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Analysing consumer behavioural intention on sustainable organic food products: Case study on Indonesian consumers



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ABSTRACT

Population growth and improved global incomes have driven a significant increase in the production and consumption of food. Food consumption is known to have significant impacts on public health, individualities, and the environment and most importantly, food consumption is linked to environmental challenges like heightened pollution, scarcity of water, and CO₂ emissions always been faced with grave environmental concerns and a massive surge in food intake assumes great significance. Consumers have a responsibility to protect the environment by choosing environmentally friendly products similar to organic food. This study modifies the TPB to model the consumer behavioural intention for organic food, using environmental concern, perceived value, and consumer familiarity as determinants. In the following, we explain how these well-established concepts are related to the three original constructs of the Theory of Planned Behaviour. The results of this study show that environmental concern, consumer perceived value of the product, and consumer familiarity (direct experience) with the product have a positive and significant effect on consumer behavioural intention for sustainable organic foods. In particular, this study finds that consumer environmental concern is the strongest predictor of purchase intention. This suggests that, in a sustainable organic food context, high levels of consumers' environmental concern increased their intention to purchase organic foods. Therefore, if a consumer is more concerned about environmental issues, the consumer will show a stronger intention to purchase sustainable organic food compared to consumers with lower environmental concerns.

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Introduction

Agri- food sector is facing major challenge during the last decades, one of the major challenges is to be sustainable from environmental, social, and economic perspectives. Several farms and firms operating in the agri-food sector have introduced principles of environmental, social and economic sustainability into their business models (Migliore et al., 2020; Schimmenti et al., 2016). The growing exposure towards the three pillars of sustainability (environmental, social, and economic) is substantially driven by a change in consumer behaviours due to the increasing awareness for the environmental and social attributes of products they consume (Galati et al., 2019; Santeramo & Lamonaca, 2021).

Nevertheless, population growth along with improved global incomes have driven a significant increase in the production and consumption of food. In fact, the increasing demand for food, driven by a growing population, is exerting high pressure on land and production of inputs, causing detrimental impacts for human and environmental wellbeing (Santeramo et al., 2021; Tricase et al., 2018; Yanakittkul & Aungvaravong, 2020).

According to European Commission "organic production is an overall system that combines farm management and food production with best environmental practices, a high level of biodiversity, the preservation of natural resources and the application of high animal welfare standards" (European Parliament, 2018).

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3 The global food system is a major contributor to climate change with 23 – 42 of total greenhouse gas (GHG) emissions. therefore, the transition to sustainable food systems and dietary patterns represents a big challenge and a key result to feed a fast- growing world population while maintaining safe earth boundaries of sustainability. Organic agriculture is frequently proposed as a sustainable option, however a debate is open on its effectiveness in reducing the impact on climate when compared to conventional farming. thus, there's a need for clear indicators of climate and environmental sustainability to properly inform the food system actors and foster an effective transition towards sustainable food production and consumption. The carbon footprint (CF) is one of the most habituated indicators to assess the sustainability of food as it measures the contribution to climate change in terms of GHG emissions with different metrics (Chiriaco et al., 2022).

The why about how to manage the global agrifood system is one of the most argued issues both at scientific and policy level in the attempt to design the best strategies to limit climate change, guarantee food security and promote the shift towards sustainable healthy diets (Bahar et al., 2020; Rosenzweig et al., 2020).

The growth of organic food in the world continues to increase year by year, including Indonesia, which is driven by up to 15-20% increase in people's purchasing power. This organic food diet is on the rise with public concern about environmental sustainability(The Ministry of Foreign Affairs of the Republic of Indonesia, 2021)

The main reason Indonesia consumers switch to organic products is the desire to live healthily. In addition, the advantage of organic products over non-organic products is that they do not contain pesticides and GMOs (genetically modified foods). The types of organic products widely available in Indonesia such as rice, fruits and vegetables, chicken, eggs, milk and yogurt, and plantation products (honey, coffee, vanilla) also main reason why people starting to change their food choice from conventional product to organic product(The Ministry of Foreign Affairs of the Republic of Indonesia, 2021).

