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Organic Food: The Factors Influencing Consumers' Purchasing Intention

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Abstract

Objective: This investigation assessed the factors determining consumers' purchasing intention for natural food. This study employs four variables to explain the phenomenon: purchasing intention toward organic food, altruistic value, egoistic value, and attitude toward organic products.
Design/Methods/Approach: This study employs a quantitative approach, using primary data collected through an online survey from a sample of 109 individuals. We use the convenience sampling method to collect the data. Furthermore, the regression analysis is performed with SPSS version 23.
Findings: The findings of this study highlighted that altruistic and egoistic values do not influence the intention to purchase organic food. Consumers' attitude has a significant influence on purchasing organic food. However, egoistic values and altruistic values do not influence purchasing intention.
Originality/Value: This research examines specific parameters determining consumers' purchasing behavior toward organic products. The model in this work is grounded with a few gaps that still need to be explored and have rarely been investigated in past studies.
Practical/Policy implication: The findings contribute an additional theoretical comprehensive to the organic food consumption literature. Moreover, these findings can be an asset to the practitioner in shaping successful marketing strategies to promote and develop organic food. This study can provide additional knowledge and a new perception of consumer behavior toward organic food.

Keywords: Altruistic value, Attitude, Egoistic value, Organic food, Purchase intention

JEL Classification: M31, M37

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1. Introduction

Consumption of organic foods contributes to the expansion of the market, which has emerged as a fundamental issue in the new global economy. The global organic food market is estimated to be about USD 80 billion in 2014 (Asif et al., 2018) and increase to USD 120 Billion in 2020 (Willer, 2022). The demand for organic food has shifted from niche to mainstream market (Pretner et al., 2021). The precedence research reported that the global market size of organic food is forecasted to reach USD 497.4 Billion in 2030. Truong et al. (2012) stated that the largest organic farm in the world is in the Asia Pacific region having approximately 15 million hectares. For instance, in the ASEAN Region, emerging nations took 90% of certified organic food exported to other Asian countries and a few Western countries (Truong et al., 2012).

Several studies evaluated the potential advantage of organic food, claiming that its consumption is associated with awareness of healthy eating (Belyakova et al., 2018; Demirtas, 2019). It is associated with environmental protection and animal welfare (Thøgersen et al., 2016; Van Doorn & Verhoef, 2015) and a healthy lifestyle (Yadav, 2016). Moreover, the organic food market strives to fulfill and meet the consumers' needs with superior quality products and contribute to giving a value of well-being and animal health, and social responsibility (Aertsens et al., 2011). Popa et al. (2019) asserted that someone who relishes non-fat products would usually pay more because of their excellent quality (Lange & Meyer, 2019). Furthermore, it is also consumed due to the personal and health benefits and for sustainable consumption reasons. Therefore, previous research compared that individuals prioritizing health tend to consume organic food to improve their quality of life. Consumer behavior for organic food in emerging and developing markets is an important research area (Asif et al., 2018).

Consumption of organic food has increased significantly in the last decade. Previous research has identified several determinants of consumer intention to buy organic food. Despite the increase, the number of studies on organic food consumers remains (Hsu et al., 2016; Nandi et al., 2016; Rana & Paul, 2017; Singh & Verma, 2017; Wang et al., 2020). Several studies have focused on consumer preferences for buying organic food, which is relevant to current market developments. There is limited concern about the values that consumers subscribe to in their buying behavior for organic food. Therefore, this study intends to assess the factors, namely altruistic value, egoistic value, and consumer attitudes towards organic products towards consumers' purchase intention for organic food. This research examines specific parameters determining purchasing behavior toward organic products.

The model in this work is grounded with a few following gaps that still need to be explored and have rarely been investigated in past studies. Correspondingly, Rodríguez-Bermúdez et al. (2020) mention that the geographical concentration of the prior studies was in a developed nation. The author suggests the need for further research in different countries. Besides, most of the previous literature on organic food purchasing was conducted in developed countries where people care more about environmental issues (Asif et al., 2018). Therefore, the characteristic of the respondents in prior research influenced the result since most of the consumers in the developed nation are more aware of environmental problems. Moreover, it also appeared that past studies have explored the effect of normative factors on consumer behavior toward organic food and overlooked examining the role of values (Lee & Hwang, 2016). Thus, it is essential to look at the influence of value on consumer behavior. Also, a limited study has explored the effect of altruistic and egoistic values on organic food purchasing behavior (Yadav, 2016). Furthermore, the inconsistency of the previous findings has allowed the author to design an alternative model (Kapuge, 2016). In addition, consumer behavior and psychology research in the context of organic food has grown in the past few decades, particularly in developed countries. However, the issues are not well-established in emerging countries (Asif et al., 2018). Hence, investigating this phenomenon in the context of developing countries is crucial.

