

# What Triggers the Purchase of Green Products in Indonesia?

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## Abstract

*This study aims at investigating the effect of hedonistic values, health consciousness, healthy life intention, attitude toward organic food, and social influence on organic food purchase decision, and examining attitude toward organic food and healthy life intention as the mediating variables. This study reveals that hedonistic values, healthy life intention, and attitude toward organic food have a significant positive effect on organic food purchase decision, whilst health consciousness has an insignificant effect. Moreover, it also indicates that social influence has a significant negative effect on organic food purchase decision. Healthy life intention was indicated as a mediating variable in the effect of health consciousness on organic food purchase decision.*

**Keywords:** health consciousness; hedonistic values; social influence; attitude toward organic food; healthy life intention; purchase decision.

## 1. Introduction

Recent studies on green product purchase behavior have been carried out not only in developed Western countries, but also in Asian developing nations (Biswas and Roy, 2015; Lee, 2008, 2009; Zhao *et al.*, 2014; Zhu *et al.*, 2013; Aqmalia *et al.*, 2018). The surge of papers discussing this behaviour is closely associated with the increase of green consumerism and the growth of generations with higher incomes, who are willing to spend more than the previous generation did (Harris, 2006; Li and Su, 2007).

One of the most prospective countries is Indonesia. It has an emerging middle class making up 56.5% of the population (World Bank, 2012) and spending more than Rp130 trillion per month (Wiraspati, 2013). This class is characterized by consumptive lifestyle, which is an attractive feature for marketers, particularly green product marketers.

Previous studies on consumer behaviour have found that the increasing number of research on organic food purchase behavior was closely related to the rise of demands for health foods (Baltas, 2001; Childs, 1997; Fotopoulos and Krystallis, 2002; Zotos *et al.*, 1999). Consumers generally perceive organic food as healthier, safer, and more nutritious than its conventional counterpart. This perception encourages consumers to pay more on organic food (Krystallis and Chryssohoidis, 2005).

Earlier findings have revealed that health consciousness determined the consumers' perception and attitude toward organic food, in addition to their purchase intention and purchase decision (Akhondan *et al.*, 2015; Chakrabarti, 2010; Chen, 2009; Essoussi and Zahaf, 2009; Hughner *et al.*, 2007; Kesse-Guyot, *et al.*, 2013; Magistris and Gracia, 2008; Magnusson *et al.*, 2001, 2003; Mondelaers *et al.*, 2009; Paul and Rana, 2012; Schifferstein and Ophuis, 1998; Yin *et al.*, 2010). However, Michaelidou and Hassan (2008) argued that attitude and food safety were the antecedents of organic food purchase intention and purchase decision. Millock and Hansen (2004) found that the majority of consumers would only be willing to purchase organic food when they possess both use values (health, taste,

and freshness attributes) and non-use values (environmental and animal welfare attributes). Smith and Paladino (2010) also confirmed that organic food purchase behavior was affected by familiarity, and while health consciousness, food quality, and subjective norms influenced buying intentions, they did not influence organic food purchase decision.

The primary objective of this study is to explore how internal and external factors influence organic food purchase decision in Indonesia. Previous research on organic food purchase behavior in Indonesia generally deals with how internal factors influence purchase intention and purchase decision of organic food products. These internal factors include attitude toward organic food, lifestyle habits, health consciousness, environmental consciousness, food safety, perceived quality, perceived risk, individual knowledge, and trust in organic attributes (Suprpto and Wijaya, 2012; Slamet *et al.*, 2016; Alamsyah and Angliawati, 2015; Moslehpour *et al.*, 2014). Therefore, this study is aimed at complementing the previous research in Indonesia by observing both internal factors (hedonistic values, healthy life intention, attitude toward organic food) and external factors (social influence) of organic food purchase decision. The second objective is to examine the mediating role of attitude toward organic food and healthy life intention in bridging the gap regarding the effect of health consciousness on organic food purchase decision. Finally, this study provides a perspective from Indonesia and a reference for international marketers of organic food products that are pursuing Indonesian market (Setiadi, R. *et al.*, 2017).

