

The Effect of Health Care With Attitudes and Behavioral Control on Consumers' Buying Interest in Healthy Food Products

Ninda Ariyanti Setia Ningrum

Department of Management, Faculty of Business and Economics, Universitas Islam Indonesia, Indonesia

ARTICLE INFO

Article history:

Received May 22, 2022

Revised Jun 22, 2022

Accepted Jul 13, 2022

Keywords:

Health awareness;
Buying attitude;
Control perilaku;
Buying interest;
Healthy food products.

ABSTRACT

Health concerns are increasing along with the development of healthy food products in the community. This study aims to analyze the influence of health care attitudes and behavioral controls on consumers' buying interests in healthy food products. Conduct quantitative research with a statistical analysis approach. The population in this study is consumers in the student category who have made product/goods transactions through Shopee throughout Indonesia. The study sample of 300 people was determined using purposive sampling. Data was collected using questionnaires that passed validity and reliability tests, and data were analyzed using AMOS with a 95 percent confidence level ($p < 0.05$). The results showed that concern for health affects attitudes towards healthy food products ($p = 0.000$), health concern has a significant effect on subjective norms towards healthy food products ($p = 0.000$), and health concern has a significant effect on behavioral control felt in healthy food products ($p = 0.000$), attitudes towards healthy food products have a significant effect on buying interest in healthy food products ($p = 0.004$), subjective consumer norms have a significant effect on buying interest in healthy food products ($p = 0.003$), and perceived behavioral control has a positive and significant effect on buying interest in healthy food products ($p = 0.000$). Furthermore, consumers' interests in buying healthy food products have a positive and significant effect on health care through their attitudes and behaviors.

This is an open access article under the CC BY-NC license.



Corresponding Author:

Ninda Ariyanti Setia Ningrum,
Department of Management,
Faculty of Business and Economics, Universitas Islam Indonesia
Jl. Prawiro Kuat, Ngringin, Condongcatu, Depok, Sleman, Daerah Istimewa Yogyakarta, Indonesia, 55283.
Email: 18311354@students.uii.ac.id

1. Introduction

Food balance can improve a person's quality of life by implementing a healthy lifestyle as a current trend (Handriana et al., 2022; Rustagi & Prakash, 2022). Knowledge and health consciousness improve consumer interest in purchasing organic foods (Kim et al., 2014; Murphy et al., 2022; Mustikawati et al., 2021). During the COVID-19 epidemic, individuals attempted to keep their bodies healthy by selecting good, nutritious healthful, and organic foods to strengthen their immune systems (Boobalan et al., 2022; Handriana et al., 2022). Since pollutants do not taint hygienic and healthy foods, green knowledge promotes the harmony of people's behavior in selecting hygienic and healthy foods (Nguyen et al., 2019).

Moral norms are independent determinants of each consumer's purchasing intent (Kovacs & Keresztes, 2022; Murphy et al., 2022). Prior study has demonstrated that moral values are crucial to purchasing a product, such as food (Requero et al., 2015; Sarah et al., 2019). In addition, green marketing is believed to increase consumers' purchasing of food products (Rana, 2022; Tu et al., 2017; Vilkaite-Vaitone et al., 2022). According to previous research, green marketing is the capacity for marketing a product with an eco-friendly notion, notably organic food, which might raise consumer interest (Murphy et al., 2022; Puspitasari et al., 2021). This study combines conceptual models into the planned behavioral theory to reflect specific functionality and usability factors that influence purchase intention and repurchase (Mustikawati et al., 2021; Priatni et al., 2020;

Rustagi & Prakash, 2022). Planned behavior theory is a fundamental idea that explains and predicts consumer behavior, comprising three primary components: attitudes, subjective norms, and perceived behavioral control (Hidayat et al., 2021; Machová et al., 2022; Nguyen-Viet, 2022). Local food consumers are assessed not to contain excessive pesticides and other dangerous chemicals, yet it is not impossible for food safety issues to arise (Nguyen et al., 2019; Puspitasari et al., 2021). Developing environmental knowledge and behavior is essential, particularly for public health (Mertha Adnyana & Sudaryati, 2022).

