

Conceptual Framework of Environmentally Sustainable Behaviour on Organic Food Consumption

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A B S T R A C T

Along with the Covid 19 pandemic, public awareness to consume healthy food, especially organic food, is increasing, in contrast, organic food in Indonesia only represents 0.03% of global demand. The global community seemsto have reached a consensus about the need for transformation to have environmentally sustainable behavior, especially in organic food consumption. The aim of the study is to explore the determinants of organic food repurchase intention along with the issue of price barriers and subjective norms. A number of literature reviews were conducted to propose a conceptual framework that adopts components of environmentally sustainable behavior such as environmental concerns, food safety concerns, health consciousness, and organic food knowledge in notion with attitude toward organic food. This study also indicates the complexity of the consumer decision-making process and challenges to form environmentally oriented communal behavior considering that in emerging countries there are multiple barriers such as price issues and the lack of public awareness of their role in consuming organic food on macro environmental issues. As a recommendation of this conceptual paper, it is highly suggested to continue the framework that has been compiled with data collection and further analysis. Considering that the scope of this paper is in the form of a conceptual paper, the proposed framework still requires further data collection to provide a broader understanding and further clarification the context of the research in the future. Novelty of this study seeks to cover comprehensive factors on organic food consumption in emerging countries context.

Keywords: *environmentally sustainable behavior; organic food consumption; price barrier*

INTRODUCTION

This literature study refers on the topic about green phenomenon. This phenomenon is a form of what the human's concern about the legacy and capacity of natural resources. Nowadays, such legacy is almost inadequate. Then, in the future there is no guarantee that the both children and grandchildren can enjoy it just like how their existing grandparents now use it. It means that they are only "borrowing" the natural resource over their own successors (Kumar, Rahman, & Kazmi, 2013). The vast kinds of green phenomenon are encompassed by four things. The first is referring to climate change. This climate change is also referred to as extreme climate change, namely a change towards colder (La Nina) and a change towards warmer (El Nino). In Indonesia, extreme climate change from El Nino reaches above 38.5°C, while for La Nina it can reach below 36.5°C. Both of these changes unsettle food security activities (Strong, 1992). If there is excess water, then the plant will experience excess nutrition and won't be strong enough to hold water. The water that is collected is not necessarily clean for the plant. Vice versa, if there is a lack of water, then it does not have enough material to evaporate. The inability of plants to evaporate will cause them to deprive themselves of food reserves. These food reserves can only be made to meet their own needs, while they certainly cannot produce food for other food chains, especially level four consumers like human at all (Lynch & Stretesky, 2003).

The second phenomenon is defined as global warming. This phenomenon flares the greenhouse effect, that is how the reflection of the Earth's heat that occurs due to massive industrialization activities that have occurred since the 19th century AD. This phenomenon does not only involve the disposal of waste and pollution, but also damages the Ozone layer which increases air temperature. The silent witness to this incident was the Rio De Janeiro conference in 1991 (Dangelico & Volacelli, 2017). The third phenomenon is energy saving. It causes the action by using resources as much as possible without any waste. According to the laws of physics, energy is conserved. However, energy can move from one place to another. Waste occurs whenever the transfer is carried out improperly or not according to the target. Energy saving can be referred to as energy conservation. It carries out productive activities. Productive nature creates more for than before. It negates the counterproductive side, which is not producing at all and negates the over productive side, which is too productive but detracts a lot of costs (Alizadeh, Qadimi, Zolghadrshojaee, & Irannejad, 2022).

