

# PRICE, QUALITY, AND AVAILABILITY FACTORS ON CONSUMPTION INTENTION OF HEALTHY FOOD

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## ABSTRACT

The food people consume and how the food is consumed are essential determinants of health. Consumption of healthy food is an intriguing topic with contradictory findings in various cases. It provides an indirect overview of the diversity and interest in the study of healthy food products throughout both pandemic and endemic periods. Using regression analysis, this study examined the influence of price, quality, and availability on the purchase intention of healthy food products of 100 students. The results revealed that price, quality, and availability influenced the intention to purchase healthy food products. Limitations and suggestions for further studies are offered for consideration.

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## 1. INTRODUCTION

Healthy food consumption is an intriguing subject, with varied discoveries from numerous studies. It offers an indirect picture of the diversity and interest in research on healthy food products during a pandemic and an endemic [1]. Accordingly, research on healthy food products is essential for theoretical development and deepening as well as changes in consumption behavior [2],[3],[4]. It demonstrates that the consumption of healthy food products is crucial due to the interest in theoretical development and its essence on the future of healthy food.

Understanding healthy food products provides an indirect reference for changes in consumer behavior, therefore referred to as switching behavior. On the one hand, changes in consumer behavior are driven by a variety of factors, both internal and external. Netizens, on the other hand, can affect the present trend of shifting consumer behavior. As a result, one important thing to note is the necessity of altering healthy living behavior by consuming healthy food since it is associated with long-term consumption changes [5].

The phenomenon of healthy food product consumption considers health factors and the growth of knowledge of a healthy lifestyle, primarily due to the Covid-19 pandemic in the previous two years, posing a systemic influence on health aspects. Therefore, devotion to a healthy lifestyle is a crucial factor when switching to healthy food products, including organic products in this scenario [3],[5],[6],[7].

Consumption of healthy food products takes into account market availability and ease of access, in addition to the price. In this regard, it is evident that price sensitivity remains an essential concern, not just in the case of healthy food consumption but also in general. As a result, pricing factors cannot be overlooked in

the case of changes in the consumption of healthy food products, but other variables must also be considered. The fundamental idea is that several factors contribute to the effective shift in the consumption of healthy food products [5],[8],[9]. Consumption of healthy food products will, in reality, be linked to green products, green marketing, and, of course, a green environment since all manufacturing processes and end users are environmentally friendly from upstream to downstream.

The development of the consumption of healthy food products is essentially in line with the era of change toward green consumers, or consumers who are increasingly intelligent, caring, and responsive to the environment. It results in all production processes being more environmentally friendly and considers the continuity of development. Hence, the modern era offers a collective awareness of using environmentally friendly, healthy, and organic products. It provides a solid foundation for marketers and manufacturers to become more aware of changes in customer desires.

Green customers include people who care about environmentally friendly manufacturing practices and end users of recyclable products. As a result, this development considers the necessity of raising collective awareness of the consumption of healthy food products in a sustainable way, including the importance of education to modify behavior toward healthy food products. In reality, price, quality, and availability of products in the market all significantly impact purchase intention. In other words, these three factors are indirectly associated with the consumption of healthful food products.

Changes in the consumption of healthy food products provide an understanding of health aspects and production processes, making studies on the consumption of healthy food products interesting not only from a theoretical standpoint but also from a practical and empirical point of view [10],[11],[12],[13]. Furthermore, advances in wealthy industrialized and developing impoverished countries generate fascinating insights since they entail various factors [6],[14]. This research raises the question of how product price, quality, and availability impact consumption intention.

Consumer behavior is an essential research topic in marketing since it is relevant to both general behavior and marketing strategies to win the competition. As a result, the study of consumer behavior is not only concerned with changes in consumer behavior in the global market but also with the behavior of more harsh competition and the importance of marketing sustainability. It demonstrates that the critical part of consumer behavior research is understanding customer tastes and how they obtain products in the market, including the pricing factor, because price sensitivity is also a significant issue [13],[15].

Consumer behavior research shows the success of marketing methods in satisfying customers [6]. However, satisfying customers is demanding since each consumer is unique and has a wide range of complicated aspirations, requirements, and desires. Understanding consumer behavior requires not just cognitive knowledge but also emotive and, of course, conative knowledge.