2 Food consumption is known to have important impacts on public health, individualities, and the environment and most importantly, food consumption is linked to environmental challenges like heightened pollution, scarcity of water, and CO2 emissions. Consuming organic food, minimizing consumption of unhealthy foods, and preparing food products that facilitate reduced wastage are a few viable options that can be considered in this regard (Nguyen et al., 2019). The deployment of these behaviours in a developing country similar as Indonesia has always been faced with grave environmental concerns and a massive surge in food intake assumes great significance. Consumers have a responsibility to protect the environment by choosing environmentally friendly products similar as organic food (Tavares, 2021).

Food safety, human health, animal welfare, environmental considerations, as well as sensory attributes such as taste, freshness and appearance are considered the most important factors when purchasing organic food (Shafie & Rennie, 2012; van Doorn & Verhoef, 2015). Another factor that influences consumer attitudes towards organic food in stores is the use of organic labels. Therefore, consumer awareness of relevant labels and positive attitude towards the underlying scheme is paramount to the success of any certification scheme (Gracia & de-Magistris, 2016).

3 Revealing the effective environmental sustainability of organic farming through clear indicators of greenhouse gas emissions, thereby resolving existing debates about food production and consumption versus conventional food, is a key component of sustainable food systems. It is an important prerequisite for facilitating the transition to dietary patterns. In fact, such necessary change requires profound social change that must involve all actors in the socio-economic segment of the food value chains. Farmers, consumers and policy makers in particular play a key role as key drivers of production and consumption patterns. However, consumers are becoming more aware and willing to eat in healthier and more sustainable ways (Eyinade et al., 2021).

4 This study examines consumer perceptions of three attributes of organic food such as health, safety and environmental sustainability. These three attributes are derived from the principles of organic farming: growth and development. Food from organic farming must be healthy and of high quality in order to contribute to the maintenance of physical, mental, social and ecological well-being (principle of health). Organic food is safe to the extent that it is produced by adopting appropriate technologies that prevent significant risks (principle of care): for instance, organic food should be produced avoiding genetic engineering. Resources used in the production and consumption of organic food should be managed in a socially and ecologically sustainable way to achieve ecological balance and ensure environmental protection principle (principle of ecology).

6 Based on the above-mentioned data and taking into consideration the limited studies assessing Indonesia consumers attitude towards organic food, this study aimed at reflecting the perception and attitude of Indonesia consumers on organic foods, using an extended sample which originates from all the Indonesia regions.

Literature Review

Theoretical and Conceptual Background

The Theory of Planned Behaviour of Ajzen is identified as a relevant social-psychological model that commonly used to study consumer buying behaviour (Perri et al., 2020; Xu et al., 2020a; Xu & Jackson, 2019; Yang & Peterson, 2004). The Theory of Planned Behaviour suggests that attitudes toward behaviour, subjective norms, and perceived behavioural control are important predictors of individuals' behavioural intentions and, consequently of their behaviour (Ajzen, 1991; Brandão & Costa, 2021). The

first factor from The Theory of Planned Behaviour is attitude towards behaviour, refers to “the degree to which a person evaluates or views the behaviour positively or negatively” (Ajzen, 1991; Brandão & Costa, 2021). Attitude can be defined as a person’s beliefs and appraisal of the results that can be derived by the behaviour, also, the level to which a person has positively or negatively evaluation of a given behaviour (Ajzen, 1991; Brandão & Costa, 2021; Fishbein & Ajzen, 1977).

The second factor from The Theory of Planned Behaviour is subjective norms, subjective norms refer to the perception of an individual about social pressure from friends, family or colleagues to comply or not to comply with a specific behaviour (Ajzen, 1991; Brandão & Costa, 2021). In contrast to attitudes, subjective norms reflect the importance of other people's opinions about whether an individual should or should not perform a behaviour (Venkatesh et al., 2003; Y. Zhang et al., 2020). Finally, perceived behavioural control refers to a person's perception of how easy or difficult it is to perform a particular behaviour, or how difficult it is to perform a behaviour (Ajzen, 1991; Lam & Hsu, 2006) Overall, people with a positive attitude, high subjective norms, and control over their behaviour are more likely to engage in certain behaviour (Y. Zhang et al., 2014, 2020).

