective regarding how the internet can be used simultaneously with conventional media in providing services to consumers (19). Based on the main function of interactive marketing, it can be concluded that the indicators that can be used to assess interactive marketing that generate purchase intentions consist of: Availability of information about the 4Ps (product, price, place and promotion), customer service, community, appearance and ease of use. access the information provided (20). These interactive marketing indicators are used in this research.

2.3 Purchased Intention

Purchase intention or what is commonly known as intention is an action, method and/or behavior that will be carried out by the buyer (likelihood or tendency) (16). Purchase intention can also be defined as a consumer's feeling or desire to have a service or product, for example when a consumer has a high purchase intention, the higher the consumer's willingness to buy (21). In this research, purchase intention or intention can be measured using two statements, namely how far consumers are willing to learn about the product and the possibility that they will purchase a product (1).

2.4 The Influence of Lifestyle on Intention to Buy

According to the results of research, lifestyle has a positive influence on consumer purchasing intentions. This research discusses the intention to purchase electric motorbikes with factors consisting of activities, interests and opinions (22). Another research that discusses lifestyle is research from Cahyarani which examines the influence of a healthy lifestyle on the intention or intention to buy organic food. In this study, it was found that lifestyle could have a positive influence on intentions or

intention to buy organic food (23). A study conducted by Syaifulloh and Iriani also stated that a healthy lifestyle influences the intention to purchase Quaker Oats products. This study uses indicators of organic food consumption, health care, and life balance to see the resulting effects. From the study results, it was found that a healthy lifestyle partially did not have a significant influence on the formation of intentions to buy Quaker Oats (1). However, this contradicts the study conducted by (8) which used the same three indicators.

This research will see whether lifestyle, especially a healthy lifestyle with indicators of organic food consumption, health care and life balance, has an influence on the intention to buy organic vegetables in Palembang City.

2.5 The Influence of Interactive Marketing to Intention to Buy

Based on a study conducted by Syaifulloh and Iriani, it shows that interactive marketing variables influence purchase intentions for Quaker Oats products. The indicators used in this research are the presence of information about products and promotions, the existence of consumer services, the existence of a community, appearance and ease of accessing information (1). The results of this research are in line with research conducted by (11) who said that the quality of a system, the quality of information, the quality of a service has a positive impact on the intention or intention to make a purchase. In addition, according to a study conducted by (24), it is explained that the higher the consumer's enthusiasm for using the internet, the higher the consumer's intention to search for or buy a product using the internet.

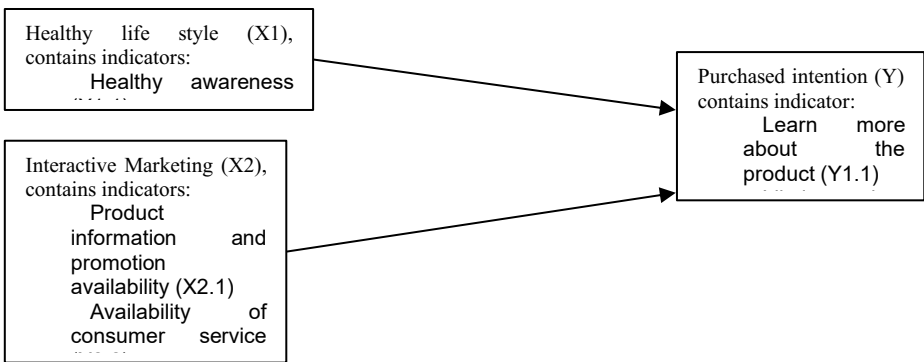


Figure 2. Research model

In this research, it will be further investigated whether interactive marketing with indicators of the availability of information about products and promotions, the existence of customer service, the existence of a community, appearance and ease of accessing information has an influence on the intention to buy organic vegetables.

3 Method

3.1 Scope of Research

This study aims to see the influence of lifestyle and interactive marketing on the intention to buy organic vegetables. And creating marketing content to increase purchasing intentions for organic vegetable products in Palembang City.

3.2 Research Location

This study was carried out in Kampung Sayur Cempako which is located at Jalan Batu Nilam, 26 Ilir Village, Bukit Kecil District, Palembang City.

