

Factors Influencing Buying Intention of Organic Food

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ABSTRAK

Penelitian ini bertujuan untuk meningkatkan isu yang signifikan dan kritis tentang jumlah orang yang terkena kanker di dunia. Salah satu solusi untuk mengurangi risiko kanker dan meningkatkan gaya hidup yang lebih sehat adalah dengan mengonsumsi lebih banyak makanan organik. Penelitian ini menyelidiki lima faktor yang mempengaruhi niat membeli makanan organik, yaitu adaptasi gaya hidup, pengaruh media sosial, kesadaran konsumsi makanan, atribut lingkungan, dan sikap terhadap makanan organik. Pengumpulan data primer dilakukan di wilayah-wilayah perkotaan seperti Jabodetabek, Indonesia, dengan menggunakan penelitian kuantitatif dengan jumlah responden sebanyak 300 orang. Analisis deskriptif dan regresi digunakan untuk menganalisis data yang terkumpul. Hasil penelitian mengungkapkan bahwa niat membeli makanan organik bergantung pada adaptasi gaya hidup, kesadaran konsumsi makanan, atribut lingkungan, dan sikap terhadap makanan organik. Temuan ini akan berkontribusi pada teori perilaku konsumen serta praktisi di bidang makanan organik.

Kata kunci:

makanan organik, adaptasi gaya hidup, kesadaran konsumsi makanan, sikap lingkungan, niat membeli.

ABSTRACT

This research aims to increase a significant and critical issue about the number of people affected by cancer in the world. One solution to reducing the risk of cancer and improving a healthier lifestyle is consuming more organic foods. This study investigated five factors influencing the intention to buy organic foods, namely lifestyle adaptation, social media influence, food consumption awareness, environmental attributes, and attitudes toward organic food. Primary data collection was conducted in urban cities such as Greater Jakarta, Indonesia by using quantitative research and with a total of 300 respondents. Descriptive and regression analyses were used to analyse the collected data. The results of the research revealed that organic food's buying intention depended on lifestyle adaptation, food consumption awareness, environmental attributes, and attitudes towards organic foods. These findings will contribute to the theory of consumer behaviour as well as practitioners in organic food areas.

Keywords:

organic food, lifestyle adaptation, food consumption awareness, environmental attitude, buying intention.

INTRODUCTION

Cancer has become a silent killer recently in some developed countries and developing countries. In Indonesia, the cancer rate per 1,000 people has increased from 1.4 in 2013 to 1.8 in 2018, and from 100,000 people, 136.2 people have cancer (Kemenkes RI, 2018). Some root causes, such as diet and physical activity, are the main factors controlling cancer (Rock et al., 2020). One in five Indonesian adults is considered either overweight or obese from 2007 to 2018 trend in overweight problems in Indonesian adults has increased (Kemenkes RI, 2018). In Indonesia, obesity numbers in the adult population are 23.1% and 28%. On those numbers, females have more numbers rather than males. Obesity is likely related to hypertension and diabetes (Harbuwono et al., 2018). Commonly in Indonesia, the population is eating more than what they need, and it has become a lifestyle causing excessive calorie intake and leading to a fat body. Current regulations and campaigns should limit selling unhealthy foods near public places such as schools, vendors sell fast food, and sell unhealthy food (World Food Programme, 2017). This harmful lifestyle behaviour leads to feeble self-rated health (Chan et al. 2015).

To prevent overweight, obesity, and cancer, individuals need to be concerned about their fitness and health. Obesity and overweight issues also become an issue solely in terms of appearance (physical) rather than real health issues whose cost implications are considerable (Sand et al., 2015). People nowadays think their physical appearance is the most important, even though overweight and obesity could come anytime if they do not consider a healthy lifestyle. By coincidence, this perception assumes that people who already realized that their weight is increasing are never

thinking that their adverse health problems are also increasing. Also, a negative result of withdrawal from smoking is harmful as an imbalance in nutritional intake can increase cancer risk in the human body (Schoepp, 2017). *GermaS*, the People Healthy Lifestyle Movement, has been released by Indonesian Health Ministry and a healthy guidebook that has a family-oriented approach to Indonesia society, hoping to raise awareness from the public about obesity and a healthy diet. Due to the lack of understanding of fitness, 35.4 percent from 260 million Indonesian people face weight problems (Dipa, 2019).

