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Buying History Of Organic Food By Consumers In An Emerging Market

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Abstract

Consumption of organic food is rising quickly in emerging nations. Organic food is a specific sort of food product with rigorous cultivation methods. In actuality, only a small portion of consumers in many emerging economies are aware of this kind of cuisine. This study examines and evaluates the variables influencing consumers' attitudes about organic food and their intention to buy it in a developing market. The results of the study show that attitudes toward organic food are positively impacted by knowledge of organic food, information about organic food, concerns about food safety, and the perceived value of organic food. The findings also demonstrate that attitudes regarding organic food and perceived value have a major impact on purchasing intention.

Sejarah Pembelian Makanan Organik Oleh Konsumen di Pasar Negara Berkembang

Abstrak

Konsumsi makanan organik meningkat dengan cepat di negara-negara berkembang. Makanan organik adalah jenis produk makanan yang spesifik dengan metode budidaya yang ketat. Pada kenyataannya, hanya sebagian kecil konsumen di banyak negara berkembang yang menyadari jenis makanan ini. Studi ini meneliti dan mengevaluasi variabel-variabel yang mempengaruhi sikap konsumen terhadap makanan organik dan niat mereka untuk membelinya di pasar negara berkembang. Hasil penelitian menunjukkan bahwa sikap terhadap makanan organik dipengaruhi secara positif oleh pengetahuan tentang makanan organik, informasi tentang makanan organik, kekhawatiran tentang keamanan pangan, dan nilai yang dirasakan dari makanan organik. Temuan ini juga menunjukkan bahwa sikap terhadap makanan organik dan nilai yang dirasakan memiliki dampak yang besar terhadap niat pembelian.

INTRODUCTION

These days, emerging markets are becoming more and more significant to the global economy. Certain characteristics are shared by emerging markets, such as rapidly increasing consumption brought about by increases in demand and income (de Koning et al., 2015). Organic food was beginning to acquire traction in these markets (Rana and Paul, 2017). This research intends to explore consumer purchasing intention of organic food in a typical emerging market (i.e., Indonesia) in order to enhance the understanding of organic food purchase intention in these markets. Other emerging markets may find value in the consumer behavior research conducted in this area.

According to the OECD (2019), Indonesia is an emerging market (economy) in Asia, and it has been steadily growing economically recently (World Bank, 2019). The growing demand for safe and organic foods in Indonesia is a result of rising living standards as well as worries about environmental and health issues. The demand for organic food was expanding 15–20 percent a year in Asia, which included Indonesia, according to Truong et al. (2012). Despite the population's strong interest in organic foods (Q&Me, 2018), many Indonesia consumers are unable to tell the difference between safe and organic food (Minh Ngo et al., 2013; Moustier et al., 2006). In a market for organic food like Indonesia, a consumer's attitude toward organic food and potentially their perception of its worth are negatively impacted by ignorance of organic food (Demirtas, 2018). As a result, it's important to educate customers about organic food in order to improve their understanding, which will ultimately alter how they feel and behave about it.

According to a Q&Me (2018) survey, while a significant share of customers express interest in buying organic food, the percentage of consumers that do so is limited (especially among high income people). The three primary variables (nutrition, healthiness, and food safety) influencing Indonesia consumers of organic food were also mentioned in this paper. This conclusion bears some similarities to previous research on Indonesia consumers' attitudes about and intentions toward the purchase of organic food (Nguyen et al., 2017; Pham et al., 2018). Conversely, Takayama (2017) claimed that Indonesia customers' top three concerns were distribution, awareness, and organic certification. To support the growth of the organic food market, it is essential to comprehend the elements that influence consumers' intentions and behaviors when it comes to purchasing organic food.

According to Bourn and Prescott (2002), there are national differences in the motivations for purchasing organic food as well as the relative weight of the many elements influencing this decision. Furthermore, customers' motivations for purchasing organic food differed across developed and developing nations (Rana and Paul, 2017), with food safety being the primary concern. To determine these variations, research on the intentions

and behaviors of organic consumers in other nations is necessary.