Both internal and external factors can impact changes in consumer behavior. Thus, numerous steps must be taken to ensure that changes in consumer behavior occur continuously. It turns into an argument about the variety of stimuli that must be used to support changes in consumer behavior. Hence, understanding consumer behavior becomes a strategy for determining the factors influencing the changes while winning the competition in an increasingly competitive global era. Consumer behavior is a marketing phenomenon that enables harmony in understanding customers, including their tastes, requirements, and aspirations. Accordingly, changes in consumer behavior serve as a guideline for predicting obstacles in addressing consumer needs and wants [7].

Consumer behavior is impacted by elements that assist decision-making and the features of the products and services. Therefore, the characteristics of low-value products and services necessitate indirect decision-making involvement. This fact is inversely proportional if these products and services are highly valued. Thus, buyers must exercise caution before purchasing these products and services. Consumers place a high value on the characteristics of products and services [6].

Theoretically, switching behavior impacts industrialization since it concerns manufacturing interests [3],[10]. Hence, the necessity for raw material availability is also an issue. In this sense, public awareness over the consumption of healthy food products indirectly necessitates structural modifications in the aggregate production, distribution, and consumption processes. The changes in consumer behavior, particularly those associated with consuming healthy food products, are also concerned with motivational factors [6],[15].

These changes can occur as a result of autonomous knowledge-seeking as well as stimuli supplied by producers and marketers, which leads to education [13]. It is indisputable that the success of systematic and ongoing education about healthy food products would spark public interest in the consumption of healthy food products, acting as a catalyst for changes in aggregate consumption in the market. It benefits manufacturing, marketing, and public health. The subsequent step is to express an interest in health information, which can be obtained through independent references or information from various competent people. In other words, stimulating a healthy lifestyle will influence good attitudes, leading to behavior changes [2],[4].

The relevance of consuming healthy food products and the urgency of altering consumer behavior are arguments connected to the stimulus that underpins changes in consumer behavior toward the purchase intention of healthy food products [5]. It cannot be isolated from the critical function of the stimulus. Thus, all factors that create the stimulus must be watched and mapped; thus, all underlying factors positively influence purchasing intention in healthy food products. Identifying internal and external factors cannot be overstated since they predict successful changes in consumer behavior, including intentions to purchase healthy food products [3],[7].

Consumption of healthy food products is essential for meeting necessities and satisfying wants, particularly for healthy living. Over the last two years, the pandemic has highlighted the necessity of a healthy lifestyle in increasing the consumption of healthy food products. Accordingly, information regarding healthy food products is critical, and this information can be communicated through numerous media, including labeling on healthy food product packaging [8]. It is the foundation for considering that various factors impact changes in consumer behavior toward the consumption of healthy food products. Therefore, identifying them is essential since it will affect education systematically and long-term [5],[9].

Behavioral research on healthy food consumption overviews the importance of healthy food in fostering healthy living practices. Hence, changes in healthy lifestyles, accompanied by changes in demand for healthy food products, underscore the need to research the factors influencing the consumption of healthy food products [14]. On the one hand, internal factors influence the purchase intention of healthy food products. On the other hand, external factors cannot be overlooked since they affect human decisions about consuming healthy food products. It will indirectly create a supply chain for the fulfillment of healthy food products, eventually impacting the interaction of healthy food in the community. It is also worth noting that altering customer behavior toward healthy food products is not as simple as one may think because it is not just about intentions but also long-term loyalty [13].

Changes in consumer behavior, including the consumption of healthy food products, are inseparable from the relevance of market pricing and availability. Therefore, price sensitivity should be taken into account because prices are susceptible to buying power, inflation, and product features. It confirms the importance of pricing in consumer behavior and makes it sensitive to competition, either as a complement or a substitute. Furthermore, concerns linked to product availability in the market must be considered since changes in customer behavior will not lead to loyalty if the product is unavailable in the market. Thus, price and product availability become critical factors affecting consumer behavior and the intention to purchase healthy food products [6],[9].

Furthermore, changes in consumer behavior are strongly tied to various internal and external factors. As a result, identifying various elements is critical in determining the success factors of altering customer behavior. However, in general, changes in the consumer behavior can be described by three factors: input, process, and output. The input component essentially relates to how the stimulus is implemented by marketers, who typically examine the marketing mix, comprising promotion, distribution, price, and products. The success of the input factor will explain the subsequent stage, the process factor.

