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The Antecedents of Green Food Consumption in Indonesia

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The purpose of this research is to investigate the factors that influenced customers to consume green food, in response to the increasing trend in green food consumption in Indonesia. Questionnaires were distributed to 150 respondents who were green food consumers located in Jakarta and the surrounding areas. Data were analyzed using PLS-SEM. This research found that environmental consciousness and social context influenced the attitude towards green product. Furthermore, attitude towards green product influenced purchase intention and finally lead to green food consumption.

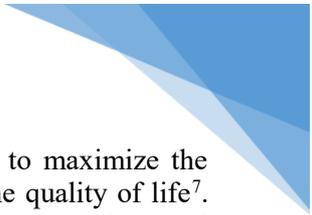
Keywords: *Green food, Environment, Attitude, Purchase Intention, Consumption*

1. Introduction

Green concept or environment friendly is getting more popular in Indonesia nowadays especially in big city such as Jakarta. As the awareness for the environment increases, green products are well known. There are several green products which are commonly consumed, such as food, hygiene, clothing, household appliances, lightbulb and battery¹³. One of interesting green products is green food. Indonesians' awareness toward healthy lifestyle is increasing, as 73% of Indonesian puts personal health as their priority in life¹⁰. Currently, illnesses caused by unhealthy eating raises people's awareness to change their eating habits. This opens the opportunity for green food business. The interesting fact is that factors influencing customers in buying green product have differences compared to factors affecting purchasing behavior on other products. Several culinary experts have predicted that green food will be more popular and become a trend, especially in urban areas in Indonesia¹⁶. In many businesses, price is an important factor in determining a success of marketing since traditionally price serves as a key determinant of buyer choice¹⁵. However, factors other than price are now starting to become increasingly important in influencing purchasing decisions, especially for green products. The development of green food trends is also influenced by various sources of information in educating people about the environment and healthy lifestyle. Previous study found that attitudes held by consumers will affect the intensity of spending then also affect shopping behavior itself¹⁷. Since there is limited studies that investigate the motivation of green food consumption in Indonesia, this research aims to investigate the relationship between quality of life, environment consciousness, quality, price of green products, information and knowledge of green products, social context, attitude towards purchase intention and green product consumption.

2. Theoretical Foundation

Theory of Reasoned Action (TRA) is a conceptual working frame based on behavioral intention model. TRA is commonly used by many researchers to investigate people's behavior⁹. Purchase intention is defined as something that shows what consumer is willing to buy⁴. Intention is an indication of individual readiness to perform certain action¹⁷. Attitude is a crucial thing since it involves selection, learning, and buying decision process^{4,11}. Attitude is a comprehensive evaluation towards an alternative, starts from positive things until negative things¹⁴.



Living environment activists argue that the purpose of marketing system is not to maximize the consumption level, choices for consumer, or consumer satisfaction, but to maximize the quality of life⁷. Consideration towards quality of life involves healthy, economic stability, life satisfaction, shelter, and psychological factors¹³. Environmental consciousness is defined as a degree of how far someone realizes the environmental issue and participates in efforts to overcome it or in showing readiness to contribute personally for that solution³. Environmental consciousness is driven by consumer's consciousness of materials which do not cause pollution, potential to reduce cost and availability of biodegradable packaging⁸. According to previous study, quality of a product is defined as an ability of a product that can satisfy the needs and wants of consumer¹². Quality of a product has a significant impact on product performance, where it then relates to customer satisfaction².

Price is defined as sum of money that is charged for a good or service, which is commonly known as a sum of value that consumer should be willing to sacrifice to obtain the benefit of having or using a good or service⁷. Previous research informed that by giving information about environmental preservation to consumers, the demand of green product can be improved¹⁴. Perception about the benefit of green product is shaped by the information and knowledge delivered by marketers together with information given on the product label and advertising media³. Impact of social environment also affects purchase decision of consumers. Green product consumers often see the collective identity concentrating in altruistic purpose¹³. Based on the explanation above, the following hypotheses are tested:

- H1: Quality of life positively influences attitude.
- H2: Environmental consciousness positively influences attitude.
- H3: Quality of green products positively influences attitude.
- H4: Price of green products positively influences attitude.
- H5: Information and knowledge of green products positively influences attitude.
- H6: Social context positively influences attitude.
- H7: Attitude positively influences purchase intention.
- H8: Purchase intention positively influences green product consumption.

3. Methods

Data for this study were collected conveniently by using questionnaire distributed to 150 green food consumers who reside in Jakarta city and regularly purchase green food every week. This study has nine constructs. The measurements of quality of life (5 items), environmental consciousness (6 items), information and knowledge (6 items), social context (6 items), quality of green food (3 items), price (6 items), attitude towards green food (3 items), purchase intention (5 items) and green food consumption (5 items) were adapted from previous studies^{1,11,13,17,18}. All items were measured on five points Likert scale, ranging from strongly disagree to strongly agree. The data were analyzed using partial least square-structural equation modeling (PLS-SEM).