This study emphasizes the significance of public health awareness as the primary element impacting customers' purchasing interest in healthy food goods (Nugraha et al., 2018). Health consciousness is closely tied to consumer attitudes that influence customers' purchasing interests and subjective norms that have ramifications for shopping behavior, psychological states, and purchasing decisions. Moreover, the perceived behavioral control of consumers influences their decisions regarding a product. This study's objective was to examine the impact of health care attitudes and behavioral controls on consumers' purchasing intentions for healthy food products. The study's results will hopefully be able to define the attitudes and actions of Indonesian customers towards a food product, which can then be used to promote green marketing in Indonesia.

2. Research Method

A quantitative research design with a descriptive approach was used in this study (Darwin et al., 2021). The population of this study consists of Indonesians who purchase healthy food products. Purposive sampling was employed to determine the 300-person study sample. The study was conducted using primary data acquired through an online questionnaire (Google form) in the form of questions. Likert scale evaluations were performed (the maximum value strongly agrees and the minimum value strongly disagrees). The questionnaire's selection has passed the tests for validity and dependability. The 50-person trial was deemed legitimate if r counted more than the r table and reliable if Cronbach's Alpha was > 0.7 (Darwin et al., 2021).

The six hypotheses tested in this study were six pieces, including 1) the first hypothesis (H1) that health concern will have a positive impact on attitudes toward healthy food products; 2) the second hypothesis (H2) of health concern will have a positive impact on the subjective norms of healthy food products; 3) the third hypothesis (H3) of health concern will have a positive impact on the perceived behavioral control of healthy food products; 4) the fourth hypothesis (H4) of attitude towards healthy food products will have a positive impact on the interest in buying healthy food products; 5) the fifth hypothesis (H5) of subjective norms will have a positive impact on the interest in buying healthy food products, and 6) the sixth hypothesis (H6) of perceived behavioral control will have a positive impact on the interest in buying healthy food products.

Two phases comprise the data analysis process: descriptive and statistical analysis. The statistical analysis assesses demographic data, studies respondent characteristics, and research variable explanations. In addition, the statistical analysis in this work uses Structural Equation Modeling (SEM), which integrates the approaches of factor analysis, structural model, and path analysis (path analysis). This model is designed to analyze the hypothetical link between variables and quantify the strength of that relationship (latent and manifest variables). This study's normality test employed a ± 2.58 critical ratio skewness at a significance level of 0.01. In addition, the outlier seeks to evaluate the variations in the features of distinct variables. It is observed at the value of the Mahalanobis distance compared to the criteria of the chi-square (df) value with $\alpha = 0.001$. In the subsequent phase, a confirmatory study is conducted to test the constructed concept using multiple quantifiable indicators using a loading factor value of at least 0.5 or ideally > 7 ; if the loading factor value is 0.5, the indicator is eliminated from the analysis. 1) model development based on theory; 2) drawing up diagrams of paths and structural equations; 3) matrix input and model estimation; 4) assessing the identification of structural models; 5) assessing the criteria for the goodness of fit, and 6) hypothesis testing with a p -value 0.05 (accepted) and a p -value > 0.05 (rejected).

3. Results and Discussions

3.1 Test the influence between variables

Free variable influence testing measures the size of total, direct, and indirect influence between variables. The greatest direct influence in this study was the direct influence of K.K. (health care) on K.P. (behavioral control), with a value of 0.558. Regarding the indirect influence in this investigation, there is one direction of influence, K.K. (Health care) on M.B. (Buying Interest), with a value of 0.400. Moreover, the influence of K.K. (Health concern) on K.P. (Behavioral control) has the greatest total effect, at 0.558%. The test of the relationship between variables is shown in Table 1.

Table 1. Influence test results between variables

Direct Influence					
	KK	KP	NS	SM	MB
KP	.558	.000	.000	.000	.000
NS	.499	.000	.000	.000	.000
SM	.468	.000	.000	.000	.000
MB	.000	.408	.185	.170	.000
Indirect Influence					
	KK	KP	NS	SM	MB
KP	.000	.000	.000	.000	.000
NS	.000	.000	.000	.000	.000
SM	.000	.000	.000	.000	.000
MB	.400	.000	.000	.000	.000
Total Influence					
	KK	KP	NS	SM	MB
KP	.558	.000	.000	.000	.000
NS	.499	.000	.000	.000	.000
SM	.468	.000	.000	.000	.000
MB	.400	.408	.185	.170	.000

Abbreviations: KK= Health care; KP= behavioral control; NS= Subjective norms; SM = Buying attitude; M.B. = Buying interest.