Ajzen’s Theory of Planned Behaviour can be adjusted to new behavioural study by adding new constructs. This can help study makes variation in intention or behavioural study (Ajzen, 1991; Rise et al., 2010). Modified versions of the Theory of Planned Behaviour model can be used to study specific situations, such as sustainable food consumption, by including variables that help researchers examine the motivations to sustainable behaviour (Brandão & Costa, 2021; Stern, 2000). Existing literature suggests that several components can be used to modify the original model to study organic food behaviour and sustainable consumption (Cagalj et al., 2016; Chiriaco et al., 2022; Denver & Jensen, 2014; Eyinade et al., 2021; Galati et al., 2019; Hurtado-Barroso et al., 2017; Janssen & Hamm, 2012; Krystallis et al., 2006; Michaelidou & Hassan, 2008; Migliore et al., 2020; Nguyen et al., 2019; Rana & Paul, 2017; Shafie & Rennie, 2012; Stern, 2000; Tavares, 2021; Yang & Peterson, 2004; Zhao et al., 2018). For instance, the study by (Curvelo et al., 2019a) modified The Theory of Planned Behaviour and found that customers’ attributes of organic food, trust and perceived value greatly affected the dimensions of The Theory of Planned Behaviour, thus influencing the purchase intentions for organic foods. The study by Kang et al. (2013) modified The Theory of Planned Behaviour and found that customers’ perceived consumer effectiveness, product knowledge, and perceived personal relevance strongly influence The Theory of Planned Behaviour dimensions, therefore influencing the purchase intentions for environmentally sustainable products.

In this study, we modify the TPB to model the consumer behavioural intention for organic food, using environmental concern, perceived value, and consumer familiarity as determinants. In the following, we explain how these well-established concepts are related to the three original constructs of Theory of Planned Behaviour (attitude, social norm, and perceived behavioural control). Moreover, we explore the relationship between these constructs and two dimensions of consumer behavioural intention: purchase intention. This dimension has been considered as representative of the behavioural intention towards sustainable products, consistently with previous studies (Magnier et al., 2019; Notaro & Paletto, 2021; Prakash & Pathak, 2017; Rausch & Kopplin, 2021; Xu et al., 2020b).

Environmental concern is a dominant cognitive component for studying purchase intentions for sustainable products (L. Zhang et al., 2019). Several studies have found that more positive environmental concern can lead to more positive attitudes, subjective norms and PBC towards sustainable products (Hartmann & Apaolaza-Ibáñez, 2012; Maichum et al., 2016; Rausch & Kopplin, 2021; Santos et al., 2021; Siraj et al., 2022; L. Zhang et al., 2019). the study by Rausch & Kopplin (2021) suggest that environmental concern is an essential cognitive and affective component in forming and influencing consumers’ attitudes towards sustainable products.

Perceived value is the customer's overall assessment of the perceived benefits and perceived usefulness of the sacrifice (Zeithaml, 1988). Based on the quality perspective, value can be defined as the difference between the quality of the product and the amount money paid for it. Therefore, if a consumer pays less money for high quality product, consumer will perceive the value of the product as positive (Kuo et al., 2009). However, perceived value means more than the amount paid for a particular product. The value of a product perceived by consumers also depends on non-monetary costs such as search costs, transaction costs, time spent during purchases, as well as social incentive, for instance socioeconomic status and social culture (Cronin et al., 2000; Kuo et al., 2009; Sheth et al., 1991a; Zeithaml, 1988).

Finally, we consider consumer familiarity for a product as prior knowledge about a product, as a form of indirect (knowing the product exists) or direct (prior purchase or use) experience that a consumer has with a product (Moser, 2015). Existing literature explain that familiarity influences consumer attitude towards a product, service, or task as customers feel more secure and comfortable towards the product (Biswas & Roy, 2015; Li & Jaharuddin, 2020; Notani, 1998; Shahangian et al., 2021). The study by Mohd Suki (2016) found that consumers with a high level of familiarity with green food products are more likely to hold a pro-environmental attitude and display a stronger intention to purchase such products. Similarly, familiarity with products might improve a consumer’s perceived behaviour control (Commer et al., 2020; Notani, 1998). In fact, prior product knowledge makes consumers feel safer and more comfortable, which may improve perceived behaviour control (Notani, 1998). Therefore, consumer familiarity with product categories can be viewed as a predictor of both attitude and perceived behaviour control (Commer et al., 2020; Shahangian et al., 2021).

Based on the above considerations, we use environmental concern, perceived value, and consumer familiarity with products as determinants of consumer behavioural intentions. In addition, we extend The Theory of Planned Behaviour model on the outcome side by considering two dependent variables: willingness to buy a product. In the next section, we review relevant literature and

formulate specific hypotheses on the impact of each of his three determinants above on purchase intentions and willingness to pay a high price for sustainable organic food.