The process factor concerns how customers interact to obtain products and services and their transactions. The easier it is in all procedures, the more pleasant the impression, which subsequently influences a positive attitude, affecting the purchase intention. This stage outlines all the steps customers take to change their behavior. This stage's success will influence the following step.

The output factor becomes the consumers' ultimate step in evaluating the purchasing behavior performed. There are only two options: if they are happy, they will increase their next purchase intention and become loyal; if feeling unsatisfied, they will discontinue their consumption and move to other products. If it occurs, one of the input or process factors can be unappealing to the customers, harming them.

## 2. RESEARCH METHOD

In the midst of modernity, a healthy lifestyle is a logical decision. In light of this, the movement toward a healthier lifestyle indirectly impacts changes in consumer behavior, particularly the shift toward consuming healthy food products, including organic products. Consumption of healthy food products will indirectly offer the body resistance and immunity to many infections. It indicates that consuming healthy food positively impacts the body, mental equilibrium, and metabolism.

According to popular belief, healthy food is a fundamental component that typically fits the needs of four healthy and five perfect foods. However, common understanding exhibits that healthy food is a sort of consumption with broad and balanced nutritional content to suit consumption demands.

Price is a significant factor in customer behavior since it reflects the quality of a product. On the one hand, it is concerned with purchasing intention, inflation, and product identification. On the other hand, it is exceptionally subject to perceptions of price sensitivity. Hence, price is the value assigned by customers to the worth of a product to meet their needs and wants. It demonstrates that price is the exchange rate of a commodity or service due to supply and demand. Apart from its sensitivity, it represents the fairness of new

economic institutions. Furthermore, price is a determination that derives from the balance of supply and demand through a market mechanism; thus, the amount of the price can cover all expenses.

In reality, the price reflects two fundamental factors: utility and value. A utility understanding refers to all of the features in a product or service as a cohesive whole to suit the requirements, preferences, and tastes of customers. The exchange value of a product or service for its assessment is an understanding of value. Price is a channel that bridges the transfer of satisfying consumer needs and wants due to the relationships between utility and value. As discovered by a previous study, price benefited the purchase intention of healthy food products [5],[15]. Therefore, the first hypothesis in this study is as follows.

H1: Price has a positive effect on the intention to purchase healthy food products.

Table 1. Price indicators

Variable	Indicator	Source
Price	The price of organic food products is in accordance with the benefits.	[15]
	Organic food offers benefits for the money spent.	[5]
	Organic food is a good product regarding its price.	
	Organic food is more affordable than other products.	

Following common perception, quality is the identification of a product or service depicting how excellent a product or service is. Thus, quality indirectly becomes competitive in the face of more harsh competition. On the one hand, excellent quality is represented in the end results, undoubtedly supported by the production process, covering the best raw materials, the best manufacturing techniques, and the most outstanding quality control to ensure that no product defects occur. On the other hand, getting the most remarkable quality is not easy because it is in line with costs and determines the selling price. As a result, the best product quality will most likely impact the best-selling price or premium products.

Ignoring product quality will have a bad influence on the product's image. Thus, producers will undoubtedly endeavor to provide the most incredible quality for maximum achievement in a more tough competitive map. Accordingly, consistency and dedication from all levels of management are required to create great products. Total quality management (TQM) emphasizes the harmony of all levels of management, from upstream to downstream and lower to top management. It is evident that without this effort, companies would struggle to attain the highest quality product requirements. Furthermore, producers will struggle to compete in the global era. Previous research unveiled that the best quality influenced purchase intention [5]. Hence, the second hypothesis was formulated as follows.

H2: Quality has a positive effect on the intention to purchase healthy food products.

Table 2. Quality Indicators

Variable	Indicator	Source
Quality	Organic food is good for health.	[5]
	Organic food is tasty.	
	Consuming organic food makes me feel good.	
	Consuming organic food makes me want more.	
	I feel calm consuming organic food.	

One of the essential factors is the availability of products and services in the market since it is connected to the convenience, speed, and possibility of replacement in meeting customers' needs and wants. It implies that easy access to a product or product availability in the market is the most crucial factor in winning a competition. Furthermore, because the cost of the product is an essential attribute of competitiveness, the ease consistent with the perception of product availability indirectly impacts purchasing power.