3.2 Test research hypotheses

Full structural equation model (SEM) analysis was employed to test hypotheses. The hypothesis test results are confirmed by assessing the critical ratio (C.R.) and probability values derived from the outcomes of data processing. The direction of the link between variables can be deduced from estimation results. If the result is positive, the relationship between the variables is positive (in the same direction), and if it is negative, the association is negative (in the opposite direction). Moreover, the association between extrinsic and intrinsic factors becomes significant if the test results indicate a C.R. value larger than 1.96 and a probability value ($p < 0.05$) with a 95% confidence level. Tabular 2 presents the findings of the hypothesis test.

Table 2. Research hypothesis testing results

			Estimate	S.E.	C.R.	P	Keterangan
Attitude to product	←	Concern for health	.468	.060	7.800	0,000	Significant Positives
Subjective norms	←	Concern for health	.425	.054	7.819	0,000	Significant Positives
Behavioral control	←	Concern for health	.429	.051	8.375	0,000	Significant Positives
Buying interest	←	Attitude to the Product	.167	.058	2.899	0,004	Significant Positives
Buying interest	←	Subjective norms	.213	.072	2.950	0,003	Significant Positives
Buying interest	←	Behavioral control	.520	.086	6.057	0,000	Significant Positives

The first hypothesis test yielded a positive estimate of 0.468 with a C.R. value of 7.800 > 1.96 and a probability of 0.000 ($p = 0.05$). Thus, health concern has a considerable and beneficial effect on attitudes toward healthy food products. These findings imply that consumers concerned about their health are more likely to consume healthy meals and have a good attitude toward them. Thus, health consciousness becomes the most significant component in explaining consumer attitudes toward organic foods (Boobalan et al., 2022; Nguyen et al., 2019). This is identical to the findings of Tu et al. (2017) that the health consciousness of consumers will positively influence their attitude toward healthy food products. For health-conscious consumers who opt for organically produced goods, the product will be deemed free of undesired chemicals, indicating that buyers believe that it contains the least amount of pesticide residue (Boobalan et al., 2022; Michaelidou & Hassan, 2010)

The second hypothesis test yielded a positive estimate of 0.425 with a C.R. value of 7.819 > 1.96 and a probability of 0.000 ($p = 0.05$). Thus, health consciousness has a favorable and substantial effect on the

subjective norms of healthy food goods. These findings imply that customers with a strong concern for their health will develop a more favorable attitude toward healthy foods. Compared to harmful foods, consumers will expect healthy foods to impact their health positively. Consumers with high health concerns will be more conscious of maintaining their health and have a favorable attitude toward healthy food (Kesse-Guyot et al., 2022; Michaelidou & Hassan, 2018; Muliasari et al., 2021). This is consistent with Rustagi & Prakash's (2022). According to a study, consumer health concerns have a major impact on consumers' subjective norms about healthy food goods.

In addition, the third hypothesis test yielded a positive estimate of 0.429 with a C.R. value of $8.375 > 1.96$ and a probability of 0.000 ($p = 0.05$). Thus, health concerns have a positive and considerable effect on customers' control over their consumption of healthy food goods. A strong concern for one's health will motivate consumers to have a positive attitude toward healthy food products. Consumers are concerned about their health and tend to investigate whether foods are healthy (Budiani et al., 2017; Handriana et al., 2022; Sakdiyah et al., 2019). Thus, health consciousness will motivate consumers to favor healthy food products (Kovacs & Keresztes, 2022). This is consistent with the findings of Rahnama & Leszczyc (2022) that good health care has a big impact on the regulation of consumer behavior towards healthy food goods.