Organic food is food produced without artificial processes, pesticides, and maximize other farming methods to maintain soil fertility, avoid diseases, and control weeds. People who eat organic food reduce their risk of getting cancer, especially breast cancer, lymphoma, and soft tissue sarcoma (Bradbury et al., 2014). They have better dietary patterns and maintain proper body weight, preventing getting obese and overweight (Mie et al., 2017). Thus, organic food has some benefits for the human body. The objective of this research is to investigate the effects of lifestyle adaptation, social media influence, food consumption awareness, environmental attitudes, and attitudes toward organic food on organic food buying intention. This research is supported by some literature review, an in-depth research methodology, some analysis and conclude the results with discussion and recommendations as a complementary also managerial and policy implications to provide a better view for further research, and research findings' as a conclusion.

Theoretical Background

There are six variables focused on this research - lifestyle adaptation, social media

influence, food consumption awareness, attitudes towards organic foods, environmental attitudes, and organic food. The buying intention of organic food is assigned as the dependent variable. Meanwhile, the other five variables are set as independent variables. This variables assigned as independent variables because previous researches have treated lifestyle adaptation (Goetzke and Spiller, 2014; Szakály et al., 2012), social media influence (Chung et al., 2018; Tuten and Mintu-Wimsatt, 2018), food consumption awareness (Bornkessel et al., 2014; Rosa et al., 2018), attitudes towards organic foods (Honkanen et al., 2006; Chen, 2007 and Poelman et al., 2008), and environmental attitudes (Torjusen et al., 2001) as a factor that affects consumers' buying intention of organic food. These variables are also part of the current lifestyle, focusing on a green environment and a healthy lifestyle, especially for people staying in the big cities such as Jabodetabek. The combination of the previous finding and the respondents' current lifestyle became the basis of this research.

Organic Food

Appropriately consuming food is one way to improve our health and fitness (Lewis et al., 2015). We could have poor health conditions if we consume snacks and junk food that contains less source of natural vitamins and minerals, while as opposed, the body can be healthy if we consume a natural source of vitamins and minerals such as fruits and vegetables (Cobb et al., 2015). People tend to misunderstand organic and natural, but this is not the case. Natural foods are usually accepted as foods without colorings, flavorings, or other petrochemical additives and have undergone minimal processing. As for organic food, the definition is more stringent. To get "organic" label food must be produced through an approved method.

According to the USDA publication, the kind of processes that should not be used is "integrated cultural, biological, and mechanical techniques that promote resource cycling, promote ecological balance, and conserve biodiversity. Synthetic fertilizers, sewage sludge, irradiation, and genetic engineering" (Bradford, A. 2015). Some people also think that organic food is referred to as fresh food. However, organic food can also be through the manufacturing process. There are two types of manufactured organic foods:

- Product permitted to have tagged "organic." Refer to products with the usage of 95 percent to 100 percent of verified standards for organic ingredients, for example, organic spinach.
- A product labeled as "made with organic ingredients." Refer to products that carry at least 95 percent verified using organic ingredients, such as "Strawberry jam made with organic Strawberries." (IFST, 2018).

In Indonesia, the regulation, definition, and standard for organic food refer to SNI-6729-2016 (BSN 6729-2016). The objective of this standard is to:

- Protect consumers from manipulation and fraud that occurs in the market and claims from products that are untrue.
- Protect organic food products and producers from product fraud other farms claiming to be organic products.
- Assure that all production stages, preparation, storage, transportation, and marketing can be inspected and follow this standard.
- Harmonization in production system settings, certification, identification
- Organic agricultural product labeling.
- Provide organic farming standards that apply nationally and are also recognized

by the international community for export and import purposes.

- Develop and maintain organic farming systems in Indonesia to play a role in environmental preservation locally and globally.