3.3 Research Method

The research conducted was non-experimental quantitative research using primary data. This research uses a survey method by distributing questionnaires using a Likert scale score of 1 – 5, where a score of 1 means strongly disagree with the statement in the questionnaire, and a score of 5 means strongly agree with the statement in the questionnaire. Research samples were taken using a purposive sampling technique on respondents who had visited Instagram @kampungsayur_cempako. Briefly, the research working flow is in Figure 3.

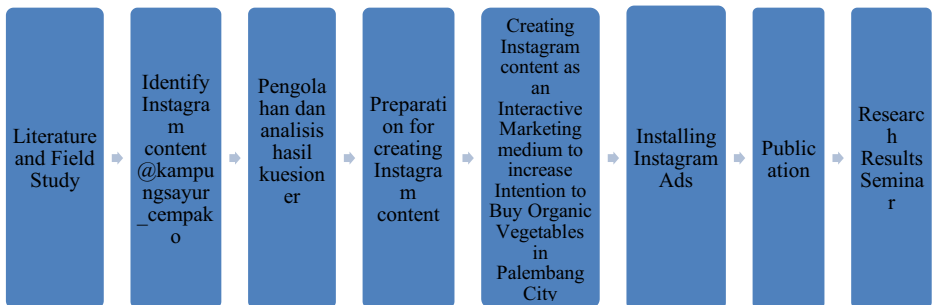


Fig 3. Workflow

The research instrument for identifying Instagram content created was adapted from a study conducted by (Syaifulloh & Iriani, 2013) which used the variables healthy lifestyle, interactive marketing and purchase intention. Apart from that, the questionnaire form also adapts research variables conducted by (Chen, 2009) which uses healthy lifestyle variables. The interactive marketing variable was created based on indicators written by (Tjiptono, 2009). Meanwhile, the purchase intention variable is in accordance with what is written in research (Syaifulloh & Iriani, 2013).

4 Result and Discussion

In the initial stages of the research, literature search and field research activities were carried out. When conducting field research at the location of Cempako Sayur Village, information was obtained that Cempako Sayur Village is one of the tourist villages in Palembang City and is often used as a model village by other villages. Since its inception in 2020, Cempako Sayur Village has received a lot of assistance and support from the Palembang City government as well as from other parties such as BRI, Pertamina and Pegadaian.

Kampung Sayur Cempako already has Instagram which is used for communication, education and promotion media with an account called @kampungsayur_cempako. This Instagram account is quite active in posting activities carried out in Cempako Sayur Village. However, when a survey was conducted among the community, many people, especially in Palembang City, did not know the existence of Cempako Sayur Village.

From the questionnaire distributed to 155 respondents who had accessed Instagram @kampungsayur_cempako, 57.1% were women and the rest were men. The age range of respondents was 17 to 63 years old. Most of the respondents were civil servants/TNI/POLRI (62.8%), students (26.9%) and private employees (3.2%). It is known that the majority of respondents chose Instagram as the online media used to search for information (29.5%).

From research data processed using SPSS, it shows that lifestyle and interactive marketing together and significantly are able to predict ($R^2 = 0.54$, $P < 0.05$) the intention to buy organic vegetables in Palembang City. In particular, ease of accessing available information, which is a form of interactive marketing, is the strongest predictor ($B = 0.360$, $P < 0.05$) which is able to predict the intention to buy organic vegetables in Palembang City. From the survey results, researchers suggest that Kampung Sayur Cempako's Instagram content can make it easier for people to access information when they open Instagram @kampungsayur_cempako. The information provided includes information regarding the types and benefits of organic vegetables, as well as information on how people can buy organic vegetable products directly from Cempako Sayur Village.

Apart from that, data from the survey results also showed that people are starting to have a lifestyle that focuses on health balance. Health balance, which is a form of lifestyle, is also able to predict the intention to buy organic vegetables in Palembang City ($B = 0.223$, $P < 0.05$). Therefore, researchers suggest that content posted on the Instagram of Kampung Sayur Cempako should also discuss a lot about healthy lifestyles, especially ways to balance health.

5 Conclusion

In Based on the results of the study conducted, it can be concluded that the intention to buy organic vegetables in the city of Palembang of (54.7%) can be explained by lifestyle and interactive marketing simultaneously, specifically when tested simultaneously the dimension of ease of accessing available information is the strongest predictor. can explain the intention to buy organic vegetables in Palembang City.

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