Purchase intention is one central focused area of numerous studies (Putra et al., 2023; Asif et al., 2018; Kapuge, 2016; Lee & Hwang, 2016; Truong et al., 2012; Yadav, 2016). This area of interest is vital in marketing to predict consumers' buying behavior (Aprile & Fiorillo, 2023; Kamboj et al., 2023; Kemper et al., 2023). Some researchers argue that the consumer's purchase behavior on organic foods changes based on socio-demographic elements such as age, ethnicity, and socioeconomic status and behavioral aspects such as knowledge (Ardebili & Rickertsen, 2023; Kemper et al., 2023; Liu et al., 2023; Moraes et al., 2020). Also, the consumer's purchasing behavior on this product varies among socio-demographic, cultural, and behavioral aspects such as knowledge.

This work conceptualizes four observed crucial variables to examine the phenomenon: intention to purchase, egoistic and altruistic value, and attitude. First, behavior intention refers to individuals' tendency to act in a particular behavior (Kapuge, 2016). In other words, intention behavior refers to an individual's intended behavior to act in a particular manner. During the last decades, several types of research on consumer behavior focused on the intention to buy organic food claiming considering it as a decisive aspect influenced by several factors (Aertsens et al., 2011; Asif et al., 2018; Popa et al., 2019; Thøgersen et al., 2016; Yadav, 2016). A second element is altruistic value. Rana & Paul (2017) demonstrated the altruistic value's positive impact on purchase intention toward organic food. In different circumstances, the study conducted by Truong et al. (2012); Asif et al. (2018); and revealed the inconsistent finding dealing with consumer intention behavior changes across different countries and socio-demographic factors. Thus, their findings encourage this work to investigate the phenomenon in different contexts. Third, egoistic value is related to health concerns (Yadav, 2016). Consumers perceive organic food as healthy, rich in nutritional value, and chemical-free.

Numerous studies Aertsens et al. (2011), Asif et al. (2018), Belyakova et al. (2018), Demirtas (2019), Van Doorn & Verhoef (2015) Yadav (2016) discussed that self-benefit, namely health concern (egoistic value) is the critical factor driving an individual to buy organic food.

The present study proposes to develop an extending body of knowledge and provide a comprehensive understanding of consumer behavior toward organic food. We investigated the link between egoistic, altruistic, and organic food purchasing intention to identify the driving factors to consume organic food. In doing so, this paper determines the factor that has conclusive impacts on consumers' purchasing intent toward organic foods. Further, it attempts to identify the factor that influences consumer attitude.

The rest of this paper is categorized as follows. Section 2 provides a literature review, which contains the theoretical foundation and the hypotheses development of this study. Section 3 contains the research methodology, including the approaches, data, and tools used. Section 4 includes the results and a detailed discussion. The last section contains the conclusion that highlights the research contributions, limitations, and recommendations for future study.

2. Literature Review and Hypotheses Development

Egoistic Value

Egoistic value is a critical predictor for developing organic food purchasing intention (Asif et al., 2018; Kapuge, 2016; Lee & Hwang, 2016). Egoism describes an individual's self-orientation, an attitude to being concerned toward themselves and focusing more on personal benefit (Yadav, 2016). Egoistic value is related to a health concern (Yadav, 2016). Van Doorn & Verhoef (2015) asserted that health concern is a significant factor in predicting purchase intention. Organic food is perceived as healthy (Singh & Verma, 2017) and more nutritious than conventional food (Yadav, 2016). Liu et al. (2023) assess the barriers and motives for organic food consumption. Michel & Begho (2023) concludes that the increased demand for organic food is simply due to individual concerns about health and safety issues. These findings, in line with Kemper et al. (2023), suggested that individuals likely choose and consider organic food rather than conventional because of organic's health benefits, such as preventing certain diseases, including diabetes and obesity. Besides, individuals seeking more personal health benefits and the security of their families are interested in organic food (Popa et al., 2019).