Despite the abundance of research on the consumption of organic food, more research is still needed to understand the intentions and behaviors of consumers who purchase organic food in the Indonesia market, especially in Jakarta. This is because the Indonesia market has unique characteristics, such as limited access to organic food information and knowledge, as well as a lack of product variety. The selection of Jakarta was based on its status as the capital city of Indonesia, home to more than 8 million people (Central population and housing census, 2019). Furthermore, according to de Koning et al. (2015) and Nguyen et al. (2017), consumers in Jakarta have better incomes and are receptive to sustainable consumption practices. With less focus from scholars, this study seeks to add to the body of knowledge on consumers' intentions to purchase organic food in emerging economies (Yadav and Pathak, 2016). To gain a deeper understanding of consumers' buying intentions in a rising market (Jakarta, Indonesia) is another goal of the research. This research focuses on two key elements: situational context factors, such as perceived hurdles and environmental concern, and personal factors, such as information and awareness of organic food, safety concern, and customer perceived value. Companies aiming to enter or grow their organic food company as well as government organizations in charge of policing organic food cultivation and trade in Indonesia stand to gain directly from this research.

LITERATUR REVIEW

Eating organic food is crucial for future generations' health. This kind of food is becoming more and more popular in emerging economies (Truong et al., 2012) and is steadily increasing in developed markets (Muhummad et al., 2016). Researchers have long examined consumers' intentions and behaviors regarding the purchasing of organic food (Rana and Paul, 2017). One of the fundamental theories of human behavior, the theory of planned behavior (Ajzen, 1991), is widely used to research consumer attitude and behavior, including that of organic food consumers (Arvola et al., 2008). According to the Theory of Planned Behavior (TPB), behavioral intention directly influences behavior. And three factors attitude toward the conduct, subjective social norm, and perceived behavioral control affect behavioral intention in turn. Subjective norm reflects "the perceived social pressure to perform or not perform the behavior," perceived behavioral control reflects "the perceived ease or difficulty of performing the behavior," and attitude toward the behavior refers to "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior" (Ajzen, 1991).

Anssi and Sanna (2005) used an extended TPB model to examine consumers' intentions to buy organic food in Finland. They measured the effects of availability, price, subjective norm, attitude, and health consciousness on consumers' intentions to buy organic food. Anssi and Sanna

(2005) found that consumers' attitudes about the subjective norm had an impact on their desire to purchase organic food, but no discernible effect was seen for other parameters. On the other hand, Paul and Rana (2012) verified that consumers' attitudes on purchasing organic food are positively impacted by the availability of organic food. Dean and colleagues (2012) employed theory of planned behavior to support the favorable effects on purchase intention of the subjective norm and attitude toward organic food.

Another model based on TPB was put up by Yilmaz and Ilter (2017) to investigate the purchasing intention of organic food. The study's findings disproved popular belief by demonstrating that attitudes toward organic food were barely influenced by concerns about the environment and health. This could highlight a problem with the examined market's ignorance about organic products. Conversely, Yilmaz and Ilter (2017) verified the beneficial influence of price perception and consumer value on attitudes on organic food. On the other hand, research by De Toni et al. (2017) and Konuk (2018) demonstrated the direct impact of perceived value on consumers' intentions to repurchase organic food. Lim et al. also provided evidence of the beneficial influence of perceived value on willingness to buy organic food (2014).

In general, before being able to appreciate organic food and ultimately make the decision to purchase it, consumers of organic food need to be informed about its advantages. Zepeda and Deal (2009) presented the Alphabet theory, which outlined this tendency. Researching consumers' intentions and behaviors related to purchasing organic food has shown the value of the Alphabet theory. According to the Alphabet hypothesis, people go for information to become knowledgeable, and knowledge in turn shapes values, beliefs, and norms. Norms then lead to habit, which in turn affects consumer behavior when it comes to making purchases. In general, the Alphabet theory and TPB are comparable in that both theories focus on the influence of norms and attitudes on behavioral intention. This hypothesis takes into consideration the roles that knowledge, information, and value can play in helping researchers understand how consumers choose to buy organic food. Similar to the Alphabet theory, Demirtas (2018) focused on the significance of information regarding organic food. He thought that being well-informed about organic products contributed to a favorable perception of them.

Aertsens et al. (2009) presented a framework for the personal determinants of organic food consumption in their review. According to this framework, attitude is influenced by value, emotion, and belief and interacts with other factors, such as subjective standards. Consequently, attitude has a direct impact on buying intention. According to Aertsens et al. (2009), attitudes consist of both cognitive (thinking) and affective (feeling) components. According to Dean et al. (2008), affect and cognition work together to provide a compensation mechanism for organic buying.

