

DOI: <https://doi.org/10.31933/dijms.v5i1>

Received: 3 October 2023, Revised: 15 October 2023, Publish: 17 October 2023

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The Relationship of Lifestyle and Consumer's Value : In Perspective of Green Food Consumer Purchasing Behavior

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Abstract: The behavior of consuming green food is one form of alternative solution in an effort to maintain environmental sustainability due to consumption activities. This research aims to analyze : (1) how is the relationship between lifestyle, consumer values and interest in purchasing green food (2) what is the relationship between lifestyle, consumer values and purchasing behavior of green food consumers with purchase intention as a mediating variable, and (3) how direct relationship between interest in purchasing green food and consumer purchasing behavior. The research design uses quantitative analysis methods. The research population is consumers of food products in Jambi Province with a research sample of 200 respondents. Nonprobability sampling technique was used for research sampling. The instrument used was a research questionnaire. The data was analyzed using the Structural Equation Model (SEM/PLS) with the smart PLS tool. From the research results, it is known that lifestyle does not have a significant influence on interest and purchasing behavior of green food. Meanwhile, the perceived value of consumers has a significant influence on green food purchasing interest and behavior. Furthermore, asking consumers to purchase green food also shows a significant relationship to purchasing behavior. This research is expected to provide a substantial theoretical contribution to other researchers in fields with related interests.

Keyword: Behavior, Lifestyle, Green Food, Values.

INTRODUCTION

Over the past few years, consumption habits have changed, and more recently the trend shows greater concern for health and the environment (Rojas-Méndez et al., 2015). More and more people are considering what impact the food and drink they consume has on how they feel. People's concern for the environment and health is increasing, which makes people's demands for the quality of products or services increase. In today's economic reality, consumer interest is naturally growing in products for daily living needs. Life needs are basic human needs because they are primary and essential for individuals to be able to survive and live life. Responsible behavior towards food has now led consumers and producers to become

more aware of the values of consuming food, resulting in lifestyle changes that are reflected in the quality and safety of food.

The public paradigm towards food products has shifted. Not only does it taste delicious, filling and nutritious, but food must also be healthy. One way to adopt a healthy life is to consume organic food. Public awareness of healthy eating patterns is reflected in the increasing number of choices in consuming food. Fruit and vegetables are a priority for choosing healthy foods. Consumers realize the need for healthy living by consuming food that is produced naturally without the use of chemicals or genetic engineering

Green food is understood as the production of food that has the best impact on the environment and climate, and has high biodiversity. Socially buying and consuming organic food products is a socially positive behavior carried out by consumers (Dahm et al., 2009). When consumer attitudes towards organic products develop, value plays an important role and develops along with how the benefits of organic products are felt by consumers. According to data from A Consumer Survey on Sustainability (2022), 52 percent of consumers buy environmentally friendly organic products because of the product's durability. The perceived value of consumers is obtained from consumers' persistence and knowledge about product exchanges, the relative benefits received by consumers and the costs they have to incur. Supported by the results of previous research (Oriade & Schofield, 2019) states that consumers must experience benefits from a combination of physical attributes, service attributes, and technical support from the products consumed.

Health is the main reason. If it is related to health reasons, consumers will be very sensitive and concerned. According to (Shukla, 2019), 6 out of 10 people living in developing countries report that environmental problems have a negative impact on their health, and this is twice as common as in developed countries. Therefore, consumers are becoming more careful about the impact of the products they consume. Consumers see that there is added value in consuming organic products which can be felt for health and beyond the benefits of production on the environment. If it is related to environmental issues, there are things that are contradictory. Consumers decide to purchase products because of the value they receive, not because they care about the environment. The benefits of the product for maintaining health and the taste of the food they receive ultimately make consumers decide to make a purchase, not because of the benefits of this decision for the environment.

The emergence of various environmental problems globally has also challenged changes in the way of life and consumer thinking patterns. The trend of increasing demand for green food has given rise to a consumer group called LOHAS (Lifestyle of Health and Sustainability). LOHAS consumers are focused on improving health and sustainability lifestyles promoting movements that support local, organic and low carbon food production. According to research from (Kim et al., 2013) LOHAS consumers have become an important market segment for the restaurant industry. More and more LOHAS visitors care not only about the environment and natural resources but also about healthy food choices. According to buying healthy food is a lifestyle (Davies et al., 1995). The organic food lifestyle has also entered Indonesia. According to data, organic food production and consumption is increasing. Not only at the level of the 50's generation, but also at the level of young people or millennials. According to research, the reason consumers choose organic products is the desire to live healthier. Because organic products have advantages over non-organic products, namely without pesticides and GMOs (Genetically Modified Organisms). In addition, concern for the environment and animal welfare are reasons that encourage consumers to switch to organic products. However, the results of empirical findings from previous research (Adnan et al., 2017) also shows the opposite, that lifestyle factors do not play a significant role in determining ecological behavior among young consumers in India. Furthermore, consumer interest in sustainability issues is also low and this is compounded by the fact that consumers do not have sufficient information regarding green food.