Several preliminary empirical studies across a different cross-culture argued that the higher the degree of an egoistic value (health concern) of individuals, the more likely an individual intends to purchase organic food. These studies found that health concerns positively influence consumers to buy organic foods (Aertsens et al., 2011; Asif et al., 2018; Demirtas, 2019; Kapuge, 2016; Lee & Hwang, 2016; Rodríguez-Bermúdez et al., 2020; Van Doorn & Verhoef, 2015). In addition, Pretner et al. (2021) asserted that an individual with a high egoistic value or concern about their health would likely have a high motive to buy organic foods. Therefore, this work suggested that the higher the egoistic value, the higher their purchase intention, the more consumer about their health, and the higher their positive behavior toward organic food products.

Hypothesis 1: Egoistic value has a positive influence on consumers' purchasing intention toward organic food
Hypothesis 2: Egoistic value has a positive influence on consumer attitude

Altruistic Value

In this context, altruistic value refers to the degree to which an individual is concerned about the environment. Yadav (2016) refers to altruistic value to an individual's behavior to protect the environment from benefiting themselves, others, and their surroundings. Altruistic value is referred to the degree of our acknowledgment to contribute to environment preservation that regards ourselves and others (Yadav, 2016). Individuals concerned about protecting the environment will likely engage in themselves by consuming an eco-friendly product such as organic food. Consumers perceive organic food as an environment-friendly product due to the chemical-free process (Thøgersen et al., 2016). The production process and plantation applied fewer chemicals, pesticides, and harmful products to the environment, negatively affecting the environment (Kapuge, 2016). Again, Kamboj et al. (2023) argued that issues with environmental aspects play a crucial role in consuming organic-food products. In the study identifying the personal factors determining organic food purchasing intention, Aertsens et al. (2011) noted that organic products are free from chemicals and pesticides. According to studies that stated that organic food production is devoid of chemical fertilizers and pesticides, environmental-friendly, organic food consumption is rising due to these mechanisms (Aertsens et al., 2011; Yadav, 2016). Thus, an individual with a high degree of altruistic value perceived that consuming organic food can help to protect and reduce environmental issues. Furthermore, organic food consumption is related to the global issue of climate change. An individual buying behavior and decision deal with environmental issues (Kemper et al., 2023). For example, individuals' awareness of climate change issues increased explicitly in developing countries (Moraes et al., 2020). Numerous studies found that people are becoming more concerned about environmental issues. A review by Aertsens et al. (2011) showed that developed countries are more concerned about the consequences of their purchasing behavior. Again, Kapuge (2016) and Aertsens et al. (2011) established that the consumption of organic products is driven by the altruistic value degree of an individual. Recent studies support the above shreds of evidence (Asif et al., 2018; Demirtas, 2019;

Thøgersen et al., 2016; Yadav, 2016). These studies found that concerns related to the environment significantly influenced purchasing organic products.

In contrast, the inconsistency of the finding found by Truong et al. (2012) from his study done in Vietnam acknowledged that environmental concern did not determine organic food purchase intention. Therefore, the current research assumes that the higher an individual altruistic value, the higher the intention of the consumers to buy organic food. The higher the altruistic value, the higher the positive attitude toward organic food.

Hypothesis 3: Altruistic value has a conclusive effect on the consumers' intent to buy organic food.

Hypothesis 4: Egoistic value positively influences consumer attitude.

Consumers' Attitudes and Purchasing Behavior Intention Toward Organic Food

Behavior intention refers to one's tendency to behave in a particular manner (Pretner et al., 2021). Marketers use this variable to predict future consumers' needs (Van Doorn & Verhoef, 2015). Over the past two decades, several studies have examined consumer behavior toward organic food. Scholars conclude that intention behavior is one major characteristic influenced by numerous factors (Asif et al., 2018; Kapuge, 2016; Rodríguez-Bermúdez et al., 2020). Attitude refers to an individual response to their evaluation of a particular event, situation, or object (Lee & Hwang, 2016). According to Singh & Verma (2017), attitude could be positive or negative, good or bad, and pleasant or unpleasant feelings of joy. Prakash et al. (2019) argued that consumers with a strong positive belief and perception toward organic food are likelier to buy an organic food product. The study further extends that a positive attitude toward organic food leads to higher purchase intention. This is because organic products consider a good choice (Yang et al., 2023). These attitudes are associated with intentional behavior that leads to a specific behavior (Gundala et al., 2022). Prior research described that attitude is positively associated with consumer intentions (Kemper et al., 2023; Michel & Begho, 2023; Rana & Paul, 2017). Besides, other studies demonstrated that attitude is highly correlated with buying intention (Singh & Verma, 2017). A recent study supported these findings indicating that attitude better predict intentional behavior (Van Doorn & Verhoef, 2015). These studies established that when consumers consider organic food a favorable choice and feel good about it, they are willing to buy it. Therefore, consumers with a highly positive attitude toward such products would usually have a higher intent to buy them.