Lifestyle Adaptation

“Lifestyle” is a model of behavior or consumption; it is a community or people’s preference on how to spend their time and money and also their interests and beliefs (Wright and Goldstucker, 1966; Schiffman and Kanuk, 2001; Solomon et al., 2009). Social and economic situations influence this model of attitudes and values (Solomon et al., 2009). Lifestyle is unique for every person and individual. Lifestyle is an expression about “who one is in society and who one is not” (Solomon et al., 2009, p. 402). Lifestyle is established by sociocultural (e.g., social class or family lifestyle stage) and psychological factors (e.g., personality or personal values) (Lantos, 2011).

Lifestyle as a behavioural pattern in current technological developments makes humans live life with minimal physical movement. (Egger and Dixon, 2014). For example, instead of cleaning dirty dishes by hand or cleaning the house with simple utensils, this kind of activity could be done with an automatic dishwasher and a robotic cleaning device. The effortless lifestyle can be used not only at home but also at work. Nowadays, most people who work in an office environment need little physical movement. Similar to home activity, almost any task in the office can be done with little physical activity. With current innovations, nowadays, people can sit in front of the computer for nearly 6 - 8 hours a day while working and sitting all day can be bad news for an individual’s health. Innovations have changed almost all work environments, for

example, manufacturers even to farmers and fishermen. There are always people who will find new technology to make our life more comfortable, and such innovations will never stop. The behavior of consuming and providing food also changes (Qi et al., 2014). Traditionally, daily meals should be provided, prepared, and supervised by the parents or the mother (Yang et al., 2015), or, more precisely, homemakers. However, the number of homemakers has decreased because most modern mothers prefer to work to supplement household income. As a result, most people tend to eat less fresh and organic food because there is not enough time to find, process, and cook from scratch, mostly working mothers prefer to buy fast and processed food for their daily meals. Some working mothers may buy ready meals from restaurants. This behavior could result in obesity, a health issue from various causes, and individual factors such as genetics and behavior (CDC, 2020).

These days, lifestyle is also being used as one of the core concepts in marketing (Solomon et al., 2009). Lifestyle can be used to do market segmentation and combine with personalities, beliefs, and attitudes (Kardes et al., 2011). Lifestyle consecutively uses the psychographic term (Shim and Bickle, 1994; Solomon et al., 2009). Thus, to measure lifestyle and understand consumers the psychographic research as a tool is being used (Lantos, 2011) (Wright and Goldstucker, 1966). Based on Solomon et al. (2009), six areas can use psychographic research: to find a target market, product positioning, developing strategy, marketing plan for social and political issues, generate the new market view and better communication of product attributes.

Based on above literature review, it can be proposed that:

H1:Lifestyle adaptation positively affects buying intention of organic food.

Social Media Influence

The existence of social media has become an integral element of business in the last decade (Felix et al., 2017) in terms of marketing of newly developed food (Panagiotopoulos et al., 2015), and social media influencers are self-labeling people. To become popular (Khamis et al., 2017). These influencers include ordinary people, superstars, and famous people who have massive followers on their social media accounts. Therefore, the target population coverage for social media influencers depends on the number of followers of a particular social media influencer. As a marketing tool, social media has opened up other marketing channels to reveal organic food (Kilgour et al., 2015). Due to seamless connectivity, social media influencers' influence is more expansive than through celebrity endorsements or broadcast via television commercials. Marketing products using social media is one way today to brand activation swiftly. Almost all companies use social media, for example, to upload their teaser videos or the early stages of their marketing so that the public knows them. The next step of uploading the teaser is the full launch of the product.

Food producers could collaborate with the government to form a positive image of green products, including organic food, to help consumers being optimistic about green products (Sun and Wang, 2019). Other than that, social media could help boost exposure to newly launched organic foods. Social media marketing's momentum could easily be amplified within a few hours as most social media influencers compete with others for high viewership by being one of the first reviewers. Influencers always try

to keep their physical appearance attractive on social media. One way they can do this is to maintain their physique by exercising and eating healthy foods. Consumption of healthy food without artificial chemicals and pesticides is considered essential to maintain their fitness and physical appearance optimally. Hence, those engaged in the organic food industry may need to collaborate with social media influencers as a way to motivate people to consume healthy foods. In this digital era (Stephen, 2016), social media influencers are expected to influence potential consumers' intention to buy organic food positively, also letting them enjoy organic food for better health and appearance (Kraus, 2015).

Based on above literature review, it can be proposed that:

H2:The social media influence positively affects buying intention of organic food.