The availability or ease of the products for customers does not imply that the price will be low; it might still be high. The view of premium differs from pricey since it includes the utility and value of a product, including healthy food products in this case. As a result, the availability factor allows customers to conduct transactions, including, of course, the purchase intention of a product. Hence, the key phrase for purchase intention is easy to access for consumers to obtain a product due to the availability factor in the market, covering changes in consumer behavior toward the consumption of healthy food products. In this regard, a study discovered a positive relationship between availability and purchase intention [7] [15]. Therefore, the third hypothesis was formulated as follows.

H3: Availability has a positive effect on the intention to purchase healthy food products.

Table 3. Availability Indicators

Variable	Indicator	Source
Availability	Organic food is easily obtained in stores.	[15]
	An organic food shop is near my home.	
	Available in market	[7]
	Limited choices	
	Conventional food on sale	

Changes in a healthy lifestyle are a response to present conditions due to the pandemic in the past two years, and the consumption of healthy food products results from healthy lifestyle choices. On the one hand, it is acknowledged that changing consumer behavior toward a healthy lifestyle is complex, particularly regarding purchasing power, inflation, and the availability of healthy food products in the market. However, the data revealed that alternative and complementary factors must also be addressed because changing a healthy lifestyle to consume healthy food is not easy.

The realities underlying today's changes in healthy lives and consumer behavior are inseparable from the formation of intention, awakened by stimuli that increase individual good attitudes. As a result, the theory suggests that the stimulus is vital in changing and strengthening a person's positive attitude since it influences intentions. A positive attitude influences a positive intention, and a negative one affects a person's negative intentions. Thus, a person's good attitude toward healthy food consumption influences his intention to purchase healthy food products. These findings align with a previous study, revealing that purchase intention played an essential influence [11].

Table 4. Indicators of Purchase Intention

Variable	Indicator	Source
Purchase intention	I expect to consume organic food.	[11]
	I would buy organic food products.	
	I plan to consume organic food.	
	I try to consume organic food for my long-term health benefits.	
	I intend to purchase organic food products within the next fortnight.	

This study employed quantitative analysis with 100 respondents, notably the millennial generation represented by students of the Economic and Business Faculty of Universitas Muhammadiyah Surakarta. Due to the pandemic scenario, the questionnaire was distributed through a Google form. As a requirement for generalizing the results, regression analysis tested several conventional assumptions. The subject of this study is a healthy food product called organic rice. Considerations for the student sample included technology literacy, comprehensive understanding, and comprehension of healthy living. In this regard, the model given is as follows.

F (price, quality, and availability) = intention to purchase healthy food products

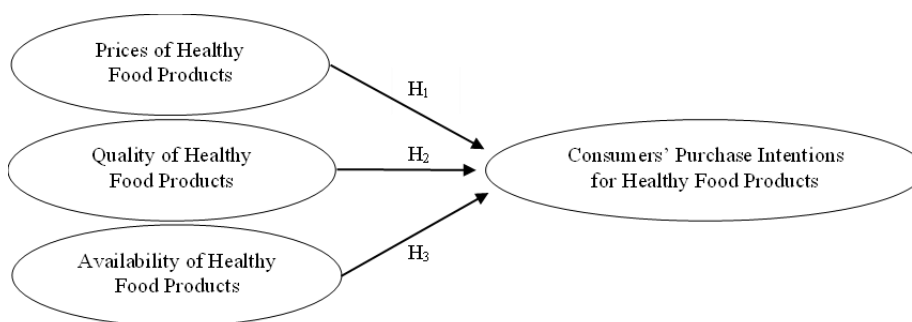


Figure 1. Research Model

### 3. RESULTS AND ANALYSIS

The respondent identity essentially reflects the characteristics of the study sample. Thus, the description of the respondent identity is related to the characteristics of the sample and the generalization of the study's conclusions. The questionnaire utilized a Google form to collect primary data for this study, and it was sent from Monday through Saturday, May 8 to 14, 2022. The recollection findings revealed that all 100 surveys were completed and could be applied for further data processing, bringing the response rate to 100%.