Hypothesis 5: Consumers' attitude has a positive influence on their intention to purchase organic food

Further, according to the theory of planned behavior, attitude is associated with intention behavior (Ajzen, 1991), and it has been documented to have a strong influence on attitude. In the context of organic food, attitude plays a crucial role in strengthening the link between external and psychological factors and intentional behavior.

Moreover, the direct influence of altruistic value and egoistic on purchase intention is questionable. The value belief norm model explains that these relationships explain by various factors, including belief. In this context, attitude is the extent of individual cognitive evaluation. For example, Michaelidou and Hassan (2008) argued that attitude intervened in the relationship between the motives and intention to purchase organic food. Besides, conducted a similar study in the Indian Context validated the mediating role of attitude. Moreover, studies outline the role of attitude in mediating the link between values and intentional behavior. Yadav (2016) finds that attitude plays a mediating role in the influence of egoistic and altruistic values on the intention to purchase organic food. Kühn et al. (2023) also confirmed that attitude toward the consumption of organic food facilitates the influence of other factors on purchase intention to buy organic food. Prior studies have documented direct and indirect influences of egoistic and altruistic value on the intention to purchase organic food (Lee & Yun, 2015; Prakash et al., 2019). These results concluded that belief factors such as attitude are vital in mediating these connections. Therefore, this work asserts that attitude mediates the relationship between egoistic and altruistic values and the intention to purchase organic food. We construct the hypothesis as follows,

H6a: Attitude toward organic food mediate the relationship between egoistic value and purchase intention toward organic food.

H6b: Attitude toward organic food mediate the relationship between altruistic value and purchase intention toward organic food

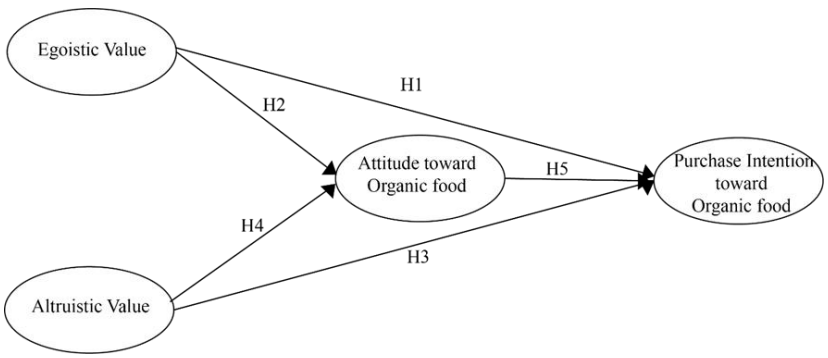

Figure 1. Framework on Factors Influencing Purchase Intention

3. Method

This research identifies the elements that influence the intention to buy organic food with the target population of Indonesian consumers. The research data was collected over (one month period) and distributed using the google-form online survey in Indonesia. A total of 109 respondents actively participated. The method used is convenience sampling. The sample reflects the information provided by the respondents. Respondents are over 18 years old and know the research subject. The questionnaire was self-administered and contained self-reported attitude items, using a 5-Likert scale ranging from 1 strongly disagree to 5 strongly agree (Sekaran & Bougie, 2016).

The questionnaires were designed in two-part; the first part consists of the respondent's characteristics. The second part contains questions related to consumers' behavior toward organic food. The questions designed based on the previous research on organic food, each scale, and variables measure (items) were adopted from prior research and adjusted to the objective of this research (Aertsens et al., 2011; Asif et al., 2018; Belyakova et al., 2018; Demirtas, 2019; Thøgersen et al., 2016; Yadav, 2016) (see Table 3). SPSS version 23 was used to process, conduct the statistical analysis, and interpret the data. This research hypothesized five linear relationships; regression analysis was undertaken to examine the hypothesis.