Conner and Sparks (2005) asserted that attitudes around food purchases are very affective. In their research, numerous writers took into account additional cognitive and affective elements. According to Michaelidou and Hassan (2008), attitudes toward organic food and intentions to purchase it were influenced by elements like ethical self-identity, health consciousness, and concerns about food safety. The study also asserted that only food safety issue significantly impacted the desire to purchase organic food, whereas all three factors significantly affected attitudes toward organic food. This study validated the relationship between purchase intention and attitude toward organic food. Nedra et al. (2015) found no evidence to support the hypothesis that attitudes toward organic food are influenced by health consciousness, which runs counter to earlier findings. Furthermore, attitudes on organic food did not significantly affect intentions to purchase.

Yadav and Pathak (2016) demonstrated the favorable effects of attitudes toward organic food on purchase intentions as well as the significant implications of environmental concerns and health consciousness on attitudes toward organic food. Rana and Paul (2020) even demonstrated that among the research that supported this link, there were notable variations in the extent to which health consciousness positively impacted attitudes toward organic food. Pham et al. (2018) investigated the factors influencing young Indonesia consumers' consumption of organic food. They found that while environmental concern and food taste had negligible effects on attitudes toward organic food, concerns about food safety, health consciousness, and media exposure had a significant impact. The impact of attitude toward organic food on intention to purchase was also validated by the article. It demonstrated how attitudes regarding organic food were significantly impacted by perceived barriers. Pham et al.'s (2018) study concentrated on young people under 24 who are interested in eating organic veggies; as a result, it is not possible to infer that other customer categories will also purchase organic food.

This research aims to investigate, in addition to earlier studies in the field, the relationships between various factors such as food safety, perceived barriers, information and awareness about organic food, food safety, and attitudes toward organic food. It also seeks to determine the effects of these relationships on purchase intentions in the Indonesia market, with a focus on Jakarta. This study focuses on how information contributes to the establishment of knowledge, which in turn strengthens attitudes for organic food. The impact of customer perceived value on attitudes toward organic food and purchase intentions is another focus of this study.

RESEARCH MODEL AND HYPOTHESIS

Hypothesis

The conceptual framework (Figure 1) is based on a number of earlier studies (Demirtas, 2019; Michaelidou & Hassan, 2008; Pham et al., 2018; Yadav & Pathak, 2016; Yilmaz & Ilter, 2017) as well as the theory of planned behavior model (Ajzen, 1991). Factors influencing attitudes toward and intentions to purchase organic food are carried over from earlier research into our study. A number of the questions have been modified.

Consumer comprehension of product features exploration and recognition is referred to as awareness (or consumer knowledge) of organic food (Muhummad et al., 2016). Indonesia consumers of organic food had to deal with the issue of ignorance about organic food. Many consumers aren't even able to tell the difference between safe and organic food (Takayama, 2017; Q&Me, 2018). Customers' attitudes toward organic food and their intention to purchase are directly impacted by this issue. Furthermore, attitudes toward organic food were positively impacted by consumer knowledge (awareness) (Demirtas, 2019; Nguyen, Nguyen, Nguyen, Lobo, & Phuong, 2019).