The fourth phenomenon is globalization. It fades out the rigid boundaries between space and time. The limitations of space and time are indicated by four steps based on technology. The first step was 1.0., namely the establishment of a massive factory in the 18th century AD. The establishment of the factory eliminated wealth capital in the countryside, so that many people moved to the cities to look for jobs in factories. The second step occurred in 2.0., which was a more massive step than before but limited to fulfilling the worst geopolitical desires: World War I and World War II. Industrialization at that time only focused on a militaristic-based economy that is weapons to colonize other nations and countries. The third step is in 3.0. It was occurred after 1960, namely the era when local-based computerization

(LAN - Local Area Network) was running. At that time, a relationship emerged that reduced the boundaries of space and time, as long as people had computers. Since 1990, the era we know today has taken place: Industry 4.0. Computers already have internet power ranging from wired (modem) to wireless (wireless connection). As long as people have data packages, applications, and all their communication devices, then they can talk to their interlocutors anywhere with the same criteria (Ali B. J., 2021).

Those four phenomenon give birth to one of the effort in which has been acted by human: green marketing (Dangelico & Volacelli, 2017). Green marketing processes about the plan, implementation, and the environmental control in which gathers the market price, promotion, and the distribution of such product and service for both profitable impact and green impact (Lopez-Rodriguez, 2016). The 4.0. Industry enables the anticipation of global warming because it supports “green,” greenhouse effect because it eliminates pollution, and it moves effectively and efficiently. One of the product of them is organic food, because there are structuralized phenomenon such as perceived behaviour (Kumar, Rahman, & Kazmi, 2013), competitive advantage (Lynch & Stretesky, 2003), and the consumer’s consistency for the sake of Earth’s virtue (Ali B. J., 2021).

This study aims to explore the research constructs on the topic of organic food consumption and to formulate a framework of interrelationships between them.

RESEARCH METHODS

This literature study was carried out from May 2022 to December 2022. The study material read was based on valid and reliable sources. A valid source is defined as a trusted one, namely a source that comes from an academic journal. Meanwhile, a reliable source is defined as a repeating model of the valid source (King & He, 2006). By having a definition and measurement of the operationalization of variables, the selection assumed to have that validity and reliability (e.g. Google Scholar, JSTOR, IEEE, Emerald, Sustainability, and SINTA). The ranking qualifications of the available journals noted into quartiles 1 to 4, namely Q1 – Q4 by the Scimago Journal Ranking (SJR) assessment. By following the account of both Nguyen et al. (2019) and Rofianto (2019), several key words are required such as the greenish phenomenon and perceived behaviour control (PBC). There are 91 references that have been considered in the study, then 15 listed for tabularization.

It begins by starting a search for two keywords, namely green marketing and PBC. There are 600 articles searched with the help of Google Scholar. It is done by analysing a total of 12 search pages. Please note that there are 10 articles that come out of each page. Therefore, there are 120 articles that can be held annually. In order to maintain the reliability of the study, the limitation on the years of 2017 – 2022 is carried out carefully (Cook, 1991). There exist 600 in total of query search, thus the pride of this study is Nguyen et al. (2019) because of its Q1 rank and the topic of “Organic Food Purchases” (Nguyen, Nguyen, Nguyen, Lobo, & Vu, 2019). There are 5 dependent variables, namely environmental concern, food safety concern, health consciousness, and subjective norms. The five dependent variables can also be referred to as internal endogenous variables, because their function is to motivate phenomena from outside the individual.

Meanwhile, there are four independent variables that are influenced by the five dependent variables either indirectly or indirectly, namely attitude towards organic food, intention to recommend, price barrier, and organic food repurchase intention (Borenstein, Hedges, Higgins, & Robstein, 2010).

RESULTS & DISCUSSION

There are 15 references that meet the criteria for the establishment of a literature study on consumer behaviour for this organic food. From these twenty-five articles, there are 99 relationships that are built from these variables. These twenty studies have collected each nation or country of origin. Therefore, a total of 19 countries or research sites have been protected. There are 602 respondents in Hanoi and Ho Chi Minh, Vietnam (Nguyen, Nguyen, Nguyen, Lobo, & Vu, 2019). There are 521 respondents in New Delhi, India (Chloe & Kim, 2018). There are 184 respondents in Punjab, Pakistan (Al-Swidi, Huque, Hafeez, & Shariff, 2014). There are 875 respondents in Hong Kong International Airport, Hong Kong (Chloe & Kim, 2018). There are 600 respondents in Kairo dan Giza, Mesir (Sobaih & Abdelaziz, 2022). There are 240 respondents in Dhaka, Bangladesh (Tian, Wang, & Rispens, 2020). Finally, there is also a study in which has been examined 8 organic market in Rio De Janeiro, Brazil for 200 respondents (De Toni D. , Eberle, Larentis, & Milan, 2018).