4. Results

The majority of the respondents were female (60.4%) and undergraduate education background (78.3%). Most of them consumed green food for 2 – 4 times in a week (47.2%). 24 out of 38 measurement items were valid in this study. The results fulfilled the convergent validity criteria where the factor loading scores are ranging from 0.730 to 0.940 and the average variance extracted (AVE) scores are ranging from 0.638 to 0.870. Discriminant validity in this study was also fulfilled the criteria where all of the square root of AVE scores are higher than the correlation between constructs⁶. The constructs also reached composite reliability criteria ranging from 0.778 to 0.941. Table 1 and Figure 1 showed the hypotheses test results where 4 out of 8 hypotheses were supported.

Table 1. Hypotheses Test Result

Hypothesis	Path Coefficient	T-statistic	P-value	Conclusion
H1	0.072	0.702	0.483	Not Supported
H2	0.258	2.778	0.005	Supported
H3	0.050	0.447	0.665	Not Supported
H4	-0.121	1.380	0.168	Not Supported
H5	0.150	1.676	0.094	Not Supported
H6	0.256	2.446	0.014	Supported
H7	0.213	2.204	0.028	Supported
H8	0.798	18.747	0.000	Supported

5. Conclusion

Factors influencing attitude towards green product are environmental consciousness and social context. In the green food context in Indonesia, especially for millennials generation as the majority of this research respondents (85.8%), attitude towards green food is motivated by awareness of people to take care of the environment and social positive impression to people who do good thing for environment, such as by consuming green food. Attitude towards green product positively influences purchase intention and purchase intention positively influences green food consumption. Most respondents agreed that it was important for the food they consume to be processed in a way that is environmental friendly so it pushed their interest to consume green food. Based on the study findings, green food business managers and owners should understand that environmental consciousness and social context play important role in influencing consumer's attitude. Concern of environment degradation brings up the new consumer segment which is green consumer, which prefers green product that has no potential of damaging health and environment in its production process, is not using materials from threatened species, also not causing unnecessary waste³. In evaluating or planning a strategy to improve sales and company performance, business players have to consider these factors of environmental consciousness and social context. There are several factors have role in promoting green products for customers to consume, such as by increasing the awareness of environmental issues and environmental consciousness⁵. Business owners should educate the people that green food is processed in a good way for consumers and environment. People should be aware of this so that they are motivated to consume green food.

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Figure Caption

Figure 1. Hypotheses Test Result

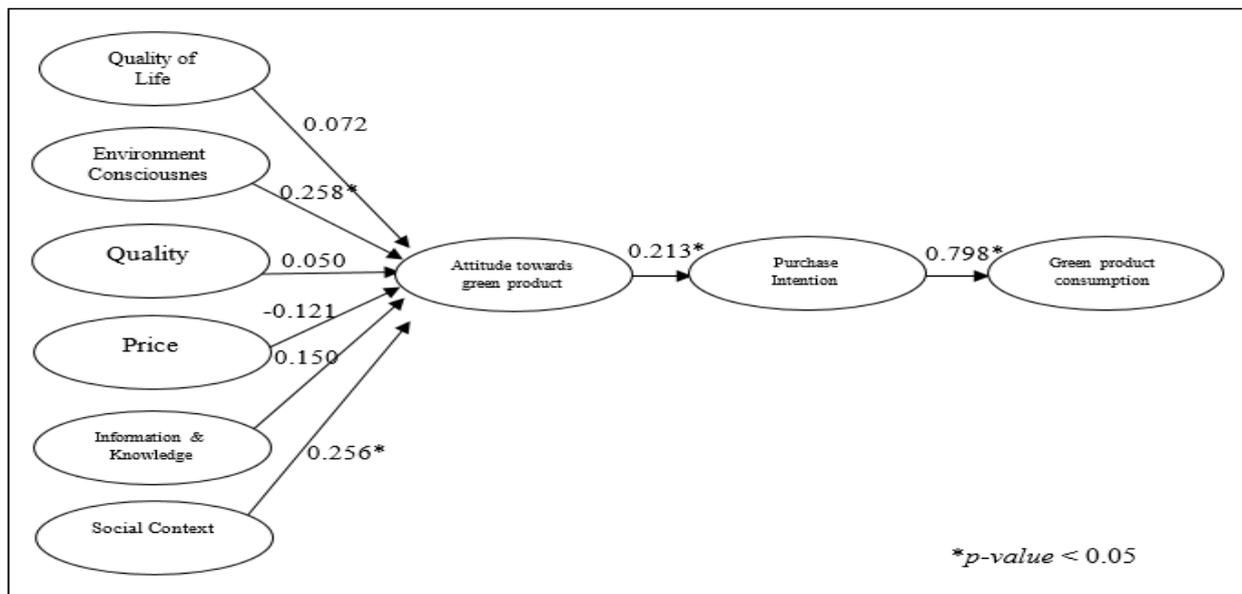


Figure 1. Gunadi et al.