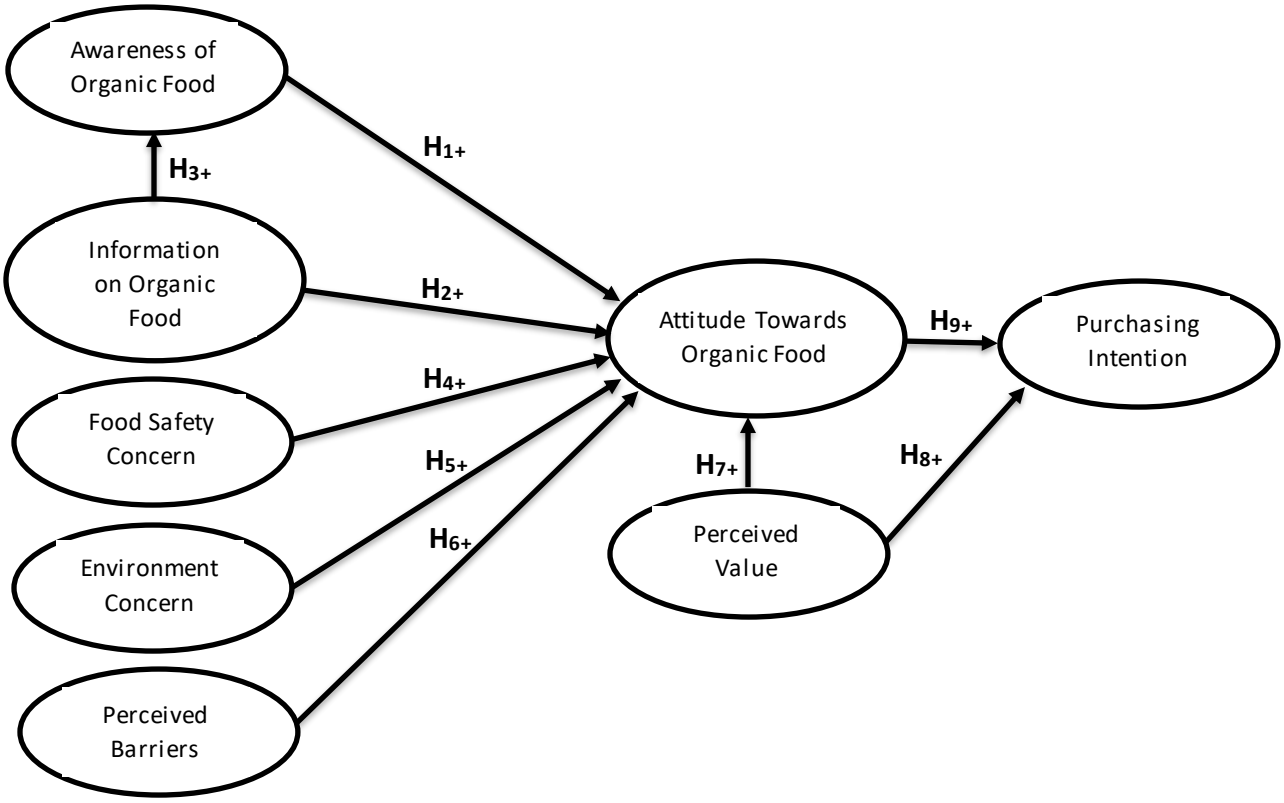


Figure 1. The Conceptual Framework

Thus, the awareness (or knowledge) of organic food is identified in this paper as an influencing element, and the following hypothesis is put out.

H_1: An attitude toward organic food is positively impacted by knowledge of it.

While Demirtas (2019) asserted that when customers "have enough information about organic products, they will have a positive attitude towards these products," Pham et al. (2018) attested that information in the public media had a beneficial effect on attitude towards organic food. Consequently, a theory is proposed that.

H_2: An attitude toward organic food is positively influenced by knowledge about it.

Consumers require knowledge in general to increase their understanding of organic food. According to Demirtas (2019), "people get a solid grasp of distinctive and enduring characteristics as they acquire direct or indirect experience with organic products." Additionally, information seeking helped consumers become more knowledgeable about organic food and more aware of it, according to Zepeda and Deal (2009). Consequently, we speculate that

H_3: Awareness of organic food is positively impacted by information about it.

Food safety has been confirmed by Q&Me (2018) as a significant factor influencing Indonesia consumers' decisions to purchase organic products. Similarly, a number of earlier research shown that attitudes about organic food were significantly influenced by food safety (Michaelidou & Hassan, 2008; Pham et al., 2018). Thus, a theory is proposed that

H_4: The opinion toward organic food is positively influenced by food safety.

The living environment is becoming increasingly important to civilization, and eating organic food is thought to safeguard the environment and have less of an impact on it. Therefore, it is acknowledged that environmental awareness positively affects attitudes regarding organic food (Pham et al., 2018; Yadav & Pathak, 2016). Thus, this study examines the advantages of environmental concern:

H_5: Organic food attitudes are positively impacted by environmental concerns.

In actuality, a number of perceived constraints, including a lack of trust and supply restrictions, have a significant impact on attitudes regarding organic

food (Nguyen et al., 2019; Pham et al., 2018). Thus, a theory is proposed that

H_6: Attitudes on organic food are negatively impacted by perceived obstacles.