There are several topics related to the aforementioned literature study. Five of them are: (1) Geography, Planning, and development which has a Q1 ranking in the Scimago Journal Ranking; (2) Strategy and Management which has a Q2 ranking in the Scimago Journal Ranking; (3) International Business and Management which has a Q2 ranking in the Scimago Journal Ranking; (4) Chemical and Organic which has a Q2 ranking in the Scimago Journal Ranking, and; (5) Science of organic food which has a Q1 ranking in the Scimago Journal Ranking. Therefore, there are more than a hundred citations that have succeeded in occlusion the argument for further research. This side of validity can be obtained through intensive literature studies.

Finally, there are also several journals cited with well-known strata. The top five of them are the Journal of Consumer Behaviour, Sustainability, Journal of Business Studies, Journal of Food Products Marketing, and Journal of Hospitality Management. The Journal of Consumer Behaviour is well-known for its studies that prioritize a series of topics on PBC. The Journal of Business Studies discusses about a series of recent studies on trade activity, starting from Industry 1.0. up to Industry 4.0. The Journal of Food Products Marketing contemplates about the detailed development from conventional food to organic food. The Journal of Hospitality Management talks about service industries such as restaurants (Food and Beverages or F & B). Finally, the Journal of Consumer Behaviour emphasizes the implications of customer actions for industry development. Currently, what is emphasized is the development towards healthy food or organic food.

Henceforth, below this paragraph, there are 15 results of the study under the bibliography technique's care. There are several journals in which categorized under the umbrella of SQJR. This study only selects the fourth until first rank. The purpose is to

enhance the state of the art's theoretical approach before the next researchers would like to do the fieldwork of this topic.

Table 1. Table Literature Review

Source	Title	Variable	Result
Nguyen et al. (2019)	<i>Organic Food Purchases in an Emerging Market: The Influence of Consumers' Personal Factors and Green Marketing Practices of Food Stores (Geography, Planning, and Development: Q1)</i>	Environmental concern, food safety concern, health consciousness, organic food knowledge, attitude of buying, green marketing, Organic food purchase behaviour, and price barrier	<i>Consumers' environmental concern has positive influence towards attitude of buying organic food. Those events ought to exist onto the other variables such as food safety concern, health consciousness, food knowledge, purchase behaviour. They imply the positive result to the environmental concern. The only negative impact is price barrier. This study has been held in Hanoi, Vietnam (Nguyen, Nguyen, Nguyen, Lobo, & Vu, 2019)</i>
Al-Swidi et al. (2014)	<i>The role of subjective norms in theory of planned behaviour in the context of organic food consumption (Food Science: Q2)</i>	Attitude Towards Buying Organic Food (ATBOF), Perceived Behaviour Control (PBC), Subjective Norm (SN), and Buying Intention Towards Organic Food (BITOF).	ATBOF is consumer's attitude on buying the organic food. PBC is a pattern of action in a daily basis. SN is a social pressure from the others to the individual. BITOF is a motivation to buy organic food. Both ATBOF and PBC influence BITOF, yet

