

## Investigating the Mediating Role of Green Consumerism on Organic Food Purchase Decisions in Medan City, Indonesia

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**Abstract.** As healthy and environmentally conscious consumption grows, this study analyzed determinants of organic food purchase decisions among 385 Medan City residents. Using structural equation modeling, findings revealed green consumerism significantly mediates the influence of healthy lifestyle values but not perceived eco-benefits. Results imply tapping evolving Indonesian consumer segments through consistent ethical branding and ingredient transparency remains vital for expanding organic adoption. Findings also underscore the need for supporting smallholder capacity building to nurture greener food value.

**Keywords:** Lifestyles; Perceived; Consumerism; Purchasing Decisions

## **1. Introduction**

Healthy living behavior has now become a healthy lifestyle trend for some consumers (Zayed et al., 2022). Consumers will consider what food they choose to maintain and ensure health in the future (Ogorevc et al., 2020). Indonesia is known as an agricultural country that is rich in environmentally friendly agricultural products. The need for healthy food has made many food producers increase their production. This is also the case in Medan City, which has the fourth-highest population in Indonesia. Products derived from organic ingredients have now become a necessity for many people (Tan et al., 2022). Organic food products are considered to be able to provide more benefit value for a consumer, especially in improving the welfare of his life (Kowalska et al., 2021).

Organic food is often considered to be of superior quality in terms of flavor and consistency (Akter et al., 2023). Organic farming techniques focus on maintaining the balance of natural ecosystems to promote plant and animal growth, thereby affecting the quality of the end result (H. Ali et al., 2021). Consumers who choose organic food contribute to the mitigation of environmental contamination that results from the use of synthetic chemicals in traditional agriculture (Hernández et al., 2021). This can result in a more hygienic and healthier living environment, which provides long-term benefits to human and ecological health (Teixeira et al., 2022).

The use of antibiotics in traditional agriculture can lead to antibiotic resistance, which poses a significant risk to human health (S. Li & Jaharuddin, 2020). Consumers can limit the dangers of antibiotic resistance by choosing organic animal products, which come from farms that do not use antibiotics regularly (Le & Nguyen, 2022). Choosing organic food can contribute to broader social awareness and accountability (Nunes et al., 2021). Consumers who choose organic food typically focus on sustainability, animal welfare, and the labor conditions of farmers (Hasan & Suciarto, 2020). By choosing organic products, consumers support these principles and contribute to initiatives that aim to improve the food system as a whole (S. Li & Jaharuddin, 2021). Choosing organic food can be the first step towards adopting a more nutritious and environmentally friendly diet. It can help customers become more aware of the origins of their food, minimize contact with harmful chemicals, and establish lifestyle practices that promote long-term health and wellness (Eberle et al., 2022).

One of the factors that influence purchasing decisions for organic food is green consumerism in consumers (Joshi et al., 2021). Green consumerism involves consumers choosing goods and services that are considered ecologically beneficial (Roh et al., 2022). Consumers are more likely to choose goods that are considered environmentally friendly due to increased knowledge about environmental issues (Konuk, 2018). Marketers can capitalise on the growing market by creating and promoting products that conform to defined environmental standards (Lin et al., 2017). Providing environmentally friendly products and services can help differentiate a company from its competitors (M. Ali et al., 2023). This can provide a substantial competitive advantage and appeal to environmentally conscious consumers (Alagarsamy et al., 2021).

The results of research (Akhtar et al., 2021)(Wang et al., 2021a)(Chi, 2021) state that green consumerism has a significant effect on organic food purchasing decisions. Green consumerism increases awareness about the environmental consequences of purchasing choices (Roh et al., 2022). This can motivate customers to learn more about sustainability and environmentally friendly practices, as well as develop the skills needed to make more conscientious and responsible decisions (Suphasomboon & Vassanadumrongdee, 2022).

Lifestyles of health are one of the determining factors in organic food purchasing decisions (Villarreal & Díaz, 2022). Consumers with healthy lifestyles prefer organic food ingredients because it reflects their ideals to prioritize natural foods without animal ingredients or crops grown with traditional agricultural practices (Z. Huang et al., 2022). A health-conscious person may be more aware of the potential dangers of pesticide exposure in non-organic foods (Choi & Feinberg, 2021). One may choose organic foods to minimize harm, as they are cultivated without synthetic pesticides typically found in conventional farming (X. Li et al., 2021).

Consumers who embrace a healthy lifestyle usually choose items that promote their health (Akhtar et al., 2021). Although price remains an important consideration (Vikuk et al., 2021), Many people seek an optimal balance between high-quality, healthy products and affordable prices (Phillips & Arena, 2021). Therefore, goods that provide health benefits at an affordable price may be more attractive (X. Li et al., 2021). Health-conscious consumers are often more receptive to learning and receiving information about health and well-being (Z. Huang et al., 2022). Consumers have a tendency to seek out the latest information on health trends, nutrition, and healthy living (Nicolosi et al., 2023). Therefore, marketing techniques that include instructional and informational methods may be more successful in attracting consumer interest (Wang et al., 2021a).