Food Consumptions Awareness

Food is a primary need for any human being; therefore, humans need to be aware of what they consume. Family, educational institutions, readings, advertisements, and social media have exposed people's attention to their food preparation for their meals. Nowadays, people have a much better understanding of making decisions to ensure better lifelong well-being (Siegrist et al., 2015). Intention to buy organic food is likely to be influenced by food consumption awareness due to the increased health knowledge (Miranda et al., 2015). A better understanding of organic food also positively influenced the level of consumer consumption on organic food (Aertsens et al., 2011). For Moslems, Halal certification's level of awareness is an essential and significant before purchasing food (Abdullah and Razak, 2019). Still, for non-Moslems, it may

give perceptions of health, hygiene, trust comfortable and safe (Bashir, 2019). Organic food does have that perception, regardless of socioeconomic characteristics (Özcelik and Uçar, 2008). Due to recent health issues (for instance, obesity and cancer), people's awareness of consuming healthy food is expected to increase (Salleh et al., 2015) as a way of preventing disease and treatment of one (Corbo et al., 2014). Organic food does have a role in social status symbol and can become a motive to increase consumer awareness. (James, Hu, and Leonce, 2019). Some other research also showed that organic food buyers are more concerned about consumption's benefits and risks. Food safety is the most crucial factor, followed by health consciousness, which came as the least predictor of attitude (Michaelidou and Hassan, 2008). In separate research, Nasir and Karakaya (2014) explored that internal values such as self-respect were more important than consumers' external values. Finally, socio-demographic characteristics can be used as an indicator or predictor for food consumption awareness (Gok and Ulu, 2019)

Based on above literature review, it can be proposed that:

H3: Food consumption awareness positively affects buying intention of organic food.

Attitudes Toward Organic Foods

Most studies concede that the most common consumer's motivation to buy organic food is their health concern. Meanwhile, positive attitudes towards organic food often built by consumers perceived from the product information to differentiate the organic food attributes compared to the conventional ones (de-Magistris and Gracia, 2008). Consumers are likely to perceive organic food as a healthier option, while no thorough scien-

tific study proves the correlation of organic food consumption in improving health quality. Consumers' positive attitudes towards organic food also occur once consumers' have a higher will to live a healthier lifestyle (Chen, 2009). In terms of health awareness, it was discovered that higher health orientation levels in purchasing organic food are often found with consumers with pleasant attitudes toward organic foods. It is also followed by their motive to have a higher social responsible consumption behaviour. The same study also studied the type of attitudes toward organic food into three segments: pleasant, regular, and unpleasant attitudes towards organic food. The traditional attitudes segments with neutral attitudes towards organic food also find organic foods as a healthy option similar to the pleasant attitudes segment. Besides, the regular segment sees that organic food is rich in vitamins and minerals, although they found that organic food is not attractive in terms of appearance. It isn't easy to find organic food.

Meanwhile, the unpleasant found organic food does not believe that organic food has less chemical residue (Aslihan and Karakaya, 2014). People consider eating organic foods to improve their health and to prevent the health risks associated with obesity. The new habit of eating organic food has become one of the leading causes of the increasing demand in the organic food market worldwide. Other factors affecting the market growth are urbanization and the growing preference for organic food. The global fruit and vegetable seed market is expected to exceed \$ 9.2 billion by 2025, growing at an estimated 6% rate from 2020 to 2025 (IndustryARC, 2020).

Based on above literature review, it can be proposed that:

H4: The attitudes towards organic food positively affects buying intention of organic food.

Environmental Attitudes

Consumer's awareness can influence their motive in food purchasing. Even though organic product's freshness and health advantage are the top aspects that affect consumer's intention to purchase organic food, it is also known that environmental sustainability also came through as another consideration in buying organic food (de-Magistris and Gracia, 2008). Another study supported these findings that observed that ecological awareness is correlated with consumers' intention to purchase organic food (Gruner and Juhl, 1995). As reported in 1998 by the Food and Agriculture Organization of the United Nations, adequate organic cultivation will set up a positive impact on the environment. For instance, the reduced amount of chemical waste or pesticide in the water used in organic cultivation is likely to improve the fertility of the farming ground, which indicates a positive impact on the soil. Hence, organic cultivation itself is considered to support a sustainable living off the environment, which has led to consumers' perception of altering their food into organic food and preserving the environment (Chen, M., 2008). On independent research, higher environmental responsibility levels were found towards organic food from consumers with neutral attitudes (Aslihan and Karakaya, 2014). A study conducted in Western Europe also shows the correlation of consumer belief of being environmentally friendly towards organic food consumption. (Thøgersen et al., 2015). Organic food is known for its production by emphasizing the oil and water conservation to enhance environmental quality for the future; hence the rise of the organic food market correlates