## 2. Literature reviews and Hypothesis Development

### 2.1. Hedonistic values and organic food purchase decision

Consumption is normally driven by utilitarian and hedonistic motives. Utilitarian values are oriented toward rational satisfaction of needs (Lumbanbatu & Aryanto, 2015). On the other hand, hedonistic consumption values are inspired by emotional

and experiential reasons (Ryu *et al.*, 2010). Previous studies have indicated that hedonistic values affected organic food purchase behaviour. Aertsens *et al.* (2009), applying Schwartz' Theory of Basic Values, concluded that consumers' decision to acquire and consume organic food could be explained by linking the attributes of organic food with the more abstract personal values of consumers, such as security, hedonism, universalism, benevolence, stimulation, self-direction, and conformity. These values could positively influence consumers' attitude toward organic food consumption.

Others have also explored how consumers' personal values affected organic food purchase behavior. Zanolli and Naspetti (2002) provided a better insight into consumers' purchase motivation; they investigated the effects of consumers' perception and knowledge of organic foods toward the organic food purchase behavior in Italy. Employing Means-End chain model to link the attributes of organic food products and the consumers' needs, Zanolli and Naspetti (2002) found that the majority of consumers valued organic foods positively only if the products were perceived to be high-priced and more difficult to obtain. These consumers associated organic food with personal values such as pleasure and prosperity, which could be attained from consuming organic food. Seegebarth *et al.* (2016) also proved that the value dimensions that consumers perceived became the antecedents to organic food purchase behaviour in the USA and Germany.

Olsen *et al.* (2012) proposed a framework that integrates hedonistic values and environmental protection to explore organic food purchase behavior. The framework was employed for examining the behavior of wine consumers in the USA. Their study revealed that values reflecting the need for environmental protection and for living a hedonistic life were significant in explaining organic wine purchase behaviour. Hence, the following hypothesis is formulated:

*H1: Hedonistic values have a positive effect on organic food purchase decision.*

#### *Health consciousness and organic food purchase decision*

Organic foods consumers assumed that health is a personal responsibility. Those who value health would be more willing to consume health food, and they tend to engage in certain activities to maintain their well-being (Schifferstein and Ophuis, 1998). Previous studies highlighted that health consciousness of consumers can be used to predict the consumers' attitude toward organic food, along with the intention and decision to buy it (Chakrabarti, 2010; Chen, 2009; Essoussi and Zahaf, 2009; Hughner *et al.*, 2007; Mondelaers *et al.*, 2009; Tsakiridou *et al.*, 2008; Hsu *et al.*, 2016).

Hughner *et al.* (2007) produced several studies on organic food consumption from 1985 until 2005. They explored themes that expressed consumers' rationalization of organic food purchase decision. Moreover, they identified that the greatest motivations underlying purchases of organic food were health and the need for nutritious food, followed by superior taste, environmental concerns, food safety, animal welfare awareness, local economy support, experience factors, and trend-following behaviour. Essoussi and Zahaf (2009) found that health factor, environmental concerns, and support for local farmers were consumers' main motivations to purchase and consume organic foods. Similar findings were also discovered by Tsakiridou *et al.* (2008) who pointed out that health and environmental concerns were indeed the strongest factors influencing not only consumers' perception and attitude toward organic food, but also the consumption.