The results of (Badora et al., 2022)(Nicolosi et al., 2023)(Akhtar et al., 2021) stated that a healthy lifestyle directly has a significant effect on organic food purchasing decisions. Furthermore, (Vikuk et al., 2021) suggests that health-conscious individuals may purchase vitamin and mineral supplements to ensure they meet dietary requirements. Consumers may purchase herbal or natural supplements to improve general health (Sivapalan et al., 2021). Individuals who value a healthy lifestyle often choose to invest in exercise equipment such as bicycles, treadmills, or home exercise equipment. This assists individuals in maintaining physical fitness and adopting an active lifestyle (Kang et al., 2021).

Furthermore, green perceived value is considered to have a significant influence on organic food purchasing decisions (Lee & Charles, 2021). Green perceived value includes perspectives, ideas, and principles related to environmental sustainability (Gudiño et al., 2021). The impact of environmentally friendly perceived value on purchasing decisions is enormous (Liu et al., 2021). As individuals become more aware of the importance of environmental preservation, they tend to choose environmentally friendly products and services (Ansari & Gupta, 2021). Individuals who prioritize concern for the environment tend to choose things that are perceived as environmentally friendly (Glogovet et al., 2022). This refers to items that are made from recycled materials, produced sustainably, or have environmental certification marks (Ardoin & Prinyawiwatkul, 2021). Green perception scores indicate a high awareness of environmental issues (Levrini & Santos, 2021). Consumers with this value prioritize the environmental impact of their purchases. The perceived value of green is often associated with social and environmental responsibility (Yang et al., 2021). Consumers who prioritize these principles are more likely to make responsible shopping decisions by choosing sustainably and ethically produced goods (W. H. Zhang et al., 2022).

Furthermore, green perceived value is one of the dominant factors for a consumer in deciding which product to choose (Bussel et al., 2022). More and more customers are aware of environmental issues and understand the adverse effects of consumption habits that are harmful to the environment (Yang et al., 2021). This motivates individuals to seek out goods and businesses that provide more environmentally friendly options, thus increasing the importance of perceived green value in their purchasing choices (Brennan et al., 2021). Consumers often evaluate the advantages and disadvantages of their purchase choices (Shen et al., 2021). When it comes to green goods, individuals may prioritize long-term benefits to the environment over short-term costs or harms (W. H. Zhang et al., 2022).

The results of research (Otto et al., 2021)(N. Zhang et al., 2021)(Glogovet et al., 2022) state that green perceived value has a significant effect on a consumer's purchasing decision. Consumers who choose environmentally friendly goods or brands are usually more loyal to the brand (Alrawad et al., 2023). They believe that choosing goods that support sustainable business methods will help preserve the environment. This can result in lasting brand loyalty (Ardoin & Prinyawiwatkul, 2021).

This research is very important to do considering that there are very few studies that empirically examine the role of green consumerism in mediating healthy lifestyles and green perceived value on purchasing decisions for organic food in Medan City. The results of this study are expected to contribute, especially to studies in the field of consumer behavior, especially consumer purchasing decisions for organic food products.

## **2. Literature Review**

## 2.1. Organic Food Purchase Decision

Purchasing organic food has substantial ramifications for both persons and ecosystems (W. Yu et al., 2021). Organic food is often seen as healthier since it does not include pesticide residues, herbicides, antibiotics, or synthetic growth hormones (B. J. Ali, 2021). Consuming organic food might minimize the risk of exposure to deleterious elements that can adversely affect human health (Eberle et al., 2022). Organic farming often avoids the use of pesticides and other synthetic chemicals that have the potential to contaminate soil, water, and air (Gundala & Singh, 2021). Consumers may advocate for sustainable and ecologically sound farming practices by opting for organic food (Nagaraj, 2021). Opting for organic food can enhance consumers' well-being (Taghikhah et al., 2021). The majority of organic food producers consist of local farmers or small-scale producers. Consumers may bolster the local economy and enhance the sustainability of local agriculture by opting for organic food (Ogorevc et al., 2020). Organic farming places a high importance on biodiversity and minimizes the utilization of harmful chemicals that might harm natural ecosystems (S. Li & Jaharuddin, 2020). Consumers may promote biodiversity and environmental sustainability by opting for organic food (Hasan & Suciarto, 2020).