with the sustainable market (USDA National Organic Program, 2017).

Based on above literature review, it can be proposed that:

H5: The environmental attitude positively affects buying intention of organic food.

Willingness to Purchase Organic Foods

The intention of purchasing food is influenced by many factors, although food purchase is mandatory as it is the primary daily need. Most organic food consumers are aware that the price of organic food is usually higher compared to non-organic food (Hill and Lynchehaun, 2002). People with higher incomes will have greater control in purchasing their food with more comprehensive options available (de-Magistris and Gracia, 2008). On the other study in German, price plays a subjective and emotional role in a consumer's decision-making process to purchase organic food (Rödiger et al., 2016). Nonetheless, some factors could influence consumers' preferences in buying food, such as the ease to serve, the product store or grocery store's location, product price, promotions, advertisements, and trends (de-Magistris and Gracia, 2008). many previous studies also state that purchase intention of organic food & consumer preferences are affected by Human health, food safety, environmental management (Demirtas et al., 2015), perceived healthiness of the products (Guido, 2009; Guido et al., 2010) and ecological concern like the degradation of the natural environment (Baker et al., 2004; Didier and Sirieix, 2008; Kriwy and Mecking, 2012; Lyons, 2006; McEachern and McClean, 2002; Pearson et al., 2010).

In terms of human health, individual health consciousness is discovered by a study as one

of the aspects of consumers' consideration in buying their food, including organic food (Asif et al., 2018). In this regard, ingredients labelling is essential to attract people with high health awareness in purchasing the products (Schnettler et al., 2018). This is consistent with other studies that find that a better information labelling of organic food and perceived knowledge obtained will mediate in building consumer trust and will push through their willingness to purchase organic food. Other study also shows that faith plays an indispensable role to construct consumers' desire to buy organic food. This is considering their findings that the higher the knowledge may not directly purchase organic food. While on the flip side, reduce uncertainty and reconstruct trust towards organic foods, often found from the increased understanding of organic food, which will ultimately increase consumers' willingness to purchase organic food (Teng and Wang, 2015). In some cases, consumers are willing to pay slightly more to have additional benefits for their health (Paci et al., 2018), specifically for a well-known organic brand (Mundel et al., 2019).

Many factors may affect consumers' intention in purchasing organic food. It is of interest to further investigate five independent variables, such as lifestyle adaptation, social media influence, food consumption awareness, environmental attitudes, and attitudes toward organic food.

attitudes, and attitudes towards organic foods. Meanwhile, the willingness to purchase organic food is the dependent variable to discover the main factors that influence consumers' decisions in buying organic food.

Research's hypotheses are established based on the relationship between the dependent and independent variables, shown in the research framework (figure 1).

METHODS

Due to the pandemic COVID-19 and to adhere to social distancing rules, this research was conducted through an online survey platform (Google Forms). The questionnaire was designed with a seven-point Likert scale. At the end of the questionnaire, there are several questions for screening the samples' responses, such as if they have ever consumed organic food or not, consumers' knowledge about organic food products, and their frequency of organic food consumption. The questionnaire also contained questions on socio-demographic characteristics (sex, age, marital status, education level, income, and domicile). The screening process and analysis were conducted using Statistical Package for the Social Sciences (SPSS). To conclude the findings of the research, 300 respondents were involved in statistical analyses.