In service marketing research, perceived value was thought to be a significant component. Perceived value is "over all assessment of the utility of a product based on perceptions of what is received and what is given," according to Zeithaml (1988). Petrick (2002) distinguished five components of perceived value: reputation, quality, emotional response, behavioral price, and monetary price. Perceived value of organic food also directly influenced attitudes toward it (Yilmaz & Ilter, 2017). As a result, the following theory is put forth:

H_7: Perceived value of organic food favorably influences at attitude regarding organic food

Besides affecting attitude towards organic food, perceived value also plays a role influencing purchase intention of organic food (Curvelo, Watanabe, & Alfinito, 2019; De Toni et al., 2018; Konuk, 2018, 2019). Hence, the following hypothesis is developed:

H_8 Perceived value of organic food positively affects purchase intention of organic food.

The impact of attitude towards organic food on the purchase intention was confirmed in several previous studies (Anssi & Sanna, 2005; Michaelidou & Hassan, 2008; Pham et al., 2018). Thus, a theory is proposed that:

H_9: Attitude towards organic food positively impacts purchase intention of organic food.

RESEARCH DESIGN

Data Collection

In Jakarta, Indonesia, this study surveyed customers who buy safe and/or organic food from specialty shops and supermarkets (Moustier et al., 2006). The paper-based method was selected to gather data. This method of studying customer behavior in Indonesia has shown to be effective (Nguyen et al., 2019; Truong et al., 2012). The people who answered were citizens of Indonesia who had bought organic and safe food. After being given a series of screening questions (such as age, history of safe and organic food purchases, and knowledge of organic food) respondents were asked to voluntarily provide their answers. From March to June 2018, the survey was conducted. According to Cooper and Schindler (2014), the survey employed the nonprobability sampling method, also known as convenient sampling. 150 responses were received during the survey period, of which 129 (86%), were suitable for analysis. Adequacy and

fullness of information were the governing factors for questionnaires.

A (minimum) sample size of ten times the maximum number of arrows pointing at a construct (six arrows pointing at attitude toward organic food) in a reflective model was accepted by Hair, Hult, Ringle, and Sarstedt (2017) as part of the PLS-SEM approach. We determined a sample size of 97 for the attitude toward organic food construct with six predictors [statisticial power of 80%, α level of 0.05, and medium (0.15) effect size] using Cohen's (1992) guidelines. In accordance with Hair et al. (2017), we also calculated sample size using the G*Power tool (http://www.gpower.hhu.de/) and the results showed that the sample size was 123 with a statistical power of 90% (rather than 80%). According to the ten times rule (Barclay, Thompson, & Higgins, 1995; Hair et al., 2017), the estimated sample size of 123 which also served as a representation of the model's sample size was greater than the computed value and was suitable for this study. As a result, 129 replies were appropriate for examination in this research.

Measurement Scale

The conceptual framework incorporates variables from several investigations. In order to fit the realistic circumstances of researching organic food consumers in Jakarta, Indonesia, a number of variables have been changed. Every question employs the Likert scale with five points. There are two components to the (self-administered structure) questionnaire: (a) and (b). The questions in Section (a) pertain to the personal information of the respondents. The purpose of section (b) is to learn how respondents feel about organic food. Experts in the organic food industry reviewed the questionnaire collection, and a pilot study involving thirty consumers was conducted to verify any necessary adjustments to the material. After that, prospective respondents received the completed questionnaires.

After speaking with authorities on the topic of organic food consumption, questions (or indications) about awareness of organic food were put forth. The questions on information about organic food, concerns about food safety, perceived hurdles, and environmental concerns were taken from Pham et al. (2018); a few were modified to fit the real circumstances. Experts in the organic food industry were interviewed and questions about the perceived value of organic food were taken from the service research (Curvelo et al., 2019; Hutchinson, Lai, & Wang, 2009; Konuk, 2018). After consulting with experts in the industry, questions about attitudes toward and intentions to purchase organic foods were taken from (Pham et al., 2018).

ANALYSIS AND RESULTS

Sample

Basic consumer data, including specifics on gender, frequency of purchases, reasons for purchases, age, occupation, and income.

Data Analysis

Software such as SPSS and Smart PLS had been used for data analysis. To verify that the factors and indicators were appropriate, exploratory factor analysis (EFA) was performed using SPSS (Hair, Black, & Babin, 2014; Hair et al., 2017). The impact levels of the parameters were evaluated using Smart PLS. PLS-SEM, or partial least squares structured equation modeling, is a sophisticated data analysis method used in this software (Hair et al., 2017). The capacity to reliably analyze complex linear structural models is a significant benefit of utilizing PLS-SEM. Furthermore, the data do not have to satisfy the requirement of normal distribution. There were 129 responses who satisfied the necessary sample size, yielding usable data in total.