Table 1. Definition of Operational Variables

Variable	Definition	Items Code	Item	Source
Egoistic value (EV)	Egoistic value refers to the degree to which an individual is concerned about their health.	EV1	Choosing organic food products is good for ensuring our health	Singh & Verma (2017)
		EV2	Organic food is good for me.	
		EV3	Organic food is good for my health.	
		EV4	Organic food is good for ensuring our health	
		EV5	I chose food carefully to ensure good health.	
		EV6	I am prepared to leave a lot, to eat as healthy as possible.	
Altruistic value (AV)	Altruistic value refers to the degree to which an individual is concerned about the environment.	AV1	I am very concerned about environmental problems	Asif et al., (2018); Yadav, (2016).
		AV2	Human beings must maintain a balance with nature in order to survive.	
		AV3	Human interference with nature often produces disastrous consequences.	
		AV4	The balance of nature is very delicate and may easily upset	
		AV5	Human beings are severely abusing the environment.	
The attitude toward organic food (ATT)	Attitude refers to an individual response to their evaluation of a particular event, situation, or object.	ATT1	Buying organic food is a good idea	Demirtas, (2019); Yadav, (2016)
		ATT2	Buying organic food would be pleasant	
		ATT3	I like the idea of buying organic food	
		ATT4	I believe organic food is very useful in meeting the nutritional needs	
		ATT5	I am convinced that purchasing organic food is a reasonable action	
Purchase intention (PI)	Behavior intention refers to individuals' tendency to act in a particular behavior	PI1	I will buy organic food products when they become available	Singh & Verma (2017)
		PI2	I intend to consume organic products in the future	
		PI3	I intend to buy organic food for my health	
		PI4	I am willing to buy organic food when shopping	
		PI5	I intend to buy organic food if they are available.	

4. Result and Discussion

Table 2 describes the characteristic of the respondents of this study; among the 109 individuals, 68.8 % of the sample was female and 31.2 male. The sample aged 18-25 years old represent 50.5%, 26-35 represent 35.8% of the sample, and 36-45 represent 13.8%. The sample has an educational background; 41.3% have a bachelor's degree, 33% have a master's, 814% have a diploma, and 11% finished secondary school.

Table 2. Respondents Characteristic

Characteristic of Respondents	n	%	%Cum
Gender			
Male	34	31.1	100
Female	75	68.7	68.8
Age (years old)			
18-25	55	50.5	50.5
26-35	39	35.8	86.2
36-45	15	13.8	100
Education			
Secondary	12	11.0	11.0
Diploma	16	14	25.7
Bachelor	45	41.3	67.0
Master	36	33.0	100
Status			
Single	76	69.7	69.7
In Relationship	33	30.3	100
Occupation			
Government	16	14.7	65.1
Self-employed	13	11.9	94.4
Private sector	19	17.4	82.6
Student	55	50.5	50.5
Other	6	5.5	100
Total	109	100	

Note: (n) indicated Frequency, and (%) indicated Percentage

Reliability and Validity

This study conducted validity and reliability of the indicator and indicators measurements consisting of 21 items from 4 variables. KMO and Bartlett's score was 0.91, with a significant level inferior 0.001. Table 3 shows that Cronbach's Alpha score is 0.935 with the number of items 21, which explains that the consistency of the measure used in this study met the criteria of Cronbach's Alpha above 0.7 (Sekaran & Bougie, 2016). Further, the factor loading of the 21 indicators ranged from 0.411 to 0.787, indicating that all items were accurate and met the loading factors indices above 0.40 (Hair et al., 2018).

Table 3. Reliability and Validity Result

Item Code	Factor loading	Cronbach Alpha
EV1	.665	0.835
EV2	.673	
EV3	.672	
EV4	.745	
EV5	.478	
EV6	.584	
AV1	.515	0.778
AV2	.520	
AV3	.411	
AV4	.532	
AV5	.549	
ATT1	.724	0.894
ATT2	.750	
ATT3	.783	
ATT4	.729	
ATT5	.758	

Item Code	Factor loading	Cronbach Alpha
PI1	.746	0.913
PI2	.756	
PI3	.787	
PI4	.733	
PI5	.767	

Assumption Classic Test

Table 4 shows that there was no autocorrelation found as the Prob. Chi-Square is 0.607, which is greater than 0.5.