Chloe & Kim (2018)	<i>Effects of tourists' local food consumption value on attitude, food destination image, and behavioural intention</i> (Strategy and Management: Q1)	Attitude Towards Local Food (ATLF), Food Destination Image (FDI), Intention to Recommend Local Food (ITRLF), and Intention to Visit The Destination (ITVTD)	these two must be moderated by SN (Al-Swidi, Huque, Hafeez, & Shariff, 2014). ATLF is consumer's attitude toward local organic food. FDI is cognitive capability of consumer to imagine his or her culinary end. ITRLF is the consumer's tendency to recommend aforementioned food. ITVTD refers to consumer's tendency to recommend aforementioned place. ATLF influences FDI, ITRLF, dan ITVTD. FDI moderates the relationship between ATLF, ITRLF and ITVTD (Chloe & Kim, 2018).
Farias et al. (2019)	<i>Determinants of Organic Food Repurchase Intention from the Perspective of Brazilian Consumers</i> (Business and International Management: Q2)	<i>Consumer Environmental Awareness (CEA), Subjective Norms (SN), Repurchase Intention (RI), Consumer Attitude (CA), Healthy Consumption (HC), and Frequency Consumption (FC).</i>	CEA is consumer's conscious-ness upon his or her environmental issues. SN refersto the other's tendency to motivate something urgent from CEA. RI is the consumer's motivation to repurchase organic food. CA is a consumer's attitude that has been influenced by its own pleasure. HC is an

			<p>economic activity with the increase of healthy lifestyle. FC refers on how far the consuming's activity on both CEA and RI. Thus, it concludes that CEA, SN, RI, and CA have positive relationship toward both HC and FC (Farias, Eberle, Milan, De Toni, & Eckert, 2019).</p>
Roseira et al. (2022)	<p><i>How Collectivism Affects Organic Food Purchase Intention and Behaviour A Study with Norwegian and Portuguese Young Consumers</i> (Geography, Planning, and Development: Q1)</p>	<p>Collectivism, Attitude, Subjective Norms, Perceived price, Availability, Health conscious-ness, Environmental Intention, and Behaviour</p>	<p>Collectivism, Attitude, Norms, Perceived price, Availability, Health Consciousness, Environmental Concern, thus Intention influence Behaviour to repurchase the organic food (Roseira, Teixeira, Barbosa, & Macedo, 2022)</p>
Asif et al. (2018)	<p><i>Determinant Factors Influencing Organic Food Purchase Intention and the Moderating Role of Awareness: A Comparative Analysis</i> (Food Sciences: Q1)</p>	<p>Environmental Concern (EC), Attitude, Subjective Norms (SN), Perceived Behaviour Control (PBC, Health Consciousness (HC), Awareness of Organic Foods (AOF), and Intention to Purchase (ItP).</p>	<p>EC is a consumer's tendency towards his or her urgency of caring the surrounding. EC must be motivated by HC, which is human's consciousness to rule his or her healthy lifestyle. PBC – as a cultured action – must be moderated by SN. SN itself refers to pattern of culture from</p>

			the individual's point of view. Those variables bring the positive impact toward ItP, which is tendency of consumer to buy organic food (Asif et al., 2018).
Yazar & Burucuoglu (2019)	<i>Consumer Attitude towards Organic Foods: A Multigroup Analysis across Genders (Economics and Econometrics: Q1)</i>	Health Conscious-ness (HC), Food Safety (FS), Attitude, and Intention.	HC refers to how far the consumer is conscious about his or her lifestyle. FS discusses about how the quality of food brings the positive impact towards such lifestyle. Attitude refers to real time action of aforementioned consumer. Intention refers to real time motivation of aforementioned consumer. Those variables are correctly integrated within each other and with positive value (Yazar & Burucuoglu, 2019).
Alshammari (2020)	<i>Factors Influencing Organic Food Purchase Intention in an Emergent Market: An Empirical Investigation of Saudi Arabia (Business and International Management: Q2)</i>	Organic Food Knowledge (OFK), Health Consciousness (HC), Food Quality (FQ), Scepticism, Attitude, and Purchase Intention (PI).	OFK is a degree of consumer's consciousness about the characteristic of certain organic food. HC is the consumer's err on how he or she doesn't want to consume any unhealthy food. FQ is