In Belgium, Mondelaers *et al.* (2009) explored people's preference for organic fruits. They found that consumers favoured fruits labeled with attributes related to health issues, to ones that were marked with environmental labels. Chen (2009) also suggested that health consciousness and attitude triggered organic food purchase decision in Taiwan. Moreover, Chakrabarti

(2010) examined the factors that were considered by food experts when purchasing organic food. He revealed that health motivation was the most important factor, followed by attitude, organic-food specific innovativeness, opinion leadership, and word-of-mouth marketing. Studies conducted by Paul and Rana (2012), Laheri and Arya (2015), as well as Lee and Huang (2016) also recognized that health concerns were the main determinant of organic food purchase decision. A more recent study by Hsu *et al.* (2016) confirmed that health consciousness, food safety concerns, and subjective knowledge of organic food were key variables affecting organic food purchase intention. Consistent with the aforementioned findings, this study proposes the following hypothesis:

*H2: Health consciousness has a positive effect on organic food purchase decision.*

## **2.2. Healthy life intention and organic food purchase decision**

Living a healthy life means performing certain activities to maintain one's fitness, consuming natural food, and leading a balanced life (Chen, 2009). Promoting healthy lifestyle offers positive impact on organic food consumption because consumers tend to select superior quality foods, higher in nutrition, and safer to consume (Michaelidou and Hassan, 2008).

Schifferstein and Ophuis (1998) suggested that behaviour related to efforts to stay healthy was positively related to organic food purchase. This finding is then supported by other studies. In Western, Gil, Gracia, and Sanchez (2000) showed that consumers engaging in healthy diet as part of a healthy lifestyle were more willing to spend more money for organic food. Chryssohoidis and Krystallis (2005) also found that most organic food buyers adopted healthy diet to prevent them from diseases caused by chemicals present in conventional food. Moreover, Magistris and Gracia (2008) discovered that consumers who possessed healthy life intention by dieting and life-balancing would be more likely to purchase organic food due to their positive attitude toward the food. Chen (2009) also revealed that consumers running healthy lifestyle had more positive attitudes toward organic food and were more willing to purchase it. Based on the justification above, the following hypothesis is formulated:

*H3: Healthy life intention has a positive effect on organic food purchase decision.*

## **2.3. Social influence and organic food purchase decision**

Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) state that subjective or social norm could influence behavioral intention that ultimately leads to actual behavior. Subjective or social norm refers to how social influence determines the behavior of individuals.

Reference groups are considered to be a social influence in consumer behaviour. The influences can be grouped into informational, utilitarian, and value-expressive (Park and Lessig, 1977; Setyaningrum, A., & Aryanto, V. D. W., 2018). A person who has strong identification with his or her group tends to make decisions based on group-interest rather than self-interest (Gupta and Ogden, 2009).

Furthermore, Gupta and Ogden (2009) indicated that reference group could influence green purchase behavior. A person who belongs to a group that demonstrates pro-environment sentiments in line with his or her behavior is more encouraged to transform pro-environment behavior into real actions. They also integrated social dilemma theory and reference group theory to explain the research gap between individual's attitude and behavior toward environmental issues. They found that green purchase groups could be distinguished from non-green ones based on the following values: trust, group identity,

perceived effectiveness, and expectation of collaboration with other group members.

Lee (2008) identified a number of factors influencing green purchase behavior among adolescent consumers in Hong Kong. Social influence was the most important determinant, followed by environmental concerns, green self-identity and perceived environmental responsibility. Lee (2009) further claimed in his subsequent study that gender differences exist in green purchase behaviour. He indicated that female group was positively higher in environmental attitude, environmental concerns, social influence, perceived environmental responsibility, and perceived seriousness in solving environmental problems. Meanwhile, the male group was higher in self-identity in environmental protection, compared to the female group.

Chakrabarti (2010) confirmed that word-of-mouth marketing among friends, family, acquaintances, and co-workers was the main factor influencing organic food purchase decision process. Further, Tarkiainen and Sundqvist (2005) claimed that consumers' attitude and subjective norms were powerful in affecting consumers' intention to purchase organic food. Consequently, this study proposes the following hypothesis:

*H4: Social influence has a positive effect on organic food purchase decision.*

## 2.4. Attitude toward organic food and organic food purchase decision

TRA and TPB highlight that consumers' attitude toward a product has a significant role in predicting purchase behaviour and purchase intent. Another popular theory is Integrated Behavior Model (IBM) proposed by Montano and Kasprzyk. IBM can be used to explore how attitude toward organic food influences purchase decision (Rahman and Noor, 2016).