Surveys show that 52 percent of consumers believe that a sustainable lifestyle is expensive. These barriers are exacerbated by consumers' perceptions that adopting a more sustainable lifestyle is no different from their previous lifestyle. In fact, one in two consumers are not willing to pay more for the green food products they purchase, or in other words, consumers are not sure whether they will pay more for the products they consume. Research from (Davies et al., 1995) supports this statement. Factors that influence demand for food include price, perceived value for money and product quality. Only one in four consumers would pay more for sustainable packaging and products. These findings demonstrate the importance of giving consumers greater access to information and offering better affordability options.

In relation to interest in buying organic products, sufficient information is needed for consumers to determine how much knowledge consumers have about organic products. According to (Sriayudha et al., 2022) Consumer purchasing interest in environmentally friendly products is largely determined by consumer perceptions of the product's newness and usefulness. There is some disagreement among experts about whether there is a relationship between the consumption of organic food and the emergence of environmentally friendly behavior. (Davies et al., 1995) suggests that consumers of organic food do not necessarily care about the environment. However, other studies have found a significant relationship between environmentally friendly behavior and organic food consumption. Several things that play a role include the emergence of potential consumers, market niches that are still available and the increase in consumers who show a preference for buying organic products. The concept of sustainability exists in almost every sector and is applied in company strategy, consumer behavior, university academics and government. The author hopes that the research findings can answer the gap between theory and what actually happens in society. Consumers' lifestyles and values have a contradiction between consumers' actual interests and behavior in purchasing organic food products. Thus, it can be said that this research in general is to explain and investigate how lifestyle and consumer values have a direct influence on purchasing behavior and how the influence is indirect when mediated by purchasing interest. This research is very much in line with the vision of Jambi University, where the theme raised involves elements of marketing and entrepreneurship in the overall environmental and consumer context. It is hoped that the research results can contribute empirical thinking to management science, especially marketing management.

METHOD

The research design used in this research is quantitative descriptive to answer the research problems and objectives. The consideration for choosing this design was due to the large distribution of respondents, the research locations were spread out and there were hypotheses that required testing. Next, the research results will be analyzed in order to analyze and examine the findings in the research. Establishing an initial research model and testing the model is part of the research design. The population in this research is consumers who use organic food products (green food) who buy products either directly or online. The exact number and domicile of the population is not known but it can be estimated that it will be large in line with the high level of consumer awareness of consuming healthy food. In principle, the larger the sample size, the better and it is able to represent all respondents. Based on opinion (Iacobucci, 2010) which suggests that the practical sample size for SEM analysis is a minimum of 200 samples, so the sample size for this research is 200 respondents in Jambi Province. The sampling technique uses a non-probability sampling technique using purposive sampling. The respondents selected were in accordance with the specified consumer criteria, namely consumers who had purchased organic food products, were at least 18 years old, male or female and were willing to be respondents for this research.

The construction between variables in the research is described through the following research model:

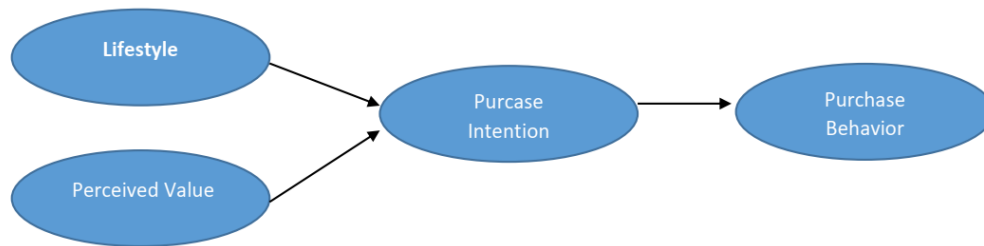


Figure 1. Research Model

RESULTS AND DISCUSSION

Results

Consumer Lifestyle

Lifestyle is the way a person spends the time and money they have. Lifestyle is broadly identified as how people spend activities on what they consider important in their environment, and what they think about themselves and the world around them. According to Kotler and Armstrong (2001) lifestyle captures something more than a person's social class or personality. This becomes a profile of a person's entire pattern of acting and interacting in the world. Customers don't just buy a product, they buy the values and lifestyle the product represents. According to Hilmi et al (2018), psychographic studies can take several forms, such as: lifestyle profiles, which analyze several characteristics that differentiate between users and non-users of a product.