Empirical Review and Hypothesis Development

Environmental concern

Consumer environmental concern is described as “the degree to which consumers care about environmental problems and support efforts to solve them”, by purchasing environmentally friendly or sustainable products (Dunlap & Jones, 2002). Based on study by (Yue et al., 2022) environmental concern can be divided into two categories, such as environmental concern for (1) specific environmental issues such as soil pollution and (2) comprehensive and universal, for example: variety of different environmental issues.

Existing literature suggests that environmental concerns are a key factor influencing consumer decision-making processes regarding sustainable products (Diamantopoulos et al., 2003; Sharma & Foropon, 2019) In fact, environmental concerns are often seen as a key indicator of consumer environmental behaviour that directly influencing purchase intentions (Bamberg, 2003; Felix et al., 2018; Hartmann & Apaolaza-Ibáñez, 2012; Santos et al., 2021; Siraj et al., 2022; White & Simpson, 2013; Yue et al., 2022) The study by Testa et al. (2020) showed that environmental concern might positively influence the purchase of sustainable packaging as green consumers actively search for environmental information. Park & Lin (2020) indicated that environmental concern has a positive impact on the intention to purchase recycled and upcycled fashion products. Similarly, according to study by (Rausch & Kopplin, 2021) environmental concerns can have a positive impact on both attitudes and intentions to buy sustainable products. According to the argument above, this study formulated the following hypothesis:

H1: Consumers' environmental concern is positively related to the intention to purchase organic foods.

Perceived value

The perception consumers have of a product can play an important role in the purchasing decision-making process (Coupey & Nakamoto, 1988; Watanabe et al., 2020; Wei & Jung, 2017). In this regard, the value of a product is determined based on its objective attributes and the subjective outcomes of those attributes. Therefore, the perceived value of a product is a much more comprehensive concept than “value for price (Wei & Jung, 2017; Zeithaml, 1988).

Perceived value is explained as “the consumer’s overall assessment of the utility of a product based on what is received and what is given” (Zeithaml, 1988). Value is a perception, a view, or understanding made up of measurable components”, thus it is a function of delivery, product features, service, quality issues and price (Yee & San, 2011). As a result, customer perceived value could be considered as a multidimensional construct, thus several attributes or dimensions, instead the “theory of consumption values” takes into account five additional dimensions of customer value, such as functional, epistemic, conditional, emotional, and social values (Babin et al., 1994; Sheth et al., 1991b; Zauner et al., 2015). Functional value, also known as performance/quality, is described as the perceived utility for functional, utilitarian, or physical performance; economic value, such as price or value for money is the utility a product provides compared to the overall costs; social value is the utility a product provides by enhancing an individual’s social self-concept (Chi et al., 2021; Wei & Jung, 2017; Zauner et al., 2015) Based on the above considerations, we used functional, economic and social value as three reflective aspects of the overall value of sustainable organic foods.

Existing literatures suggest that consumers’ intention to purchase organic foods might be positively related to their perceived value (Chi et al., 2021; de Toni et al., 2017; J. Han et al., 2017; Zhao et al., 2018). Thus, understanding consumer’s perceived value for organic foods is important to explain the purchase intention of such products. For instance, a qualitative study by (J. Han et al., 2017) found that a negative perception of clothing and the lack of justification for paying a premium price might negatively affect the intention to buy sustainable clothing. Conversely, study by Watanabe et al. (2020) argued that perceived value, especially emotional value can increase purchase intention for organic food. Similarly, study by (Y. Zhang et al., 2020) found that consumer perceived quality, price, emotional, and environmental values significantly and positively impact consumers’ purchasing attitude for energy-saving appliances. (Şener et al., 2019) described that perceived value has a positive influence on the intention to purchase. Therefore, the more positive a product’s value is perceived, the higher consumers’ willingness to purchase that specific product. According to the argument above, this study formulated the following hypothesis:

H2: The perceived value of a sustainable organic food produced with eco-friendly farming positively impacts consumers' intention to purchase organic foods.