Studies conducted by Rimal *et al.* (2005) and Tarkiainen and Sundqvist (2005) confirmed that attitude toward organic food had a positive effect on organic food purchase decision in UK and Finland. Magistris and Gracia (2008) also revealed a similar finding in Italy. However, the causal relationship between attitude and behavior is often uncertain when it comes to external factors (Mulatsih *et al.*, 2017; Isnarno *et al.*, 2018)

Grunert and Juhl (1995) and Tsakiridou *et al.* (2008) argued that even though consumers showed a positive attitude toward organic food, they inclined to be passive in actual purchase due to external factors, such as price and demographic factors. Tsakiridou *et al.* (2008) indicated that higher level of education and income encouraged consumers to buy organic food. In Taiwan, Tung *et al.* (2012) found that gender, occupation, educational level, and age were leading factors that caused inconsistency in the relationship between attitude toward organic food and actual purchase behavior. Furthermore, they found that women in the age of forties with higher job prestige and level of education were more likely to buy organic food and even pay more.

Padel and Foster (2005) expressed that consumers' attitude toward organic food could be an important factor influencing the actual purchase behavior. Consumers would be willing to buy the high-priced organic food when they carry a positive attitude toward it. Based on the given review, the following hypothesis is proposed:

*H5: Attitude toward organic food has a positive effect on organic food purchase decision.*

## 2.5. The mediating roles of attitude toward organic food and healthy life intention

Several studies have indicated that healthy life intention is indeed one of the main factors that triggers the purchase of organic food. However, there have been investigations with conflicting conclusions. Michaelidou and Hassan (2008) found

that attitude and interest toward organic food were more influenced by food safety, while Smith and Paladino (2010) argued that organic food purchase behavior was more influenced by familiarity.

The attitude toward organic food can be considered as a variable that mediates the effect of health consciousness on organic food purchase decision. The underlying logic was, even the consumers are aware of the importance of healthy life, they would not actually execute a purchase unless they have a positive attitude toward it. This attitude could not be established if consumers still perceived the organic food to be expensive, the green label to be untrustworthy, or the products to be unavailable in the market. In conclusion, the influence of health consciousness could be stronger if consumers possess a positive attitude toward organic food, therefore culminating in purchase decision. The following hypothesis is then formulated:

*H6: Attitude toward organic food mediates the effect of health consciousness on organic food purchase decision.*

Logically, the person has been aware of would be conscious of the importance of living healthily. They could be informed that achieving healthy lifestyle can be done by consuming organic food and avoiding junk food. However, if people do not have time to find information about organic food, or the desire to spend more money for it, then the purchase decision would not occur.

Health consciousness and healthy life intention are linked together, but in reality, there are still many people that do not have the intention to implement a healthy lifestyle despite the knowledge they have. Based on the reasoning above, it can be presumed that the influence of health consciousness could be stronger if consumers possess the intention to carry out a healthy lifestyle. Therefore, this study proposes the following hypothesis:

*H7: Healthy life intention mediates the effect of health consciousness on organic food purchase decision.*

Based on the extensive and robust previous literature review, this study proposes the research model presented in Figure 1.