			the organic food's quality in terms on how it ought to save the environmental equilibrium. PI is influenced by OFK, butthey are moderated with aforementioned other three variables (Alshamarri, 2020).
Wang & Wang (2011)	<i>Pricing Barrier Options using Monte Carlo Method</i> (Mathematics and Marketing: Q3)	Price Barrier and Price Method.	The higher the value of pricing label suchas discount, promotion, and courting(PM), then it should be negatively impact toward PB <i>Price Barrier</i> (Wang & Wang,2011).
Nata et al. (2022)	<i>How viewing experience drives moviegoers on over the top platform: Investigating the patronized intention</i> (Business and International Management: Q3)	FOMO, Social Media Exposure, and ITR.	FOMO and Social Media Exposure act positively toward ITR. FOMO brings the consumer to know the particular information about organic food. Social Media Exposure refers to the cultural sideof FOMO. With the heavy role of websitetraffic, both FOMO and SME act positively towards ITR (Nata, Antonio, & Monika, 2022).
Zhang et al. (2022)	<i>The Influence of Cognitive Food Image on Tourists' Desire and Intentionto Consume Destination</i>	Attractiveness, Quality, FSC, and ITR	Attractiveness, quality, and FSC must be held positively onto each other. Those three variables thus

	<i>Food: A Macau Study</i> (Q1: Cultural Studies)		moderate ITR positively (Zhang, Young, & Lim, 2022).
Saberina & Aprianti (2022)	Analisis Perilaku Pembelian Konsumen terhadap Pangan Organik Saat Pandemi Covid-19 di Indonesia (SINTA Ranking 2: Economics, Management, and Accounting)	ATOF, Health Consciousness, and Intention to Purchase	ATOF and Health Consciousness give the positive result toward Intention to Purchase. It means that the green consumer must have goodwill towards both healthy (organic) food and healthy lifestyle (Saberina & Aprianti, Analisis Perilaku Pembelian Konsumen terhadap Pangan Organik Saat Pandemi Covid-19 di Indonesia, 2022).
Ulfa et al. (2022)	<i>The Effect of Health Consciousness, Food Safety Concern, and Familiarity with Advertisements on</i>	Health Consciousness, Food Safety Concern, Familiarity, and Willingness to Pay	Health Consciousness, Food Safety Concern, dan Familiarity give the positive result towards Willingness to Pay (Ulfa, Sulhaini, & Mulyono, 2022).
Sohn et al. (2022)	<i>The same only different? How a pandemic shapes consumer organic food purchasing</i> (Applied Psychology: Q2)	Quality Consciousness, Health Consciousness, and Organic Food Purchasing	Both Quality Consciousness and Health Consciousness must be moderated by the product, price, communication, and the place of restaurant itself. Those variables give positive impact towards Organic Food Purchasing (Sohn, Seegebarth, & Woisetschlager, 2022)

<p>Rofianto (2019)</p>	<p><i>Driver and Inhibitor of Organic Food Adoption: A Study on Indonesian Consumers</i> (Technology and Management: ADL - 1.7 point of impact)</p>	<p>Organic food, sustainability marketing, green purchase, health consciousness, and environmental concern.</p>	<p>Organic food is a prime material of sustainable marketing. Sustainable marketing is the green business activity to imply the continuous healthy lifestyle (HC) and EC (Rofianto, 2019).</p>
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The literature review needs to be developed further. This review concerns how to provide a comprehensive description of the analysis of the relationships between variables (Neves, Oliveira, & Santini, 2022). First, environmental concern is defined by three references based on sources from Nguyen et. al (2019). Then, there are six references that provide an explanation of the effect of environmental concerns on other variables. The six references agree to conclude that there is a direct correlation from that to the attitude towards organic food. Second, food safety concern is defined by a reference based on sources from Nguyen et. al (2019). Then, there are seven references that provide an explanation of the effect of food safety concern on other variables, namely the operationalization table which has been summarized according to the research needs. The eight references agree to conclude that there is a direct correlation from that to the attitude towards organic food. Third, health consciousness is defined by two references based on sources from Nguyen et. al (2019). Then, there are nine references that provide an explanation of the effect of health consciousness on other variables. The eleven references agree to conclude that there is a direct correlation from that to the attitude towards organic food. Fourth, organic food knowledge is defined by a reference based on sources from Nguyen et. al (2019). Then, there are five references that provide an explanation of the effect of organic food knowledge on other variables. The six references agree to conclude that there is a direct correlation from that to the attitude towards organic.