The fourth hypothesis test yielded a positive estimate result, 0.167, with a C.R. value of $2.899 > 1.96$ and a probability value of 0.004 ($p = 0.05$), indicating that the attitude has a positive and statistically significant influence on the variable of consumer buying interest in healthy food goods. Consumers with a favorable attitude about healthy food will likely purchase healthy food goods (Murphy et al., 2022). A positive consumer attitude toward healthy meals results from the long-term benefits of consuming healthy foods. The consumer's desire to acquire healthy food goods increases as his acceptance of healthy food grows (Satrio et al., 2021; Zaky & Purnami, 2020). This is consistent with prior studies by Uddin & Khan (2018) study demonstrated that customer attitudes have a favorable and significant effect on the desire to purchase healthy food products. Organic food manufacturers must evaluate factors that can improve consumer demand for their products (Hidayat et al., 2020, 2021). A high level of health awareness is one component of an individual's interest in organic food (Machová et al., 2022; Siringoringo, 2004). In addition, customers are beginning to scrutinize the composition or safety of the food they consume out of a sense of fear that if they choose the incorrect meal, it will result in poor health conditions (Mukaromah et al., 2019). The establishment of a health consciousness will favor attitudes regarding the desire to purchase nutritious foods (Budiani et al., 2017; Siringoringo, 2004; Zaky & Purnami, 2020).

Hypothesis five achieved a positive result of 0.213 with a C.R. value of $2.950 > 1.96$ with a probability value of 0.003 ($p = 0.05$). Thus, subjective norms have a large and beneficial effect on the variable of customer desire to purchase healthy food goods. Consumers who clearly understand the benefits of healthy eating will be more interested in purchasing healthy food products (Sahir et al., 2021). Variable subjective norms among consumers are influenced by their knowledge and perception of healthy food products (Hasan & Suciarto, 2020). The more consumers' subjective norms on healthy food, the greater their expectations regarding the benefits of eating healthy meals. Thus, it will increase customer interest in purchasing nutritious foods. This is consistent with the findings of Rachmawati et al. (2020) demonstrate that consumers' subjective norms have a favorable and significant effect on their desire to purchase healthy food goods. Subjective norms are determined by the normative expectations of others and urge individuals to comply with those norms (Hasan & Suciarto, 2020). Moreover, the greater the expectations of the individual's significant others regarding particular conduct, the greater the desire to fulfill these expectations or perform the behavior wanted by them, and thus the greater the interest in performing the expected behavior (Roh et al., 2022; Zayed et al., 2022). The individual's purchasing interest heavily supports the change in an individual's behavior; a person's behavior can be determined by his or her intention to exhibit the desired behavior. By embracing a healthy lifestyle, health awareness becomes a worry and a motivation to change for the better and improve, maintain, and sustain health and quality of life (Bai et al., 2019; Sahir et al., 2021; Zayed et al., 2022).

In hypothesis number six, a positive estimate result was obtained, namely 0.520 with a CR value of $6.057 > 1.96$ and a probability value of 0.000 ($p = 0.05$), indicating that the control of consumer behavior has a positive and statistically significant effect on purchasing interest in healthy food products. The regulation of consumer behavior has a favorable and significant effect on the variable of buying interest in healthy food goods. Positive behavioral control over healthy foods will stimulate interest in purchasing healthy food goods (Bai et al., 2019; Bósquez et al., 2022). External factors that influence the action taken govern consumer behavior. Taking into account various aspects, including health, perceived behavioral control directly impacts customers' proclivity to purchase healthy food items (Srivastava et al., 2022). Conducting research in Jakarta (Siahaan & Thiodore, 2022) argues that the regulation of consumer behavior has a favorable and considerable effect on purchasing healthy food goods. Behavioral control reflects the perceived difficulty or ease with which individuals display

specific activities (Siripipatthanakul et al., 2022). Indirectly, the response of the individual's behavior to the existence of external stimuli. Purchasing behavior is a decision-making process that differs from consumer to consumer during the purchasing process. In the regulation of perceived behavior, it has a direct effect on its consumers by considering multiple factors, such as health, which has consequences for a rise in the desire to purchase healthy food goods (Aulia & Hidayat, 2019; Le & Nguyen, 2022; Puspitasari et al., 2021; Zaky & Purnami, 2020).