This study suggested a number of new and modified indicators. To confirm the validity of the factors and indicators, an exploratory factor analysis (EFA) was performed. In this study, we used Principal Axis Factoring for factor extraction and Promax for factor rotation when applying EFA. According to Costello and Osborne (2005), the Principal Axis Factoring method can be applied to nonnormally distributed data, and Gorsuch (1997) notes that the Promax rotation method, which is a member of the Oblique rotation method family, can be used to address basic structural bias.

According to Hair et al. (2014), the analysis results show that all variables are genuine, with satisfactory outer loadings greater than 0.5, higher than 0.6 Cronbach's alphas, higher than 0.5 KMOs, and higher than 50% total extracted variances. Afterwards, SmartPLS software can be used to analyze the altered parameters. The PLS-SEM reflective model was used to analyze the data (Hair et al., 2017).

Every indicator satisfies statistical standards with outer loadings greater than 0.7. The constructs' convergent validity and reliability are displayed in Table 3. The conventional measure of reliability is Cronbach's alpha; the PLS-SEM approach widely uses composite reliability; and Average Variance Extracted (AVE) is a crucial data assessment metric. When AVE is greater than 0.5, Cronbach's alpha and Composite Reliability are greater than 0.7, indicating that the data are reliable. Data in this study therefore satisfied the required dependability standards (Hair et al., 2014, 2017).

The following additional statistical criteria also meet the requirements:

- According to Fornell and Larker (1981), discriminant validity is appropriate when all diagonal values (square root of AVEs) are greater than other values in the corresponding columns (cross loadings).
- Latent variable variance inflation factors (VIF) are less than five (Hair et al., 2014). Thus, we draw the conclusion that multi-collinearity is not present.
- Comprises the structures' F effect sizes. According to Hair et al. (2017), the F value is used to analyze how relevant a construct is in explaining particular endogenous constructs. The values of 0.02, 0.15, and 0.35 signify minor, moderate, and major effects, respectively. Information, perceived barriers, and environmental concern have minor effects on attitudes toward organic food. The model includes various interactions at the medium and higher levels.
- Q2 values indicate the predictive relevance of endogenous constructs in a reflective model. According to Hair et al. (2017), if the Q2 value is larger than zero, the path model has predictive validity for the chosen reflective endogenous construct. Three endogenous constructs—awareness of organic food (0.05), attitude toward organic food (0.421), and purchasing intention (0.241)—have Q2 values greater than zero in our model. This indicates that the study's model accurately predicts each of these three constructs.
- To ensure that the model fits, the exact fit test criterion d_G (Dijkstra & Henseler, 2015) is applied. The estimated model (Dijkstra & Henseler, 2015; SmartPLS_Team, 2020) has a d_G of 4.82, which is within the 4.835 (99% level) acceptance criterion.