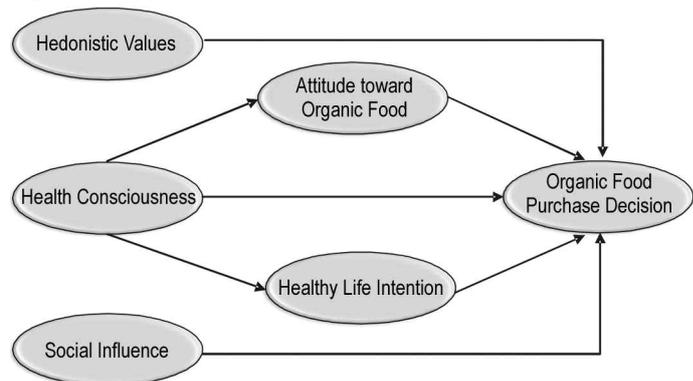


Figure 1. Research Model

## 3. Research Method

### 3.1. Population and Sample

Population of this study consists of all the organic food consumers in Indonesia. Meanwhile, the observed sample includes organic food consumers in Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jakarta Metropolitan Area). These areas are selected due to the arising existence of communities of organic food enthusiasts and the well-spread outlets of organic food market. The research employed purposive sampling, which is a non-probability sampling technique. The participants would have to purchase and consume organic food at least once prior to the survey in order to be qualified as a respondent.

### 3.2. Data Collection

The data were obtained using a questionnaire in organic food outlets throughout the Jakarta Metropolitan Area.

### 3.3. Profile of Respondents

A total of 408 respondents were involved in the survey; 46.1% of them were male and 53.9% were female; 3.9% were under the age of 20; 12.7% were between the ages of 21-30; 20.3% were between the ages of 31-40; 12.7% were between the ages of 41-50; and 9.6% were above the age of 51. Based on educational level, 35.5% had completed high school; 15% possessed college diplomas; 47.5% held bachelor's degree; and 2% possessed master's degree. Lastly, according to occupation, 44.1% were working full-time as private sector employees; 4.2% were civil servants; and 18.1% were entrepreneurs;

25.7% were university students and the rest worked in other fields.

### 3.4. Research Instruments and Measurement

The instruments of this investigation were adopted from earlier studies and developed by the researchers. A 10-point interval scale was used with "1" indicating "strongly disagree" to "10" indicating "strongly agree". Face validity and construct validity were used to test the validity of the research model, while Construct Reliability (CR) was employed for testing reliability. Instruments are considered valid if they possess a factor loading value greater than 0.4, and considered reliable if the CR value is greater than 0.7 and the Variance Extract is greater than 0.5 (Hair et al., 2010). Validity and reliability testing were conducted and it has been found that all instruments in this research are valid and reliable. Refer to Table 1 for further clarification of these results.

Variable	Indicators	Factor Loading	Construct Reliability (CR)&Variance Extract (VE)
Hedonistic Values	- Proud to buy organic food	0.89	CR: 0.94 VE: 0.80
	- Proud to consume organic food	0.90	
	- Consume organic food is a prestige thing	0.91	
	- Consume organic food is a luxury	0.87	
Health Consciousness	- Knowledge on health issues	0.90	CR: 0.87 VE: 0.70
	- Understanding the importance of maintaining healthcare	0.93	
	- Knowledge on healthy lifestyle	0.66	
Social Influence	- Obtain knowledge from friends	0.97	CR: 0.96 VE: 0.88
	- Often share experience with friends	0.92	
	- Organic food often recommended to be consumed by friends	0.92	
Healthy Life Intention	- Frequently seeking information about health issues	0.88	CR: 0.90 VE: 0.76
	- Willing to do healthy diet	0.83	
	- Willing to do physical exercise regularly	0.90	
Attitude toward Organic Food	- Fond of organic food	0.94	CR: 0.91 VE: 0.78
	- Have a good impression on organic food	0.97	
	- Organic food is favorable	0.72	
Organic Food Purchase Decision	- Purchase decision without doubt	0.92	CR: 0.96 VE: 0.87
	- Purchase decision confidently	0.91	
	- Purchase decision with careful consideration	0.96	
	- Purchase decision straightaway	0.93	

Table 1. Instrument Validity and Reliability  
Source: primary data analyzed

### 3.5. Findings

#### Goodness-of-Fit Evaluation

The collected data were analyzed using SEM with AMOS statistical software. GFI, AGFI, CFI, TLI, and RMSEA value were used to evaluate the goodness-of-fit for the research model. It is

shown that the computed fit indices were: GFI= 0.885; AGFI= 0.849; CFI= 0.955; TLI= 0.946; and RMSEA= 0.074. Based on these indices, it can be concluded that the research model is fit.