4. Conclusion

The findings indicate a positive and significant influence on health care with attitudes and behavioral controls towards consumers' buying interest in healthy food products, especially for the people of Indonesia. The increase in health conditions has the potential to be greater for people to participate in maintaining a fit body condition by choosing healthy, chemical-free, and hygienic foods. This research is important for all healthy food service providers to provide healthy food for consumers to increase buyer interest. In the future, more research is needed related to factors affecting the provision of healthy food in the marketplace, which are linked to variables of buying interest and public health status.

ACKNOWLEDGEMENTS

The author would like to thank the entire academic community of Universitas Islam Indonesia for helping in this research and Mr. I Made Dwi Mertha Adnyana, S.Si., CMIE., M.Ked.Trop for providing input suggestions for the improvement of this article.

References

- Aulia, A., & Hidayat, M. (2019). The effect of green marketing mix on home buying decisions at P.T. Baruga Asrinusa Development Makassar. *Economix*, 6(1).
- Bai, L., Wang, M., & Gong, S. (2019). Understanding the antecedents of organic food purchases: The important roles of beliefs, subjective norms, and identity expressiveness. *Sustainability*, 11(11), 3045.
- Boobalan, K., Sivakumaran, B., & Susairaj, M. (2022). Organic Food Preferences: A Comparison of American and Indian Consumers. *Food Quality and Preference*, 104627.
- Bósquez, N. G. C., Arias-Bolzmann, L. G., & Quiroz, A. K. M. (2022). The influence of price and availability on university millennials' organic food product purchase intention. *British Food Journal*, ahead-of-print.
- Budiani, N. P. A., Suastuti, N. L., & Massenga, L. M. (2017). Marketing strategies for organic restaurant in ubud tourist area-bali. *Journal of Business on Hospitality and Tourism*, 2(1), 393–402.
- Darwin, M., Mamondol, M. R., Sormin, S. A., Nurhayati, Y., Tambunan, H., Sylvia, D., Adnyana, I. M. D. M., Prasetyo, B., Vianitati, P., & Gebang, A. A. (2021). *Metode penelitian pendekatan kuantitatif* (1st ed.). Media Sains Indonesia.
- Handriana, T., Setiawan, R., Aisyah, R. A., & Suryaningsih, I. B. (2022). Consumer Decisions in Consuming Eco-Friendly Food Products During the COVID-19 Pandemic: Based on Green Marketing Mix Concept. *Multicultural Education*, 8(4).
- Hasan, H. N., & Suciarto, S. (2020). The influence of attitude, subjective norm and perceived behavioral control towards organic food purchase intention. *Journal of Management and Business Environment (JMBE)*, 1(2), 132.
- Hidayat, A., Asma'i Ishak, G. G. Z., & Ekasasi, S. R. (2020). Predictor of Switching Intention on Healthy Food Business: Theory of Planned Behavioral Approach. *Quality-Access to Success*, 23, 188.
- Hidayat, A., Wijaya, T., Ishak, A., Rejeki Ekasasi, S., & Zalzalalah, G. G. (2021). Model of the consumer switching behavior related to healthy food products. *Sustainability*, 13(6), 3555.
- Kesse-Guyot, E., Lairon, D., Allès, B., Seconda, L., Rebouillat, P., Brunin, J., Vidal, R., Taupier-Letage, B., Galan, P., & Amiot, M.-J. (2022). Key findings of the French BioNutriNet project on organic food-based diets: description, determinants, and relationships to health and the environment. *Advances in Nutrition*, 13(1), 208–224.
- Kim, B. J., Song, K. S., Kong, H. H., Cha, H. J., & Ock, M. (2014). Heavy hymenolepis nana infection possibly through organic foods: Report of a case. *Korean Journal of Parasitology*, 52(1), 85–87. <https://doi.org/10.3347/kjp.2014.52.1.85>
- Kovacs, I., & Keresztes, E. R. (2022). Perceived consumer effectiveness and willingness to pay for credence product attributes of sustainable foods. *Sustainability*, 14(7), 4338.
- Le, M. H., & Nguyen, P. M. (2022). Integrating the Theory of Planned Behavior and the Norm Activation