The data displays the equally distributed respondents, 57 men, and 43 women. Those from Solo dominated the origin of respondents, reaching 64 people, while the rest 36 were from other areas. It resulted in 87 not living in boarding houses, whereas the rest 13 did. It is also worth noting that respondents who

spent more than Rp. 2,000,000 per month reached 85 people, whereas those spending less than Rp. 2,000,000 every month were only 15.

The validity test determined how valid the instrument was, making it critical to ensure its accuracy. The test results unveiled that one indicator, quality 1, was not clustered [13], [16]. Thus, it must be eliminated from the model. Table 5 exhibits the validity consistency.

Table 5. Validity Test Results

	Component			
	1	2	3	4
Price 1		.701		
Price 2		.765		
Price 3		.651		
Price 4		.637		
Price 5		.758		
Quality 2	.655			
Quality 3	.843			
Quality 4	.678			
Quality 5	.735			
Availability 1			.831	
Availability 2			.725	
Availability 3			.784	
Availability 4			.771	
Availability 5			.709	
Purchase Intention 1				.833
Purchase Intention 2				.768
Purchase Intention 3				.763
Purchase Intention 4				.716
Purchase Intention 5				.769

The reliability test overviewed the assessment of all study question items. Acquiring Cronbach's alpha values of more than 0.7, Table 6 illustrates reliable results for all items [16].

Table 6. Reliability Test Results

	Cronbach Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Price	.892	.627	.731
		.694	.743
		.634	.763
		.478	.768
		.556	.706
Quality	.851	.774	.872
		.758	.786
		.699	.781
		.781	.784
		.826	.821
Availability	.859	.708	.798
		.793	.726
		.728	.774
		.705	.788
		.707	.797
Purchase Intention	.897	.825	.779
		.647	.761
		.834	.835
		.971	.796

Source: primary data processed

The normality test aimed to determine the data distribution [17]. The test results demonstrated that the values of all variables were higher than 0.5, with price obtaining 0.171, quality acquiring 0.128, availability attaining 0.197, and purchase intention achieving 0.127.

The multicollinearity test evaluated the correlation between variables [17]. It becomes significant when evaluating the classical assumption and test findings that all VIF values are less than 10, indicating no multicollinearity issues.

The variance of the residuals in the regression was tested for heteroscedasticity, acquiring a significance greater than 0.05 [18]. Thus, no heteroscedasticity problem was discovered.

This research employed primary data on the purchase intention of healthy food products, not requiring a correlation test. However, the test findings unveiled no autocorrelation issues, referring to the Durbin-Watson (DW) value.

Regression analysis necessitates using classical assumptions. The test results disclosed no issues with testing the classical assumptions. Therefore, the subsequent step was regression analysis. Table 7 portrays the regression test results.

Table 7. Regression Test Results for R and R Square

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667 <sup>a</sup>	.445	.436	.3832
a. Predictors: (Constant), Availability, Price, Quality				

Testing with SPSS yielded an R-value of 0.667, indicating a strong relationship between the three variables. However, the contribution of the three variables was only 44.5%, with the rest impacted by factors excluded in the model. It is supported by the study model's significant value, as depicted in Table 8.

Table 8. F-Test Results

ANOVA <sup>a</sup>						
Model		Sum of Square	Df	Mean Square	F	Sig.
1	Regression	21.202	3	7.404	50.317	.000 <sup>b</sup>
	Residual	27.721	97	.147		
	Total	49.451	99			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Availability, Price, Quality						

The results of hypothesis testing for all variables were positive and statistically significant, supporting the findings of several earlier research and demonstrating that the three hypotheses are accepted. The regression equation derived from the test results is as follows.

$$Y = 0.811 + 0.129X_1 + 0.273X_2 + 0.017X_3 + e$$

Table 9. Regression Test Results

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.811	.313		2.532	.011
	Price	.129	.035	.301	5.183	.000
	Quality	.273	.053	.421	7.155	.000
	Availability	.017	.027	.018	.127	.003

Note: significant at  $\alpha = 1\%$

In the current era, adopting a healthy lifestyle is a sensible decision for achieving a high quality of life. It has gained significance in the aftermath of the recent pandemic. Consequently, changes in behavior toward a healthier lifestyle can be expressed in various ways, including, for instance, the consumption of organic rice. Notably, consuming healthy food products is associated with behavior and a collective understanding of a healthy lifestyle. Therefore, marketers must pay great attention to the conclusions of this study, mainly to promote marketing connected to the consumption of healthy food products, in this instance, organic rice [13].