Table 4. Autocorrelation Test (Breusch Godfrey Serial Correlation LM)

F-statistic	0.483	**Prob. F(2,101)**	0.617
Obs*R-squared	0.997	**Prob. Chi-Square(2)**	0.607

The Variance Inflation Factors (VIF) described the multicollinearity test. The VIF test shows attitude = 1.677, egoistic concern= 1.913, and altruistic concern= 1.489. The VIF Table 5 shows that the variables are smaller than ten and greater than 0.1, indicating no multicollinearity issue.

Table 5. Variance Inflation Factors

Variable	Centered VIF
C	NA
Attitude	1.6779
Egoistic value	1.9139
Altruistic Value	1.489

The Autoregressive Conditional Heteroscedasticity (ARCH) Model was used to identify the variance differences between residual in observation and other observations (Engle, 2001; Fenitra & Haryanto, 2019). Table 6 shows that there is no Heteroscedasticity as the Prob. Chi-Square 0.607 > 0.05.

Table 6. Heteroscedasticity test (Breusch-Pagan-Godfrey)

F-statistic	0.483	**Prob. F (1,211)**	0.617
Obs*R-squared	0.997	**Prob. Chi-Square (1)**	0.607

Hypothesis Testing

Table 7 demonstrates the hypothesis testing based on the probability level < 0.001, <0.01, and < 0.05 (Hair et al., 2014). The variable buying intention behavior toward organic food is explained by egoistic value, altruistic value, and attitude with R-Square = 0.997 and F = 0.617, suggesting that the model demonstrates 99% of the variance in behavioral intention. Table 6 statistically shows that H2, H4, and H5 were supported. The results explain the strong relationship between attitude toward organic food and purchase intention (H2). In contrast, the results reject Hypothesis 1 and Hypothesis 3.

Table 7. Regression Analysis

	Variable	Coefficient (β)	Standard Error (S.E)	t-statistic (t)	p-value (p)
H1	Egoistic Value ➔ Purchase Intention	0.177	0.090	1.959	0.051
H2	Egoistic value ➔ Attitude	0.664	0.090	7.354	***
H3	Altruistic Value ➔ Purchase Intention	0.134	0.094	1.424	0.156
H4	Altruistic Value ➔ Attitude	0.244	0.106	2.286	*
H5	Attitude ➔ Purchase Intention	0.730	0.067	10.811	***

Sobel test was conducted to test the mediation effect of attitude. The Sobel test equation $t= a*b/SQRT(b^{2}*s_a^{2} + a^{2}*s_b^{2})$ (Sobel, 1982). Table 8 demonstrates the mediating effect of attitude toward organic food in the relationship between egoistic value and altruistic value and intention to purchase organic food. The Sobel test results validated the m that attitude mediated the relationship between egoistic value and intention to purchase organic food with β= 0.484, S.E= 0.079, and t= 6.108. This mediation effect is significant at p-value < 0.001. Besides, the relationship

between altruistic value and intention to purchase organic food is statistically mediated by the attitude with β= 0.178, S.E= 0.079, and t= 2.252. The mediating effect of attitude is significant, with a p-value of 0.024. The mediating test result concluded that the hypothesis H6a and H6b were accepted. Therefore, the mediating role in the relationship between egoistic value and purchase intention toward organic food was validated. In addition, the mediating role of attitude toward organic in the relationship between altruistic value and purchase intention toward organic food was confirmed.

Table 8. The mediating role of attitude using the Sobel test

		Coefficient (β)	Standard Error (S.E)	t-statistic (t)	p-value (p)
H6a	Egoistic value → attitude → Intention	0.484	0.079	6.108	***
H6b	Altruistic value→ attitude → intention	0.178	0.079	2.252	0.024

Using the mediating role of attitude towards organic food, this study highlights the importance of egoistic and altruistic values towards attitude, organic foods consumption, and purchasing. Egoistic value occurs when an individual is concerned more about their health. Supported by Yadav (2016), customers are mainly motivated to purchase organic food for health-related issues and safety to avoid self-harming. Altruistic value occurs as individuals are concerned about the environment, for example, animal welfare, which means that the consumer attitude towards organic food varies depending on their concern and value. The raising awareness of environmental concerns among customers to purchase organic food has increased rapidly (Kumar et al., 2017). The study of (Prakash et al., 2019) pointed out the significant impact of environmental concern on consumers' attitudes towards organic food, which further influences their purchase intention. Some researchers stated that health concerns play the most significant role in determining the consumer attitude and behavior intention toward organic food consumption (Prakash et al., 2019; Yadav, 2016).