Fifth, subjective norms are defined by eight references based on sources from al-Swidiet. al (2019). Then, there are five references that provide an explanation of the effect of subjective norms on other variables. The six references agree to conclude that there is a direct correlation from that to the attitude towards organic food (Farias, Eberle, Milan, De Toni, & Eckert, 2019). Sixth, Attitude towards organic food can also be abbreviated as ATOF. ATOF is defined by two references based on sources from Saberina & Apriyanti (2022). Then, there are two references that provide an explanation of the effect of ATOF on a variable known as OFRI (Saberina & Aprianti, Analisis Perilaku Pembelian Konsumen terhadap Pangan Organik Saat Pandemi Covid-19 di Indonesia, 2022). Seventh, intention to recommend can also be abbreviated as ITR. ITR is defined by three references based on sources from Chloe & Kim (2018). There are nine references that provide an explanation of the effect of ITR on OFRI (Chloe & Kim, 2018). Eighth, Price Barrier is defined by three references based on sources from Nguyen et al. (2019). However, Nguyen et al. (2019) revealed that Price Barrier has a relatively moderate relationship to OFRI and ATOF in only four

references. That is, the Price Barrier has no direct relationship to OFRI and ATOF. For example, Price Barrier is influenced first by organic food knowledge, and then moderates itself towards OFRI and ATOF (Nguyen, Nguyen, Nguyen, Lobo, & Vu, 2019) (De Toni D. , Eberle, Larentis, & Milan, 2017).

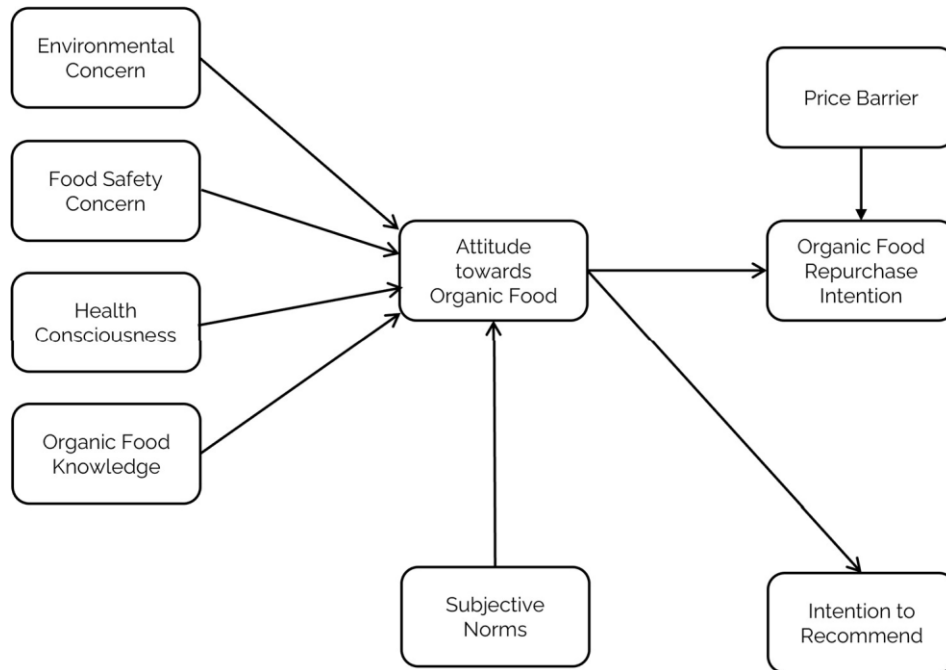


Figure 1. Proposed Framework

Environmental concern (EC) has positive effect to attitude toward organic food (ATOF)

Environmental concern is an idea from the consumer's point of view of concern for the environment. As we have discussed together, sustainable consumers also embed themselves as stakeholders in behavior that maintains life. One of these behaviors is eating organic food and having a regular diet (Nguyen, Nguyen, Nguyen, Lobo, & Vu, 2019).