#### The results of hypothesis testing

The results of hypothesis testing in this study are presented in Table 2.

Hypothesis	Estimate	S.E.	Critical Ratio	P value ( $\leq 0.05$ )	Explanation
H1: Hedonistic values have a positive effect on organic food purchase decision.	.379	.083	4.540	***	Accepted
H2: Health consciousness has a positive effect on organic food purchase decision.	-.027	.098	-.279	.780	Rejected
H3: Healthy life intention has a positive effect on organic food purchase decision.	.670	.077	8.677	***	Accepted
H4: Social influence has a positive effect on organic food purchase decision.	-.211	.050	-4.211	***	Rejected
H5: Attitude toward organic food has a positive effect on organic food purchase decision.	.339	.061	5.516	***	Accepted

Table 2. Results of Hypothesis Testing  
Source: primary data analyzed

#### Mediating effects of attitude toward organic food and healthy life intention

Sobel test was employed to detect the mediating role of attitude toward organic food and healthy life intention in the effect of health consciousness on organic food purchase decision. The computation for the statistical significance of the mediator was done with an online statistical calculator, which can be accessed on <http://www.danielsoper.com> (Soper, 2015).

Testing for mediating effect of attitude toward organic food generated a test statistic value of 1.245 and a probability value of 0.106, therefore rejecting hypothesis 6. Whereas, the testing for mediating effect of healthy life intention resulted in a test statistic value of 2.262 and a probability value of 0.012, therefore

accepting hypothesis 7. It can be concluded that healthy life intention has a mediating role in the effect of health consciousness on organic food purchase decision.

## 4. Discussion and Conclusions

Hypothesis 1 is accepted; hedonistic values positively influence organic food purchase decision. This is consistent with previous findings, which state that consumers' decision to purchase and consume organic food can be explained by linking the attributes of organic food with the more abstract values such as security, hedonism, universalism, benevolence, stimulation,

self-direction, and conformity (Aertsens *et al.*, 2009; Olsen *et al.*, 2012; Zanolli and Naspetti, 2002; Damarwulan, Farida, & Andriyansah, 2018).

Hypothesis 2 is rejected. It can be established that health consciousness does not possess a significant effect on organic food purchase decision. This finding contradicts preceding studies by Chakrabarti, (2010), Chen (2009), Essoussi and Zahaf (2009), Hughner *et al.* (2007), Mondelaers *et al.* (2009), and Tsakiridou *et al.* (2008). However, the inexistence of health consciousness's effect supports other researchers. Smith and Paladino (2010) found that organic food purchase behaviour is not a consequence of health consciousness, but it is affected by familiarity and customers' consumption experience. Meanwhile, Chen (2009) argued that consumers that are health conscious would not actually purchase organic food because they would have to spend more on it compared to conventional food.

Hypothesis 3 is accepted. It can be determined that healthy life intention positively affects organic food purchase decision. Consumers with the intention to live healthy are more likely to buy organic food as a way of maintaining well-being and preventing illnesses. This study supports previous investigations that highlight the positive influence of health-related behavior on consumers' decision to purchase and consume organic food. These consumers, who have adopted healthy lifestyle tend to carry a more positive attitude toward organic food (Chen, 2009; Chrysosoidis and Krystallis, 2005; Gil *et al.*, 2000; Magistris and Gracia, 2008; Schifferstein and Ophuis, 1998).