Discussion

The first hypothesis tested the link between egoistic value and intention toward organic food. The result (β= 0.177, t= 1.959) and p-level of 0.051 indicate that egoistic concern does not impact intention. Thus, the result rejected the H1. Contradictory to the previous scholars argued that egoistic value is considered an antecedent of the intent to buy organic food products (Rodríguez-Bermúdez et al., 2020; Yadav, 2016). The result did not support the previous findings of Singh & Verma (2017) and Yadav (2016) showed a positive effect of egoistic value on purchasing intent toward organic food. Thus, the purchasing intention is not related to egoistic value. In other words, consumers concerned about their health are not always willing to buy organic food products. Although health value is a significant important consideration of consumers when purchasing organic food (Goetzke et al., 2014). In this case, the data revealed that in developing countries, people do not prioritize the health benefit aspect of food consumption; consumers would rather consider other product attributes.

The second hypothesis examined the link between egoistic values and attitudes. Notably, these studies the positive influence of egoistic value on consumer attitude. The result statically shows (β= 0.664; t= 7.354) and p-value < 0.001. Thus, the result supported H2. The findings demonstrated that consumers who care more about health consider organic food products more favorable and pleasant. This result aligned with Kamboj et al. (2023), who demonstrated that one's concern about their health would lead one to choose an alternative option. In other words, when individuals are concerned about health issues, they are likely to buy organic food because they perceive it as a healthier choice with more health benefits. This argument is supported by Yadav (2016). Organic food is perceived to be healthier than conventional food in terms of nutritional value, and its production process is not contaminated with chemical substances. Likewise, Kemper et al. (2023) mentioned that individuals seeking personal health benefits and the security of their families are interested in organic food. The value-attitude-behavior model posits that value and attitude are associated. (Shin et al., 2017) validated that these relationships are positive and significant. In a recent study, (Wei et al., 2022) proposed a few types of values, including egoistic and altruistic.

The third hypothesis examines the link between altruistic value and purchasing intention. Notably, we examined the positive effect of altruistic value on purchasing intent toward organic food. The result shows that altruism does not influence purchase intention with (β= 0.134; t= 1.424) and a p-level of 0.156. Thus, the result rejected the H3. The findings are inconsistent with (Lee & Hwang, 2016; Rodríguez-Bermúdez et al., 2020; Truong et al., 2012; Yadav, 2016). However, this study aligned with the findings of Truong et al. (2012), which demonstrated that altruistic value does not determine organic food purchase intention among Vietnam consumers. Along the same line, Demirtas (2019) examined consumer behavior toward organic food in Sri Lanka; his study asserted that altruistic value does not affect purchase intention. More interestingly, the finding aligns with Truong et al. (2012) conducted in Vietnam and Rana and Paul (2017), where these studies were conducted in emerging countries. In the Indonesian context, although people have a strong bond with their social circle and have a strong social value. Protecting the environment and considering its benefit to society is still behind their concern. It is not the main consideration for the consumer to purchase organic food. This finding concluded that altruistic value is not considered a factor determining consumers buying organic food products.

The fourth hypothesis examines the link between altruistic value and attitude. Remarkably, this study examined the positive influence of altruistic value on consumers' behavior toward organic food products. The result statically shows that altruistic value positively influences consumers' attitudes with (β= 0.244; t=2.286) and a p-value of 0.023. Thus, the result supported H4. This result demonstrated that consumers are concerned about the problem that the environment is facing and consider organic food as the right and more favorable option. Consumers who perceive that organic food is environmentally friendly are more likely to have positive behavior in purchasing it (Carvalho et al., 2023). The findings supported (Asif et al., 2018; Yadav, 2016). According to the value-attitude-behavior model, the relationship between a value and attitude is significant (Shin et al., 2017). This work validated this relationship in the context of organic food.