- Model to Investigate Organic Food Purchase Intention: Evidence from Vietnam. *Sustainability*, 14(2), 816.
- Machová, R., Ambrus, R., Zsigmond, T., & Bakó, F. (2022). The Impact of Green Marketing on Consumer Behavior in the Market of Palm Oil Products. In *Sustainability* (Vol. 14, Issue 3). <https://doi.org/10.3390/su14031364>
- Mertha Adnyana, I. M. D., & Sudaryati, N. L. G. (2022). The potency of green education-based blended learning in biology students at the Hindu University of Indonesia. *BIO-INOVED: Jurnal Biologi-Inovasi Pendidikan*, 4(1), 1–9.
- Michaelidou, N., & Hassan, L. M. (2010). Modeling the factors affecting rural consumers' purchase of organic and free-range produce: A case study of consumers' from the Island of Arran in Scotland, UK. *Food Policy*, 35(2), 130–139.
- Michaelidou, N., & Hassan, L. M. (2018). The role of health consciousness, food safety concern and ethical identity on attitudes and intentions towards organic food. *International Journal of Consumer Studies*, 32(2), 163–170.
- Mukaromah, A. L., Teja, I. G. N. A. E., & Anggraini, N. P. N. (2019). The effect of green marketing, brand awareness and price perception on purchase decision. *International Journal of Applied Business and International Management (IJABIM)*, 4(3), 75–83.
- Muliasari, R. M., Aulia, A. N., Setiawan, A. P., & Ibanah, I. (2021). Factors Affecting Purchase Intentions for Organic Food Products: A Literature Study. *Jurnal Penelitian Ilmu Sosial Dan Eksakta*, 1(1), 47–63.
- Murphy, B., Martini, M., Fedi, A., Loera, B. L., Elliott, C. T., & Dean, M. (2022). Consumer trust in organic food and organic certifications in four European countries. *Food Control*, 133, 108484.
- Mustikawati, E., Utama, L., Ruslim, T. S., & Wijaya, H. (2021). Factors Affecting Interest in Buying Organic Food. *Jurnal Bina Manajemen*, 9(2), 146–161.
- Nguyen-Viet, B. (2022). The impact of green marketing mix elements on green customer based brand equity in an emerging market. *Asia-Pacific Journal of Business Administration*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/APJBA-08-2021-0398>
- Nguyen, H. V., Nguyen, N., Nguyen, B. K., Lobo, A., & Vu, P. A. (2019). Organic food purchases in an emerging market: The influence of consumers' personal factors and green marketing practices of food stores. *International Journal of Environmental Research and Public Health*, 16(6), 1037.
- Nugraha, R., Kusumawardani, K. A., & Octavianie, V. (2018). The Influence of Celebrity Endorsement in Instagram towards Customer Behavior and Purchase Intention in Healthy Food Diet Business. *Firm Journal of Management Studies*, 3(2). <https://doi.org/10.33021/firm.v3i2.476>
- Priatni, S. B., Hutriana, T., & Hindarwati, E. N. (2020). The Effect of Social Media Marketing on Purchase Intention with Brand Awareness as an Intervening Variable at Martha Tilaar Salon Day Spa. *Journal of Economics, Management and Banking*, 5(3), 145–155. <https://doi.org/10.35384/jemp.v5i3.165>
- Puspitasari, C. A., Yuliati, L. N., & Afendi, F. (2021). The Influence of Green Marketing, Environmental Awareness and Health on Purchase Decisions for Organic Food Products Through Attitude. *Jurnal Aplikasi Bisnis Dan Manajemen (JABM)*, 7(3), 713.
- Rachmawati, I. K., Bukhori, M., Nuryanti, F., FE, S. P., & Hidayatullah, S. (2020). Collaboration Technology Acceptance Model, subjective norms and personal innovations on buying interest online. *International Journal of Innovative Science and Research Technology*, 5(11).
- Rahnama, H., & Leszczyc, P. T. L. P. (2022). The effect of fixed and growth mindsets on buying sustainable foods. *British Food Journal*.
- Rana, S. (2022). Consumer Awareness And Perception Towards Green Marketing: An Empirical Study In Bangalore City. *Journal of Positive School Psychology Http://Journalppw. Com*, 6(5), 4240–4245.
- Requero, B., Cancela, A., Santos, D., Díaz, D., & Briñol Turnes, P. (2015). Feelings of ease and attitudes toward healthy foods. *Psicothema*.
- Roh, T., Seok, J., & Kim, Y. (2022). Unveiling ways to reach organic purchase: Green perceived value, perceived knowledge, attitude, subjective norm, and trust. *Journal of Retailing and Consumer Services*, 67, 102988.
- Rustagi, P., & Prakash, A. (2022). review on consumer's attitude & purchase behavioral intention towards green food products. *International Journal of Health Sciences*, 9257–9273. <https://doi.org/10.53730/ijhs.v6nS1.7092>
- Sahir, S., Fahlevi, M., Kasbuntoro, K., & Sutia, S. (2021). Effect of halal food management system certification on buying interest of Indonesian consumer goods. *Uncertain Supply Chain Management*, 9(3), 731–738.
- Sakdiyah, L., Effendi, R., & Kustono, A. S. (2019). Acceptance Analysis of the Use of E-Learning with the Theory of Planned Behavior (TPB) Approach to Accounting Students at the University of Jember. *E-*