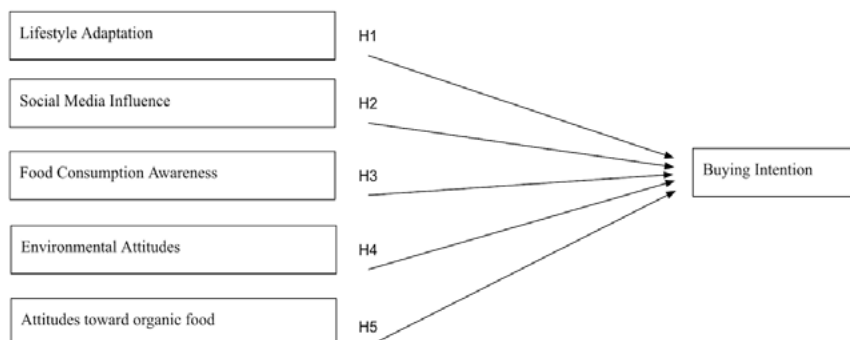


Figure 1. Research Framework

Descriptive Statistics

A total of 300 people have participated in this survey, which was conducted in August 2020. All of the respondents have bought organic foods in the past, and those who have not purchased organic foods have been excluded from this analysis. The age of the respondent varied from 18 to more than 50 years. The average education level is under-

graduate with a balanced gender between male and female. Half of the respondent has not married yet. All of the respondents were taken from the Greater Jakarta area (Jabodetabek), while those outside of Greater Jakarta have been excluded from this analysis. For a detailed demographic, please see Table 1. The variable can be analyzed using descriptive statistics (see Table 2).

Table 1: Demographic of respondents

	%
Gender	
Male	51.7%
Female	48.3%
Age	
18 - 24	15.3%
25 - 29	34.0%
30 - 34	19.0%
35 - 39	10.3%
40 - 50	6.7%
> 50	14.7%
Marital and Family status	
Single	51.0%
Married without kids	10.0%
Married with kids	39.0%
Level of Education	
High School	1.3%
Diploma	3.3%
Undergraduate	73.7%
Graduate	21.0%
Post Graduate	0.7%
Location	
Jakarta	56.7%
Bogor	7.3%
Depok	5.3%
Tangerang	23.7%
Bekasi	7.0%
Income Level	
IDR 3-5 Mio	12.0%
IDR 5-10 Mio	28.3%
IDR 10-20 Mio	28.3%
IDR 20-30 Mio	13.7%
> IDR 30 Mio	17.7%

Table 2: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
C_Life	300	2.00	7.00	5.1547	1.06740
C_SocMed	300	2.20	7.00	4.9213	1.00284
C_Aware	300	1.60	7.00	5.4227	1.01798
C_Enviro	300	2.80	7.00	5.0307	.91198
C_Attitudes	300	2.00	7.00	5.4322	1.05314
C_Buy	300	1.80	7.00	4.9620	1.20224

Table 3: Confirmatory Factor Analysis and Construct Reliability Test

Lifestyle Adaptation	Factor Loading	Variance Explained	KMO	Cronbach Alpha
“My valued ones want me to buy more organic food for them”	0.808			
“Organic food is a better alternative than conventional food”	0.760			
“My household members consume organic food on a daily basis”	0.739	57.145%	0.816	0.802
“I am concerned about organic food nutrition”	0.835			
“I care about cholesterol in my food”	0.618			
Social Media Influence	Factor Loading	Variance Explained	KMO	Cronbach Alpha
“I purchased organic food because of social media”	0.605			
“Organic food is perceived as environmentally friendly on social media”	0.780			
“Based on social media, organic food is perceived as affordable”	0.686	51.014%	0.753	0.744
“Social media claims that organic food does not contain artificial flavouring”	0.762			
“Social media claims that organic food is good for health”	0.725			
Food consumption awareness	Factor Loading	Variance Explained	KMO	Cronbach Alpha
“I am concerned about the nutrition that I take daily”	0.853			
“I am concerned about the presence of food additives”	0.808			
“I am concerned about how the food is processed”	0.816	60.719%	0.830	0.832
“I keep a strict diet to maintain my health”	0.753			
“I trust the information on the organic food labels”	0.650			
Environmental attitudes	Factor Loading	Variance Explained	KMO	Cronbach Alpha
“The current development path is destroying the environment”	0.525			
“Unless we do something, environmental damage will be irreversible”	0.707	48.309%	0.744	0.707
“I practice environmental conservation tasks”	0.800			
“I prefer consuming recycled products”	0.731			
“I disposed of my garbage in different containers”	0.681			
Attitudes toward organic foods	Factor Loading	Variance Explained	KMO	Cronbach Alpha
“Organic products are healthier”	0.851			
“Organic products have superior quality”	0.908	73.886%	0.676	0.813
“Organic products are more tasty”	0.817			
Buying Intention	Factor Loading	Variance Explained	KMO	Cronbach Alpha
“I am willing to purchase organic food although the options are limited”	0.902			
“I am willing to purchase organic food due to the additional nutrients”	0.800			
“I am willing to purchase organic food although it is a bit pricey”	0.879	75.327%	0.894	0.917
“I am willing to spend time sourcing for organic food”	0.895			
“I prefer organic food to the conventional alternatives”	0.860			