The fifth hypothesis predicts the positive influence of consumers' attitudes on purchasing intention. The result statistically described that attitude positively influences intention behavior toward organic food with (β= 0,730 t= 10.811) and a p-value < 0.001 significant level. It means that attitude positively affects intention behavior toward organic food. Thus, the result accepted H5. The result supported a prior study by Asif et al. (2018) asserted a positive relationship between attitude and intentional behavior. Besides, the findings aligned with (Kemper et al. 2023; Michel & Begho, 2023; Singh & Verma, 2017) indicated that attitude positively influences the intention behavior to buy organic food. Moreover, similarly to Rodríguez-Bermúdez et al. (2020), we considered attitude an essential determinant of organic food purchasing intention. Again, a relevant study in the context of students revealed that attitude is a crucial determinant of purchasing intention (Asif et al., 2018). Thus, attitude has an essential role in forming consumer purchasing intention. Individuals who are more favorable to organic food intend to buy organic food products (Kamboj et al., 2023).

5. Conclusion

This present work investigates the factors predicting organic food purchase intention in Indonesia. The present findings are consistent with Singh & Verma (2017) and Yadav (2016). The findings unveil that egoistic and altruistic values positively influence attitudes toward organic food. Attitude toward organic food positively affected organic food purchase intention. However, egoistic and altruistic values do not influence consumers' intent to buy organic food products. This empirical investigation established that attitude is the most prominent determinant of consumers' purchasing intention. In contrast, altruistic and egoistic values do not influence organic food purchasing intention in Indonesia. This study provides additional knowledge on consumer behavior toward organic food and contributes to theoretical knowledge of the literature on organic food consumption.

Moreover, this study adds meaningful knowledge for practitioners in shaping efficient marketing strategies for organic food. It provides guidelines for both producers and markers. This result proves that highlighting the personal and health benefits of organic food would increase the positive attitude toward organic food. Although, it has no direct influence on their intention to purchase organic food. In doing so, practitioners are suggested to consider the aspects of the product that brings benefit to the consumer. Further, since the altruistic value shapes consumers' attitudes toward organic food, it is important to show what potential environmental benefits the particular organic food contributes, such as eco-friendly choices and products that incorporate environmental considerations. It is also essential to tell consumers through the product, as clear health-related information, that the product might be offered. For example, practitioners can promote organic food as a healthy diet free from harmful substances or additive ingredients. Moreover, altruistic value also plays an essential role in increasing positive attitudes toward organic food. Marketers can promote the product by mentioning the environmental benefit of the product to increase the positive attitude of the consumer toward organic food. For example, organic food can be promoted as an environmentally friendly product because it uses chemical-free pesticides and fertilizer (Bryła, 2016). This marketing communication may be implemented within the packaging of the product or when promoting the product. It is crucial for practitioners to highlight the function of the environmental conservation of the product (Shin et al., 2017). Furthermore, the result provides insight from developing nations; the empirical evidence outlines the importance of attitude in enriching intention behavior to purchase organic food. Hence, this factor should be considered when promoting certain products. Announcing the potential benefit of consuming organic food and its impact is essential as it can help maintain and increase positive perceptions of organic food.

Despite the contribution of this study, this work acknowledged a few limitations. First, the setting of the current study was limited to Indonesian consumers; findings cannot be generalized across the country. Further study suggested conducting a cross-cultural comparative study on the related topic. It is argued that the cross-cultural perspective is insightful; in a similar study, Squires et al. (2001) outline that behavior varies accordingly to the circumstances. Another study comparing US and Indian consumers highlighted the significant group difference. Second, the current study focused on generalized organic food. A future relevant study suggested specifying the type of product, such as canned or processed organic food and fresh vegetables. It is critical to explore how consumers behave toward processed and fresh organic food products (Du et al., 2017). It encouraged examining the consumers' behavior toward organic and fresh organic food. Third, only some limitations occurred on the demographic. Younger consumers and female participants dominated respondents. Further study should take an account representative demographic sample size. Thus, this work suggests that enlarging the sample size in future research would provide more credible results (Aertsens et al., 2009).

Author Contribution

Author 1: conceptualization, writing original draft, data curation, formal analysis, investigation, methodology. Author 2: writing original draft, validation, visualization, supervision.
Author 3: review and editing, writing review and editing, supervision, validation, visualization.
Author 4: review and editing, writing review and editing, supervision, validation, visualizations.

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Conflict of Interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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