Consumer familiarity

The first step toward buying a product is knowing it exists. When examining consumer decision-making processes, it is important to assess the impact of prior knowledge about a product on purchasing behaviour. Prior knowledge can be defined as a consumer’s objective or self-reported level of knowledge about the perceived value of a product (Johnson & Russo, 1984; Rao & Monroe, 1988; Sujana, 1985; Torrico et al., 2019). Consumer prior knowledge has two major traits: familiarity and expertise (Alba & Hutchinson, 1987) Familiarity includes both indirect (knowing the product exists) or direct (prior purchase or use) experiences that a consumer has with a product (Marks & Olson, 1981) Accordingly to existing literatures, indirect experience with a sustainable organic foods,

this study consider a consumer's general familiarity with organic product produced with a specific eco-friendly farming, as direct experience with a sustainable organic foods, we consider the prior purchase of organic products produced with a sustainable eco-friendly farming.

Existing studies suggest that consumers who are familiar with a product can process information about the product more efficiently than buyers with no prior knowledge of the product (Loureiro et al., 2020; Shehryar & Hunt, 2005). (Marks & Olson, 1981) investigated the effect of product familiarly on purchase intention. The authors argued that consumers who are familiar with a product are more likely to recommend a purchase than consumers who are less familiar with the product.

Similarly, inexperienced consumers who had never bought second-hand products have a higher negative perception of purchasing second-hand products, compared to consumers who are familiar with the product category who had already bought second-hand products (Sandes & Leandro, 2019). According to study by (L. Zhang et al., 2019) consumers are often choose green products due to their previous purchase experience. Thus, we expect that consumers who have a prior indirect and direct experiences with a product make more accurate judgments about it, resulting in increased purchase intention. According to the argument above, this study formulated the following hypothesis:

H3a: Consumers' direct experience (knowledge of the product's existence) with sustainable organic food produced with eco-friendly farming positively impacts consumers' intention to purchase organic foods.

H3b: Consumers' indirect experience (knowledge of the product's existence) with sustainable organic food produced with eco-friendly farming positively impacts consumers' intention to purchase organic foods.

Theoretical Model

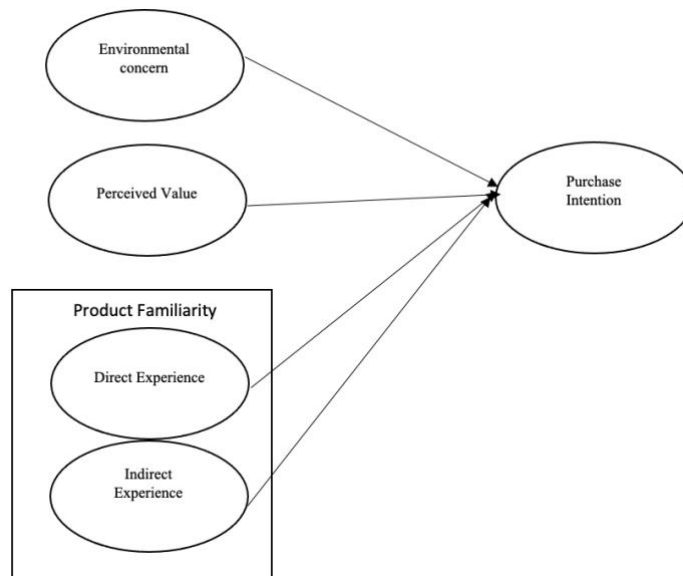


Figure 1: Theoretical model

Research and Methodology

Data Collection

This study is quantitative study and purposive sampling was used to obtain data. Purposive sampling is the most utilized sampling technique in qualitative research as it entails identifying and selecting individuals or groups of individuals who are knowledgeable and skilled about a topic of interest. All the respondents were explained about the study and informed consent was obtained from all the respondents before administering the questionnaire. Our respondents are from the Indonesia, and the sample size was 913 respondents. The questionnaire spread using internet as the media collection. The questionnaire begins with a screening question, "Do you consume organic food regularly?" to select the respondents. Therefore, if the respondents marked "yes," do they get the chance to answer the other questions in the questionnaire. The scales used in this study are adopted from the existing literatures and measured using a 5-point Likert scale (1-strongly disagree & 5-strongly agree). Age and education were used as control variables suggested by other studies.

Measurement Model

The study design is cross-sectional, CFA was employed to assess convergent and discriminant validity of the multi-item scales of our study: environmental concern, perceived value, and purchase intention.