- Journal Ekonomi Bisnis Dan Akuntansi*, 6(2), 120–126.
- Sarah, S., Rachman, A., & Febrianti, T. (2019). The Effect of Lifestyle, Design, and Celebrity Endorser on Purchase Intention (Study on MSMEs in Cibaduyut, Bandung). *Jurnal Indonesia Membangun*, 18(3), 60–75.
- Satrio, D., Yunitarini, S., & Rizqiani, N. (2021). Application of green marketing mix of beauty products on sales through purchase decisions as intervening variable. *Asian Management And Business Review (AMBR)*, 81–94.
- Siahaan, A., & Thiodore, J. (2022). Analysis Influence of Consumer Behavior to Purchase Organic Foods in Jakarta. *6th International Conference of Food, Agriculture, and Natural Resource (IC-FANRES 2021)*, 57–65.
- Siringoringo, H. (2004). The role of the marketing mix on consumer buying behavior. *Jurnal Ekonomi Dan Bisnis*, 9(03).
- Siripipatthanakul, S., Limna, P., Siripipatthanakul, S., & Auttawechasakoon, P. (2022). The Impact of TPB Model on Customers' Intentions to Buy Organic Foods: A Qualitative Study in Angsila-Chonburi, Thailand. *Psychology and Education Journal*, 59(2), 419–434.
- Srivastava, D., Dwivedi, P. K., Tripathi, V., & Singh, A. (2022). Measuring the Impact of Environmental Knowledge towards Intention to Buying Organic Food Products in Tier-II Cities of India. *Journal of Positive School Psychology*, 9908–9918.
- Tu, J. C., Chen, Y. Y., & Chen, S. C. (2017). The study of consumer green education via the internet of things with green marketing. *Eurasia Journal of Mathematics, Science and Technology Education*, 13(9), 6133–6145. <https://doi.org/10.12973/eurasia.2017.01054a>
- Uddin, S. M. F., & Khan, M. N. (2018). Young Consumer's Green Purchasing Behavior: Opportunities for Green Marketing. *Journal of Global Marketing*, 31(4), 270–281. <https://doi.org/10.1080/08911762.2017.1407982>
- Vilkaite-Vaitone, N., Skackauskiene, I., & Díaz-Meneses, G. (2022). Measuring Green Marketing: Scale Development and Validation. In *Energies* (Vol. 15, Issue 3). <https://doi.org/10.3390/en15030718>
- Zaky, M. H., & Purnami, N. M. (2020). Green Marketing Mix Affects Big Tree Farms Product Purchase Decisions at Lotus Food Services. *E-Jurnal Manajemen Universitas Udayana*, 9(2), 678.
- Zayed, M. F., Gaber, H. R., & El Essawi, N. (2022). Examining the Factors That Affect Consumers' Purchase Intention of Organic Food Products in a Developing Country. *Sustainability*, 14(10), 5868.