Meanwhile, social influence is found to have a negative influence on organic food purchase decision. Hypothesis 4 is rejected because it proposed a positive effect. This finding does not substantiate previous studies which claim that the social influences of reference group and close relatives positively affect organic food purchase decision (Chakrabarti, 2010; Gupta and Ogden, 2009; Lee, 2008, 2009; Tarkiainen and Sundqvist, 2005). The majority of Indonesian organic food consumers seem to be ones that hold prestige in a high regard. Prestige-seeking characters are compelled to consume conspicuously and be valued as responsible and progressive customers (Seegebarth *et al.*, 2016; Yoestini *et al.*, 2018). Despite the steep price of these foods, they would still purchase them for the sake of fashion and lifestyle in order to create an impression of luxury on others.

Moreover, hypothesis 5 is also accepted. Attitude toward organic food is found to have a positive influence on consumers' organic food purchase decision. This is line with the findings of Magistris and Gracia (2008), Rimal *et al.* (2005), and Tarkiainen and Sundqvist (2005). Meanwhile, Tsakiridou *et al.* (2008), Grunert and Juhl (1995), and Padel and Foster (2005) had different results. They all found that despite the positive attitude of consumers, only a small number of customers would actually procure organic food. Others deem this type of food as unaffordable.

Finally, as mentioned in the previous section, hypothesis 7 is accepted, whereas hypothesis 6 is not. Healthy life intention has a significant mediating effect, while attitude does not. This finding suggests that the effect of health consciousness on organic food purchase decision will be more powerful if the consumers aspire to live healthy. Altogether, health consciousness has a considerable role in improving healthy life intention, which would then result in organic food purchase decision.

## 4.1. Conclusions

This study reveals that hedonistic values, healthy life intention, and attitude toward organic food influence organic food purchase decision. Meanwhile, health consciousness is found to be non-existent. For external factor, social influence is found to negatively affect organic food purchase decision.

Furthermore, healthy life intention is revealed to be the mediating variable. It could be claimed that health consciousness plays an important role in improving consumers' healthy life

intention, encouraging them to purchase organic food. Not only do these findings provide empirical evidence concerning the key factors that affect organic food purchase decision, they also complement previous studies on organic food purchasing behaviour in Indonesia, a potential target for international marketers.

## 4.2. Managerial implications

This study provides empirical evidence for international marketers of organic products to develop and implement proper marketing strategies in Indonesia. It shows that the majority of Indonesian consumers are hedonistic and prestige-seeking. Marketers should capitalize on this by promoting organic food consumption as a fashionable lifestyle that projects social exclusivity. Special packaging can be designed to display an impression of distinctive luxury.

Regarding healthy life intention, marketers can offer complimentary magazine, free of charge, for consumers to learn more about achieving fitness and health. Testimonies should also be exhibited to further improve consumers' attitude toward organic food. These customer statements can focus on the health benefits and overall superiority of organic food, compared to its conventional counterpart.

A traceability system should be established, which can aid food producers to comply with food safety regulations set by the government, and to adapt to customer needs and wants. This system can become part of an effective strategy for creating customers' perception of organic food safety and quality, therefore, decreasing consumers' doubts, stimulating positive attitude, and encouraging organic food purchase decision.

## 4.3. Limitations and suggestions for future studies

This study has some limitations. First, the data were obtained from organic food consumers without distinguishing regular and non-regular organic food consumers. Second, the observed products include all types of organic food, which were not categorised into vegetable, fruit, rice, meat, etc. Third, the survey was only conducted within Jakarta Metropolitan Area. Consequently, it is relatively difficult to generalize the results due to the locational constraint.

For future studies, it is suggested to consider separating regular consumers from the non-regular ones, grouping organic food categories, and obtaining larger samples so that the results could be expanded. It would also be interesting to investigate other factors such as green labeling, product availability, and pricing as well as to examine the demographic characteristics like gender, age, and education level as moderator variables on the relationship between health consciousness and organic food purchase decision.

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