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.855 ^a	.732	.727	.62792

Notes: a = Predictors: (Constant), C_Attributes, C_SocMed, C_Enviro, C_Aware, C_Life

Research Framework Testing

The first step in analyzing multiple regression is to show the validity of the model. We used Exploratory Factor Analysis to understand the correlation between the variables and the factors (factor loading). KMO measured the sampling adequacy, and the minimum values should be above 0.5 (Hair, 2010). The results showed that all of the constructs had a value of KMO above 0.5. The next step is to show how reliable each variable or construct measures the respondents' preferences. All of the constructs are reliable since their alpha values are more than 0.7 and met the minimum requirement for reliability (Nunnally, 1978). Both the Confirmatory Factor Analysis and Reliability test can be found in Table 3.

RESULT

After confirming that the construct is valid and reliable, we analyzed the model

using multiple regression. The analysis indicated that the model has an R-square value (adjusted) of 0.727, which suggested that the construct could explain 72.7% of the variation of buying intention. The regression result is shown in Table 4.

ANOVA calculations indicated that the regression has a p-value of .000 (less than maximum 0.05) and suggested that the regression model could predict the outcome variable. ANOVA's regression result is shown in Table 5.

Table 6 showed the coefficient of the regression. It provides predictions on the correlations of the dependent variable (Buying Intention) from the independent variable. Its p-value also showed if each independent construct contributes to the correlation of the dependent construct. In Lifestyle Adaptation, every unit increase will result in a 0,252 unit increase in Buying intention.

Table 5: ANOVA^a Result

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	316.247	5	63.249	160.415	.000 ^b
	Residual	115.920	294	.394		
	Total	432.167	299			

Notes: a = Dependent Variable:C_Buy

b = Predictors:(Constant), C_Attitudes, C_SocMed, C_Enviro, C_Aware, C_Life

Table 6: Coefficients^a

	Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Findings
1	(Constant)	-1.177	.241		-4.884	.000	
	C_Life	.294	.058	.261	5.057	.000	Supported
	C_SocMed	.001	.044	.001	.020	.984	Not Supported
	C_Aware	.239	.057	.202	4.221	.000	Supported
	C_Enviro	.184	.054	.140	3.435	.001	Supported
	C_Attitudes	.441	.051	.386	8.666	.000	Supported

Notes: a = Dependent Variable: C_Buy

The same positive, albeit different scale, also found other variables such as Food consumption awareness, Environmental attitudes, and Attitudes toward organic foods. Those variables supported their hypothesis in the research framework since the r-value is less than 0.05. However, Social Media Influence does not show statistically any significant contribution to change in Buying intention, which led by a very high p-value (more than 0.05).

Based on the regression analysis findings, only Lifestyle Adaptation (H1), Food consumption awareness (H3), Environmental attitudes (H4), and Attitudes toward organic foods (H5) have a significant positive contribution with Buying intention. In contrast, Social Media Influence (H2) has no meaningful contribution to Buying intention. Hence, this research's findings are mostly similar to that other scholars have found except H2, probably due to different places and times.

DISCUSSION

Positive lifestyle adaptation influences individuals' buying intention of organic foods. This finding is similar to the proxy research of functional foods (Hassan, 2019). Hence the organic foods industry may steer their marketing strategies to target individuals with a particular lifestyle.