Buying organic food is a lifestyle choice made by environmentally conscious customers who therefore tend to be loyal. Consumer lifestyle towards healthy food (lifestyle of health and sustainability - LOHAS) has a positive effect on the perception of healthy food choices (Kim et al., 2013) across all age groups of society. In terms of contribution to the organic food industry literature, this study was successful in verifying the positive relationship between LOHAS, healthy food choices, attitudes, and behavioral intentions in specialty restaurants. A study from (Adnan et al., 2017) observed that the application of lifestyle factors and uniqueness had a significant influence on green product purchasing behavior, especially among the younger generation of India.

Consumer Purchase Intention

Consumer perceived value can be defined as a consumer's overall assessment of the usefulness of a product based on perceptions of what is received and what is given (Zeithaml, 1988). There are two important concepts regarding customer perceived value. First, it is the result of consumers' pre-purchase expectations, evaluations during the transaction, and post-purchase assessments. Second, perceived value involves a trade-off of benefits received for sacrifices made. Benefits include product reliability, service quality, and convenience; sacrifices include time and money spent. Perceived value has four dimensions, namely: functional value, financial value involved in the exchange, social value related to social acceptance within a certain reference group, due to the choices made; and emotional value related to the positive emotional aspects that come from the choices made (Wong et al., 2015).

Value is generally recognized as an antecedent variable to consumer behavior such as satisfaction and loyalty. In view of humans' relationship with the natural environment, environmental values have been proposed to measure an individual's concern for the environment including in relation to population growth, pollution, and waste of resources.

Consumer Purchase Intention

Behavioral interest captures the factors that motivate and influence an individual's behavior and reflects the amount of effort an individual is willing to expend (Ajzen, 1991). Thus, behavioral interest is considered the most direct predictor of behavior with respect to Reason Action Theory and behavioral interest, in turn, is determined by attitudes and subjective norms. Thus, attitudes are determined by behavioral beliefs (i.e., an individual's beliefs about the likely consequences of behavior) and subjective norms are determined by normative beliefs (i.e., an individual's beliefs about what relevant others think).

Intention to purchase environmentally friendly products is described as the possibility that someone specifically chooses products with environmentally friendly features over other traditional products, in their purchasing considerations (Rahim et al, 2016). Green purchase intention refers to the degree to which consumers are willing to pay for environmentally friendly products or services. Corporate green innovation behavior such as product innovation (Brand Green) and green marketing activities often influence consumers' green purchasing interest (Chen et al., 2021). Green purchase intention is an important aspect of consumers' actual green purchasing behavior, and indicates that customers aim to purchase green products if they are of interest to them (Al-Gasawneh & Al-Adamat, 2020). Consumers are influenced by perceived value when they purchase a product. Thus, consumer purchase intention depends on the perceived value of a product, indicating a positive relationship between value and purchase intention (Day & Wensley, 1988). In turn, green purchase intention is described as the probability that a person specifically chooses a product with environmentally friendly features over other traditional products, in purchasing considerations. Green purchase intention is an important aspect of consumers' actual green purchasing behavior, and indicates that customers aim to purchase green products if they are of interest to them (Al-Gasawneh & Al-Adamat, 2020).

Consumer Purchase Behavior

Consumer behavior in purchasing organic food can be related to environmental problems, health problems and taste problems. Green consumers are people who like to spend their money on products that they see as healthy and ecologically beneficial. According to Ajzen and Fishbein (1975) behavioral criteria consist of one or more observable actions carried out by individuals and recorded in some way by researcher. Green purchasing behavior refers to purchasing environmentally friendly products or sustainable products that are 'recyclable and 'beneficial' to the environment and avoiding products that harm the environment and society (Jaiswal & Kant, 2018). Consumer behavior for green purchasing is generally evaluated from their consumer interest in purchasing environmentally friendly products and ultimately turns into purchasing decisions for the product. Consumer behavior was first coined through the TRA theory (Theory of Reason Action) put forward by Ajzen and Fishbein (1975), which shows consumer behavior is determined by interests and combined with subjective attitudes and norms. Furthermore, the TRA theory was further complemented through the TPB theory (Theory Planned of Behavior) by Ajzen and Fishbein (1980), which used perceived behavioral control using attitudes and norms.

Discussion

Green consumer refers to purchasing a product that is designed to minimize environmental impact during production and retail and product use, save energy and/or resources and reduce or eliminates the use of toxic agents, pollution and waste. Green consumer activity as a driving force to promote green product production, market expansion and continue green growth. Green food means food that has been produced and consumed in a sustainable and environmentally conscious way. Green foods in this study include a wide variety of foods such as : fruits, vegetables, grains, nuts, meat, poultry, fish, and dairy

products. It can be produced through organic farming, permaculture, regenerative agriculture or other sustainable approaches that emphasize soil health, biodiversity and the natural function of ecosystems. The concept of green food not only includes production methods but also involves aspects of food distribution, packaging and waste management. It emphasizes reducing food miles, promoting local and seasonal foods, using environmentally friendly packaging materials, and adopting sustainable practices throughout the food supply chain.