Analytical Technique

Structural Equation Modelling (SEM) employed to test our hypotheses with maximum likelihood estimation using AMOS 25.0. First the measurement model was assessed through confirmatory factor analysis (CFA), then the structural model was tested. The analyses were first conducted using scales referred to organic products.

Findings and Discussions

Findings

Validity

The convergent validity and discriminant validity are important in the assessment of a measurement model. The measurement model will be considered as reliable if the constructs ensure the convergent and discriminant validity. The reliability (Alpha value) and composite reliability (CR) of the constructs both should be greater than .70 for convergent validity. The AVE (Average Variance Extracted) for each construct should be greater than 0.50. This study has found AVEs of all the constructs are greater than 0.50 which ensures the convergent validity of the measures. This study Alpha value and CR value of all the constructs are greater than .70 and MaxR (H) value also greater than .80 which have ensured the convergent validity of all the constructs greater than .70 and MaxR (H) value also greater than .80 which have ensured the convergent validity of all the constructs. The AVEs should be greater than MSVs and the squared root of the AVEs should be greater than inter-construct correlation for discriminant validity. The bold diagonal in Table 2 represents the square root of the AVEs. In this study, all of the constructs have mitigated the discriminant validity conditions

Table 1: Validity result

Constructs	Alpha Value	CR	AVE	MSV	MaxR(H)
Environmental concern	.919	0.916	0.691	0.102	0.967
Perceived value	.818	0.824	0.542	0.067	0.842
Consumer familiarity (direct experience)	.835	0.858	0.672	0.059	0.897
Consumer familiarity (indirect experience)	.768	0.777	0.547	0.102	0.877
Purchase intention	.725	0.746	0.505	0.024	0.824

a. Reliability

the result of reliability testing analysis is described in Table 3. the Cronbach Alpha is greater than 0.70, indicating that the fit indicator's accuracy in the model is good and can represent the latent variables that are intended.

Table 2: Reability Result

Constructs	Cronbach Alpha
Environmental concern	.835
Perceived value	.919
Consumer familiarity (direct experience)	.818
Consumer familiarity (indirect experience)	.768
Purchase intention	.725

b. Hypothesis Testing

Structural Equation Model (SEM) was performed to test various hypothesized causal relationships between the four antecedents (Environmental concern Perceived value, Consumer familiarity (direct experience), Consumer familiarity (indirect experience) of purchase intention and the outcome variable purchase intention. The results of the hypotheses testing are summarized in the Table 3.

Table 3: Hypothesis Testing

Hypothesis	Variable	Est.	Std. Est	SE	CR	P	Result
H1	Purchase Intention ← Environmental concern	.348	.276	.083	4.182	***	Accepted
H2	Purchase Intention ← Perceived value	.132	.181	.050	2.672	.008	Accepted
H3a	Purchase Intention ← Consumer familiarity (direct experience)	.132	.171	.052	2.562	.010	Accepted
H3b	Purchase Intention ← Consumer familiarity (indirect experience)	.007	.013	.033	.215	.830	Rejected

The findings in this study identified four critical points about the purchase intention of sustainable organic foods. The first hypothesis refers to relationship between environment concern and purchase intention. The CR value is 4.182 which is greater than t table 1.96 (p value $0.00 < 0.05$), suggesting a significant positive relationship. Therefore, the H1 which is indicated consumers' environmental concern is positively related to the intention to purchase organic foods is accepted. The second hypothesis refer to relationship between perceived value and purchase intention. The CR value is 2.672 which is greater than t table 1.96 (p value $0.008 < 0.05$), suggesting a significant positive relationship. Therefore, the H2 which is indicated perceived value of a sustainable organic food produced with eco-friendly farming positively impacts consumers' intention to purchase organic foods is accepted. The third hypothesis refer to relationship between consumer familiarity (direct experience) and purchase intention. The CR value is 2.562 which is greater than t table 1.96 (p value $0.010 < 0.05$), suggesting a significant positive relationship. Therefore, the H3a which is indicated consumers' direct experience (knowledge of the product's existence) with sustainable organic food produced with eco-friendly farming positively impacts consumers' intention to purchase organic foods. is accepted. The fourth hypothesis refer to relationship between consumer familiarity (indirect experience) and purchase intention. The CR value is .215 which is less than t table 1.96 (p value $0.830 > 0.05$), suggesting a significant negative relationship. Therefore, the H3b which is indicated consumers' indirect experience (knowledge of the product's existence) with sustainable organic food produced with eco-friendly farming positively impacts consumers' intention to purchase organic foods is rejected.