Food safety concern (EC) has positive effect to attitude toward organic food (ATOF)

Food safety concern (AFC) becomes an idea from the consumer's point of view for their concern for the safety of their food. As we have discussed together, sustainable consumers also pin themselves as healthy food observers. One of these behaviors is eating organic food, because organic food certainly maintains food safety (Nguyen, Nguyen, Nguyen, Lobo, & Vu, 2019).

Health concern (EC) has positive effect to attitude toward organic food (ATOF)

HC becomes an idea from the consumer's point of view for their concern for their own health. As we have discussed together, sustainable consumers also pin themselves as people who are careful in choosing their food. Therefore, organic food should be a diet assistant to help him become healthier as early as possible (Al-Swidi, Huque, Hafeez, & Shariff, 2014).

Organic food knowledge (OFK) has positive effect to attitude toward organic food (ATOF)

Organic food knowledge is an idea from the consumer's point of view for their concern for the safety of their food. As we have discussed together, sustainable consumers also pin themselves as healthy food observers. One of these behaviors is eating organic food, because organic food certainly maintains food safety (Al-Swidi, Huque, Hafeez, & Shariff, 2014).

Subjective norm (SN) has positive effect to attitude toward organic food (ATOF)

Subjective norm is an idea from the point of view of people around consumers for their concern for their own virtues. These people are then increasingly demanding consumers day by day to continue to increase their enthusiasm in consuming organic food. Therefore, such social coercion further motivates consumers to be at least loyal and maximally fond of organic food (Farias, Eberle, Milan, De Toni, & Eckert, 2019).

Attitude toward organic food (ATOF) has positive effect to organic food repurchase intention (OFRI)

Attitude toward organic food is good consumer behavior towards organic food. Meanwhile, organic food repurchase intention is the goal of attitude toward organic food which also means it is identified with consumer loyalty or passion. This indicates the results of the study of this thesis. By assuming a positive relationship, then the attitude toward organic food has motivated by the four internal endogenous variables as well as an external endogenous variable that is appropriate for the purpose of OFRI (Farias, Eberle, Milan, De Toni, & Eckert, 2019).

Attitude toward organic food (ATOF) has positive effect toward intention to recommend (ITR)

Attitude toward organic food is good consumer behavior towards organic food. Meanwhile, intention to recommend is the "glass" for subjective norm. That is, consumers who have stored attitude toward organic food in their minds will have a tendency to recommend its surroundings. This was also done as a consequence of the lack of acceptance of the sanctions given by subjective norm. Thus, he is also motivated to throw these sanctions at other people. However, the main aim of this matter is to increase both the quality and quantity of organic food consumers (Chloe & Kim, 2018).

Purchase behavior (PB) has positive effect toward organic food repurchase intention (OFRI)

Finally, purchase behavior becomes the only barrier variable on the consumer's relationship to the organic product he buys. Assuming that a high purchase behavior is defined as a sceptical consumer's perception of the price of organic food which they think is set above the average, then it will be negatively related to OFRI. This will apply vice versa, that is, if he has a purchase behavior that is anti-sceptical, then he will have a positive relationship with organic food repurchase intention (Nguyen, Nguyen, Nguyen, Lobo, & Vu, 2019).

CONCLUSION & SUGGESTION

Based on a number of literatures studied, there are a number of interesting constructs and relationships to be explored further. We suggest that the framework in this study can be continued into empirical research to test the hypothesis. In addition, in further research it is still possible to expand by adding other variables or adding moderating relationships.

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