Social media influence does not affect individuals' buying intention of organic foods. This finding is supported by similar research, which concludes that social media influence only increases brand awareness and has no direct correlation to buying intention (Lang, 2018). Furthermore, the amount of organic food advertisement/exposure in social media is not optimum due to its competing with the fast-food industry (Kelly et al., 2014). Consequently, the organic foods industry may reconsider

their strategies in marketing, notably in social media. The organic food industry may run their social media campaign to target specific demography or communities.

Food consumption awareness positively influences individuals' buying intention of organic foods. This finding is similar to the proxy research of functional foods (Hassan, 2019). Hence, the organic food industry can increase consumer awareness by putting clear packaging labels and using specific marketing campaigns to raise awareness.

Attitudes towards organic foods positively influence individuals' buying intention of organic foods. This result is similar to the research of organic foods (de-Magistris and Gracia, 2008). The organic food industry may want to emphasize the benefit of consuming organic food than conventional non-organic food.

Lastly, Environmental attitudes positively influence individuals' buying intention of organic foods. This result is similar to the research of organic foods (de-Magistris and Gracia, 2008). Hence the organic food industry may emphasize their positive contribution to the environment and impart the information to the consumer about the impact on the environment that they can achieve.

The marketing strategies of emphasizing a combination of lifestyle adaptation, food consumption awareness, attitudes toward organic foods, and environmental awareness will increase organic food consumers' buying intention.

MANAGERIAL AND POLICY IMPLICATIONS

Even though most of the respondents who live in Jabodetabek have bought organic foods,

only 16% of the respondents bought organic foods more than six times in the last three months. It showed that they are reluctant to consume organic food regularly because they prefer conventional foods, which are more delicious, cheaper, and available than organic food. Without changing this habit, there will be a high possibility that the percentage of overweight, obesity, and cancer affected populations will continue to increase and impact their long term healthiness. Therefore, education about environmental attitudes and organic foods must be emphasized through schools and universities. Organic food producers must maintain organic food availability so the consumer can get organic food easier and does not have to waste their time searching for it. Besides preserving the availability, organic food providers also need to develop an innovative, affordable, and delicious product to attract more people from shifting to organic food.

For marketing organic food products, producers must emphasize the benefit of lifestyle adaptation (consuming organic food products daily) to gain more potential consumers. Building awareness of food consumption, mostly organic food, and attitudes towards it also help producers gain more consumers, which can be done using traditional methods like exhibition or advertisement in television or magazine since social media does not affect consumers' willingness to purchase organic foods. Lastly, producers can use social media not to promote their products but to shape the consumers' environmental attitude with content, which focuses on educating the consumers about the green environment and ecological behavior.

Further Research

Society awareness concerning the

importance of their consumption is considerably low and can increase health disorders. Lack of education formally or informally has made society's understanding low as well. Health concerns are also relevant to consumers' primary motivation to purchase organic food (Bradbury et al., 2014). Even though organic food is starting to be recognized, the product development cycle is still in an early phase, which implies a need for organic food producers to participate in this underutilized market by focusing on lifestyle adaptation, food consumption awareness, and environmental attitudes, and attitudes towards organic foods.

This industry has high potential. It is found that lifestyle adaptation, food consumption awareness, environmental attitudes, and attitudes towards organic foods can affect people's buying intention. The chance to gain a market for organic foods is proof that awareness about four variables is critical. A greater understanding of organic food producers is compulsory, primarily through marketing and promotions. Hence, there are methods to capture the underutilized market by marketing organic food through lifestyle adaptation, food consumption awareness, environmental attitudes, and attitudes towards organic foods. Entering a new market has a different way of promoting this organic product from other food products. Therefore, organic food producers can consider upgrading non-monetary offers instead of financial promotion (Aigner et al., 2019).

CONCLUSIONS

Society awareness concerning the importance of their consumption is considerably low and can increase health disorders. Lack of education formally or informally has made society's understanding

low as well. Health concerns are also relevant to consumers' primary motivation to purchase organic food (Bradbury et al., 2014). Even though organic food is starting to be recognized, the product development cycle is still in an early phase, which implies a need for organic food producers to participate in this underutilized market by focusing on lifestyle adaptation, food consumption awareness, and environmental attitudes, and attitudes towards organic foods.

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