Discussion

The results of this study show that environmental concern, consumer perceived value of the product, and consumer familiarity (direct experience) with the product have a positive and significant effect on consumer behavioural intention for sustainable organic foods. In particular, this study find that consumer environmental concern is the strongest predictor of purchase intention. This suggests that, in a sustainable organic food context, high levels of consumers' environmental concern increased intention to purchase organic foods. Therefore, if a consumer is more concerned about environmental issues, consumer will show stronger intention to purchase sustainable organic food compared to consumers with lower environmental concern. These results are consistent with previous studies on sustainable organic food (Cheah & Aigbogun, 2022; Curvelo et al., 2019b; Gundala et al., 2022; S. Han & Lee, 2022; Lamonaca et al., 2022; Paul & Rana, 2012). Hypothesis testing results also indicate that perceived value positively influences purchase intention on sustainable organic food context, high levels of consumers' perceived value increased intention to purchase organic foods. These results are coherence with previous studies on sustainable organic food (Cheah & Aigbogun, 2022; Curvelo et al., 2019b; Lamonaca et al., 2022; Paul & Rana, 2012)

Finally, this study investigated the effect of direct and indirect product familiarity on purchase intention for sustainable organic food. This study found that direct familiarity with a product (knowing the product exists) has a positive effect on purchase intention. Consumers who have purchased or used the organic food will have a higher probability of repurchasing. consumer who is familiar with a product processes information differently than a buyer with no prior knowledge of the product (Notaro & Paletto, 2021; Rao & Monroe, 1988; Shehryar & Hunt, 2005) In fact, being familiar with a product is more likely to reduce consumer's sense of risk related to a product, thus consumers might feel more confident when buying products that consumers already know or consumers have used in the past (Kim & Kwon, 2018; Loureiro et al., 2020b; Verbeke et al., 2009). This might suggest that consumers with a greater product familiarity have a more positive attitude towards the product compared to buyers with no prior knowledge of the product. Consumer product familiarity (indirect experience) with a sustainable organic food is considered as consumer's general familiarity with organic product produced with a specific eco-friendly farming. Existing studies suggest that consumers who are familiar with a product can process information about the product more efficiently than buyers with no prior knowledge of the product (Loureiro et al., 2020b; Shehryar & Hunt, 2005). (Marks & Olson, 1981) investigated the effect of product familiarity on purchase intention. The authors argued that consumers who are familiar with a product are more likely to recommend a purchase than consumers who are less familiar with the product. Similarly, inexperienced consumers who had never bought second-hand products have a higher negative perception of purchasing second-hand products, compared to consumers who are familiar with the product category who had already bought second-hand products (Sandes & Leandro, 2019).

Conclusions

The results presented in this study have several implications. In terms of theoretical implications, ¹⁰ this study contributes to the literature on green consumption in several ways. First, using the TPB, this study examines the determinants of consumer behavioural intentions towards sustainable organic food. In particular, we consider environmental concerns, consumer perceived value and consumer familiarity as determinants to explain why environmental awareness and consumer-perceived value are considered determinants of pro-environmental behaviours. This study integrates environmental concern with consumers' perceived value of products, and consumers' familiarity with products, to explain behavioural intentions towards sustainable products. In addition, this study added two dimensions of consumer familiarity (indirect experience and direct experience) are included, making this one of the few studies that analyzed the impact of consumer familiarity. From a managerial perspective, this study suggests that companies should: (1) carefully identify and evaluate all the different options to their product offerings and (2) clearly communicate to build consumers knowledge of their products, providing detailed information on the labels or on the packaging or through advertising.

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Author Contributions: Conceptualization, Methodology, Data Collection, Formal Analysis, Writing—Original Draft Preparation, Writing—Review and Editing by authors with equal participation. All authors have read and agreed to the published the final version of the manuscript.

Institutional Review Board Statement: Ethical review and approval were waived for this study, due to that the research does not deal with vulnerable groups or sensitive issues.

Data Availability Statement: The data presented in this study are available on request from the corresponding author. The data are not publicly available due to privacy.

Conflicts of Interest: The authors declare no conflict of interest.

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12

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11

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