Hypothesis testing is a statistical method used to test claims or hypotheses made about a population or phenomenon based on existing data samples. The primary goal of hypothesis testing is to determine whether differences, relationships, or effects observed in a data sample are statistically significant or whether they occurred by chance.

Tabel 1. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Lifestyle -> Purchase Intention	0.122	0.125	0.072	1.688	0.092
Lifestyle -> Purchase behavior_	0.076	0.078	0.046	1.650	0.099
Purchase Intention -> Purchase behavior_	0.624	0.629	0.054	11.579	0.000
Value -> Purchase Intention	0.560	0.568	0.067	8.389	0.000
Value -> Purchase behavior_	0.349	0.357	0.055	6.377	0.000

Source : Primary Data process

From the data in table 1, it can be seen that there is an insignificant relationship between lifestyle and purchase intention. This is shown by the p value of 0.092 which is greater than the 0.05 significance level. Lifestyle influences purchasing interest, including: consumer preferences, income, values and expenses. However, in research related to green food, lifestyle is not a factor that influences purchasing interest. According to (Anne Davies, 1995) Motives for buying organic food can be related to other things such as environmental problems, health reasons and taste reasons. Buying organic food is a purchasing choice made by environmentally conscious customers who tend to be loyal and closely related to the amount of money spent. Eco-friendly consumers are people who like to spend their money on products that they see as healthy and environmentally friendly. They determine factors that influence food demand such as price, perceived value for money, perceived quality and personally imposed food restrictions. Meanwhile, on the one hand, there is a price trend that must be followed by quality food.

The next analysis is the relationship between lifestyle and purchasing behavior of green food products. Given the trend of increasing demand for “eco-friendly food”, healthy and sustainable lifestyle consumers (LOHAS) have emerged as an important customer group in the food service industry Lifestyle research measures people's activities in terms of how they spend their time; What interests do they have and how important are they to the environment around them; their view of themselves and the world around them; and some basic demographic characteristics. Data from table 18 shows an insignificant relationship between lifestyle and purchase intention. This is shown by the p value of 0.099 which is greater than the 0.05 significance level.

LOHAS consumers are deeply influenced by their concern for the health of their families and the preservation of the earth (Kim et al., 2013) not just a sustainable lifestyle. There are many things to consider when consumers behave environmentally friendly. Next, an analysis of the relationship between purchasing interest and green food purchasing

behavior was carried out. With a T statistic of 11.579 and a p value of 0.000, purchasing interest has a significant relationship with purchasing behavior. This finding is in line with the statement (Ajzen, 1991) that behavioral interest captures the factors that motivate and influence an individual's behavior and reflects the amount of effort an individual is willing to expend. Purchase interest is the first step in the purchasing process. To convert interest into actual purchasing behavior, the above factors must be considered and supported by other factors such as product accessibility, product quality, and positive customer experience. Therefore, manufacturers and retailers also have an important role in promoting environmentally friendly products and encouraging sustainable purchasing behavior.

The relationship between the value received by consumers and purchase intention is also significant with a p value of 0.000 (Table 18). Consumer values have a significant influence on purchasing intentions in the context of marketing and consumer behavior. Consumers tend to pay more attention to foods that they consider to have high value, such as organic vegetables, cereal, milk and other types. Price is also a value that consumers consider. Regarding price, if the value received by consumers is equal to or even more than the benefits received by consumers, then price is not an inhibiting factor. If the product offers significant benefits or meets consumer needs and desires, consumers will tend to be interested in buying it. According to (Dahm et al., 2009) there is some disagreement about whether there is a relationship between the consumption of organic food and other foods when it comes to consumer behavior. However, the study results found a significant relationship between environmentally friendly behavior and organic food consumption. In Oregon, a state of the United States, the possibility that consumers are willing to pay a premium price for green food products consumed, for example apple products that are processed and labeled as environmentally friendly, is positively associated with being environmentally conscious. In Greece, willingness to pay for organic products is higher among consumers who place health as a primary factor.

CONCLUSION

The relationship between the value that consumers receive and purchasing behavior is also significant. Consumer purchasing behavior can be influenced by various factors, and consumer values are one of the key factors that can influence how consumers behave in the context of purchasing products or services. Consumer values have a significant influence on consumer purchasing behavior, and companies that understand the values desired by their consumers can design more effective marketing strategies to meet consumer needs and desires, as well as build stronger relationships with consumers. In terms of green food consumer, value plays an important role since consumer accepts value to consider purchase behavior.

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