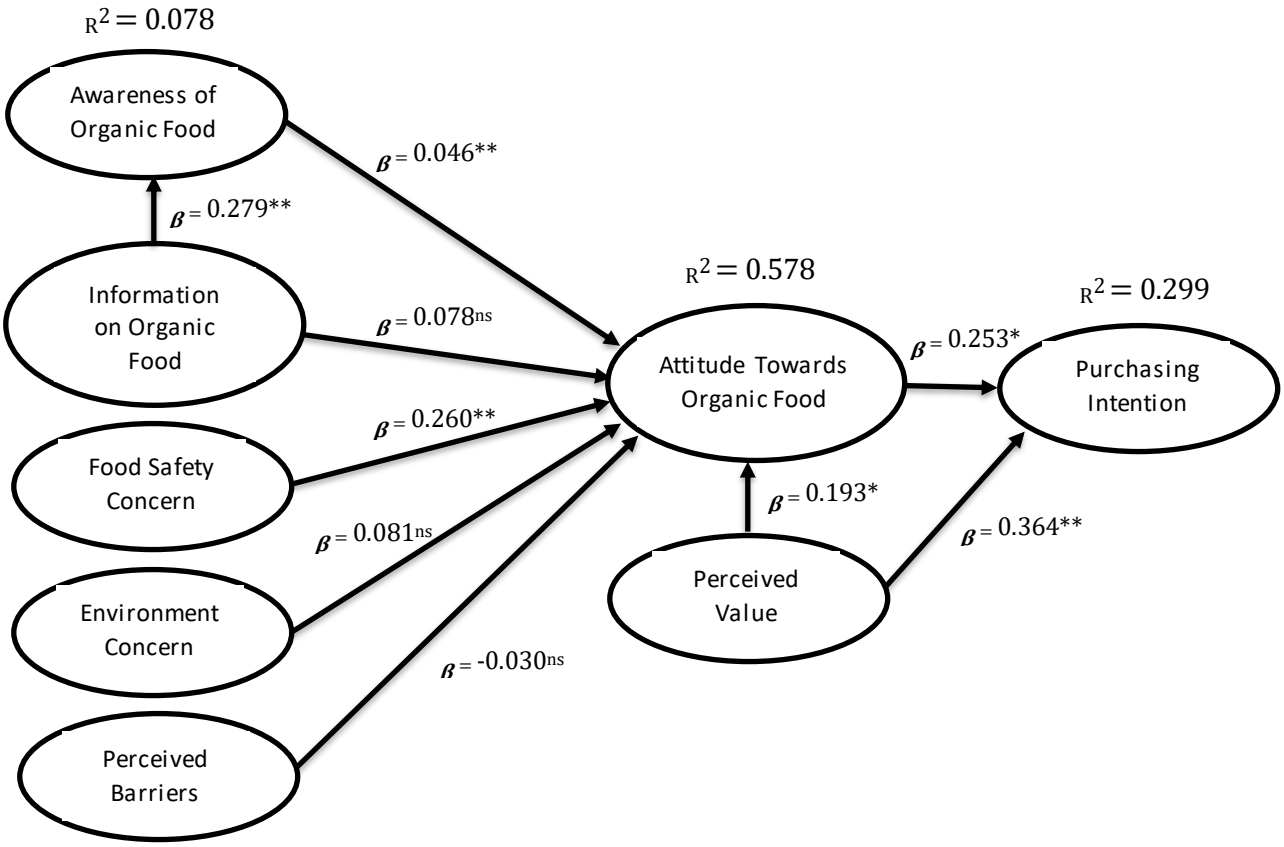
Using the bootstrapping method in SmartPLS, the experimental model yields the results (Hair et al., 2017). This analysis enables the linear structure model's impact elements on attitudes about and intentions to purchase organic food to be confirmed. R2 value of a latent variable: the proportion of response variable variance that influence factors can account for. The attitude toward organic food has a strong R2 value (0.578). In contrast, the R2 value of the intention to purchase organic food (0.299) is not very high, but it still falls below the significance level (Hair et al., 2017). The awareness of organic food has a relatively low R2 value (0.078), which indicates that knowledge of organic food can only partially account for variations in awareness.

The findings demonstrate how attitudes toward organic food are significantly

influenced by factors such as perceived value, food safety concerns, and awareness of organic food. In this study, attitudes about organic food are not significantly impacted by perceived obstacles to organic food or environmental concerns. Although information about organic food may not directly affect attitudes toward it, it does indirectly affect them through raising awareness of it.

Additionally, the shows that attitudes and perceptions about organic food have a significant impact on consumers' intentions to purchase organic food. To sum up, the analysis's findings support hypothesis H1, H3, H4, H7, H8, and H9 and disprove those for H2, H5, and H6.

The total effect of the variables, wherein the intention to buy organic food is most influenced by the perceived value of the product.



*,** : Significant of 95%, 99%; ns; not significant

Figure 2. The Result Conceptual Framework

DISCUSSION AND IMPLICATIONS

Discussion

The model looks at a number of important variables that influence attitudes about organic food and intentions to buy in a rising market, in this case, Jakarta. Confirming that the process of creating information results in increased knowledge, which reinforces attitudes, is one of the study's major findings (Zepeda & Deal, 2009). Information positively influences awareness of organic food (β =.279) in our instance, and awareness greatly influences attitude toward organic food (β =.406). We still have a valid model if we connect awareness of organic food to perceived value in Figure 1 to form a different hypothesis. In the updated model, awareness of organic food strongly influences perceived value (β =.389; considered as an impacting factor on attitude (Aertsens et al., 2009)). This result indicates that awareness of organic food has a strong influence on purchase intention, as do the significant influences of attitude toward organic food and perceived value (β =.253 and.364, respectively).