The price variable has become a key factor in the intention to purchase healthy food products. Hence, price sensitivity must be noted. It cannot be ignored when considering purchasing power, unemployment, and poverty, as prices are inseparable from the worth of income once consumption has been deducted. Finding the critical role of the price variable on the purchase intention of healthy food products can therefore serve as a reference for marketers to continue to stimulate through marketing strategies. Thus, the influence of price becomes the most critical factor in promoting the marketing of healthy food products. This result makes it difficult to assess competitive costs since healthy food products are associated with relatively high prices, despite price comparisons based on the health benefits they provide [5],[15].

Indirectly, the consideration of price in purchasing healthy food products reveals that the consumption of these products is among the concerns for changes in healthy living behavior. Additionally, collective awareness plays a vital role in promoting the sustained consumption of healthy food products. On the one hand, this outcome is a problem for marketers to anticipate competition, particularly in price sensitivity. However, on the other hand, it is a chance to develop competitive prices to win the competition. Indirectly, price influence on the purchase intention of healthy food products demonstrated the importance of pricing in severe rivalry, particularly concerning the danger of increasingly intense competition in the form of complementarity and replacement. This result validates the findings of [5],[15]

Because price indirectly influences the judgment of a product's quality, the relationship between price and quality is a marketing strategy-supporting combination. Consequently, the influence of quality price is a logical conclusion intrinsic to the product's quality. It demonstrates that the influence of price has an indirect effect on quality. On the one hand, product quality is the result of the production process, including using raw materials. On the other hand, product quality affects their competitiveness, and the global era's intense rivalry necessitates the highest product quality.

This study's findings unveiled that the quality of healthy food products, in this case, organic rice, impacted the purchase intention of consumers. Consequently, marketers should pay close attention to the relevance of quality in influencing purchase intention. However, it is acknowledged that the success of marketing healthy food products depends on factors other than quality alone. It displays that marketers must consider price and quality, and other elements methodically, as several factors impact consumers' buying decisions. The findings of this study offer an argument for the necessity of marketers focusing on product quality since customers will create a favorable opinion of a product if it is of the highest quality. The results of this study support the conclusions of another study [5].

Price, quality, and availability are the observed factors in this research. The research discovered that price and quality influenced purchase intention, corroborated by the findings regarding availability. It signifies that the desirability of a product's consumption is determined by its price, quality, and availability. Therefore, marketers must pay special attention to these findings to ensure that the availability factor does not disregard its crucial role in promoting marketing and the desirability of purchasing intentions for healthy food products, such as organic rice.

Perceptions of availability were influenced mainly by the ease with which customers could obtain products from the market. Hence, easy availability would allow consumers to obtain the products quickly to satisfy their needs and wants. However, if consumers encounter problems obtaining the products, their availability is deemed burdensome. It unquestionably affected customers, as they could switch to other products. Therefore, marketers should not disregard the availability factor, as it entails the simplicity with which consumers can obtain the products. These findings complement the conclusions of previous research, unveiling that the availability factor had a beneficial influence on the intention to purchase healthy food products [7],[15].

#### 4. CONCLUSION

Changes in consumer behavior toward healthy food products, in this case, organic rice, were impacted by several internal and external factors, making it fascinating to examine them. This study unveiled that product price, quality, and availability impacted the intention to purchase healthy food products. Therefore, marketers should carefully consider the findings of this study regarding the significance of these three factors. On the one hand, these results corroborate the conclusions of several earlier studies. However, on the other hand, the generality of this research remains a point of reference for future study.

This study's respondents were members of the millennial generation being literate in technology and information and having a demand for healthy food products owing to a collective awareness of healthy living. Therefore, the selection of student samples has been insufficiently representative to explain the requirement for intention to purchase healthy food products, although reflecting a collective understanding of the need for healthy food consumption.

In light of the results and limitations of this study, future research must emphasize the significance of including people more closely aligned with the consumption demands of healthy food products. It



indicates that the selection of themes for homemakers is more realistic concerning their needs to consume healthy food products, particularly regarding satisfying the demands of families for these products.

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