Generally speaking, before purchasing organic food, consumers should be informed about it. This explains why attitudes about organic food are most strongly influenced by knowledge of organic food. According to Table 1, awareness of organic food factors is quite low when compared to other indicators. The mean values of the indicators pertain to information. This illustrates the ignorance and lack of awareness among Jakarta customers regarding organic food.

A further finding of this study is that environmental concern has a negligible impact, which is consistent with the findings of multiple other studies (Hwang, 2016; Nedra et al., 2015; Paul, Modi, & Patel, 2016; Pham et al., 2018; Yilmaz & Ilter, 2017). This conclusion, however, is not consistent with the findings of a recent study on the Indonesia market for organic meat conducted by Nguyen et al. (2019). The conclusion made by Bourn and Prescott (2002) that consumers of organic products are not primarily concerned with the environment, especially in developing nations, is supported by the significant influence of environmental concern on attitude.

Our investigation supports the claims made by Bourn and Prescott (2002) regarding customer interest in the safety of organic food. The outcomes also show how concerned Jakarta are about the safety of organic food. One possible explanation is that environmental issues are not given high importance in underdeveloped economies. Furthermore, it is evident that food safety has an immediate impact on consumer health, whereas environmental damage takes time to manifest itself.

The findings, in contrast to those of Pham et al. (2018), indicate that attitudes on organic food are not substantially influenced by information about organic food or perceived obstacles to it. This study suggests that attitudes on organic food may be

negatively impacted by perceived barriers, with an affected coefficient of -0.03. At the 95% confidence level, this effect is not statistically significant, though. The discrepancies with the findings of Pham et al. (2018) can be explained by the fact that younger customers students in Pham et al. (2018)'s research are more concerned with the cost and availability of organic food, whereas housewives and other consumers are more concerned with food safety.

Implications

There are various implications from this research. The findings support the Alphabet theory (Zepeda & Deal, 2009) by demonstrating the impact of information on awareness (of organic food), as well as awareness on perceived value and attitude toward organic food. Additionally, attitudes and perceptions of organic food have a big influence on consumers' intentions to make a purchase.

Another noteworthy finding is that, as would seem to be common for developing economies, this research confirms the importance of food safety and the negligible influence of environmental concerns on attitudes toward organic food.

There are managerial ramifications to this research as well. According to research on how awareness and information about organic food positively influences attitudes and perceptions of its value, businesses that sell organic food should have a strong marketing communication plan in place to inform consumers and increase their understanding of organic food (Lim et al., 2014).

Furthermore, the lack of awareness about organic food that has been seen in the Jakarta market highlights the necessity for a more effective communication plan to raise consumer awareness of organic food in this market. This may also apply to other developing economies. In addition, it is necessary to bring up environmental concerns, which are becoming more significant in developing nations, to persuade customers to purchase organic goods.

Conclusion

This study confirms Zepeda and Deal's (2009) findings about the influence of knowledge and awareness on attitudes toward organic food and its perceived worth. The study reaffirms that attitudes about organic food are positively impacted by concerns about food safety. Additionally, the study's findings demonstrate the significant effects that awareness and the perceived value of organic food have on attitudes regarding it. These two characteristics have not received much attention in the field of organic food consumption studies before. Studies on the consumption of organic foods also consider perceived value, which is significant in service marketing. Moreover, attitudes and perceived worth of organic food have a beneficial impact on consumers' intentions to purchase it.

In contrast to the findings of Misra and Singh (2016) and Nguyen et al. (2019), but in line with the findings of several authors (Hwang, 2016; Nedra et al., 2015; Pham et al., 2018; Yilmaz & Ilter, 2017), environmental concern does not significantly affect attitudes toward organic food. Given that environmental preservation has recently gained urgency, this seems a little odd.

The research findings indicate that government agencies should enforce education programs for potential organic food consumers and that companies selling organic food should launch effective marketing strategies by highlighting the roles that information and awareness of organic food play in relation to perceived value and attitude towards it.

Expanding the sample to include other communities in Indonesia 's major cities is the next step for research after this one. Moreover, the nonprobability sampling approach can reduce how well the study's findings are represented.

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