## 2.2. Green Consumerism

Consumers that engage in green shopping tend to have a higher level of environmental awareness (Chen et al., 2021). People are more inclined to select organic food because they believe that it has a smaller impact on the environment compared to conventional food, which contains pesticides and synthetic chemicals (Roh et al., 2022). Consumers choose for organic food because they believe it has health advantages, as well as being environmentally friendly (Joshi et al., 2021). Organic foods often lack pesticide residues and pesticides, giving them a more natural and healthier option (Suphasomboon & Vassanadumrongdee, 2022). Consumers may make their decision to purchase organic food based on ethical considerations such as sustainability and social justice (S. Yu & Lee, 2019). Supporting organic farming may contribute to the promotion of sustainable agricultural practices and provide assistance to local farmers (Nayak, 2017). Consumers that prioritize green consumerism place a high importance on the presence of organic labeling and certification on food goods (Khan & Mohsin, 2017). Moreover, customers are inclined to select products that have been certified as organic by well-established organizations (Riva et al., 2022).

Prior study findings indicate that there is a direct and substantial impact of green consumerism on the decisions to purchase organic food (Akhtar et al., 2021)(Gelderman et al., 2021). Moreover, green consumption is seen as a crucial determinant for the sustainability of enterprises operating in the vegetarian industry (M. Ali et al., 2023). Consumers will deliberately evaluate the state of their health in relation to the expense of purchasing organic items (Alagarsamy et al., 2021).

*H1: Green consumerism directly has a significant effect on purchasing decisions for organic food.*

## 2.3. Lifestyles Of Health

The choice to buy organic food can be significantly influenced by the adoption of a healthy lifestyle (Akhtar et al., 2021). Individuals that choose a health-conscious lifestyle frequently opt for organic food as a means to promote their physical and mental well-being (Vikuk et al., 2021). Individuals who prioritize their health are frequently more cognizant of the health consequences associated with the food they consume (Sivapalan et al., 2021). Consumers may prioritize the constituents in food production and choose for organic goods due to their perceived health benefits. Environmental consciousness is frequently linked to the adoption of healthy lifestyles (Kang et al., 2021). Individuals who prioritize their health also tend to take into account the ecological consequences of food production (H. Huang et al., 2022). Consumers choose for organic food due to their conviction in the eco-friendly benefits of organic production (Wang et al., 2021b). Consumers that adhere to a healthy lifestyle typically seek for products of exceptional quality (Phillips & Arena, 2021). According to certain beliefs, organic food is considered to be more nutritious than conventional food due to its lack of pesticides, herbicides, and synthetic chemicals (Y. B. Zhang et al., 2021). A subset of health-conscious customers place importance

on ethical considerations and animal welfare when it comes to food production (Caroppo et al., 2021). They choose for organic food due to their belief that organic production regulations place a higher emphasis on animal welfare. Healthy living is frequently a component of an individual's identity (Z. Huang et al., 2022). Individuals that choose for a health-conscious way of living may perceive the consumption of organic food as a method of conveying specific concepts and preferences (Choi & Feinberg, 2021). The research findings (Kendzerska et al., 2021)(Nicolosi et al., 2023) indicate that adopting a healthy lifestyle has a notable impact on green purchasing. Furthermore, (X. Li et al., 2021) highlighted the fact that adopting a healthy lifestyle may also serve as a motivating factor for consumers to choose organic food when making shopping selections. Moreover, adopting healthy lifestyle habits has an indirect but favorable influence on the overall well-being of an individual.

Research findings (N. Zhang et al., 2021)(Levrini & Santos, 2021)(Otto et al., 2021) indicate that a healthy lifestyle has a direct and substantial impact on consumer buying choices. The adoption of a healthy lifestyle may have a significant impact on the awareness of a brand (Ansari & Gupta, 2021). Consumers who value their health may have a preference for brands that regularly offer top-notch products or services that align with their health-related values. Brands that are known for placing a high importance on health and sustainability are likely to be more appealing (Gudiño et al., 2021).

*H2: A healthy lifestyle directly has a significant effect on green consumerism.*

*H3: A healthy lifestyle has a significant effect on organic food purchasing decisions.*

*H4: Indirectly, green consumerism has a significant role in mediating healthy lifestyles through organic food purchasing decisions.*

## 2.4. Green Perceived Value

Green Perceived Value (GPV) refers to the way in which customers perceive the environmental or sustainability value of a product or brand (Lee & Charles, 2021). The influence of GPV on consumer decisions to purchase organic food can be significant, as organic food is commonly considered as being more ecologically sustainable compared to conventional food (Gudiño et al., 2021). Consumers that have high levels of GPV tend to prioritize the environmental consequences of their purchasing decisions (Liu et al., 2021). People may opt for organic products because they believe that organic agricultural practices decrease dependence on dangerous chemicals, minimize water and soil contamination, and promote sustainable farming methods (Oyman et al., 2022). Individuals who possess elevated levels of Green Purchase Values (GPV) typically have a sense of social responsibility while making choices that contribute to the well-being of the environment (Levrini & Santos, 2021).

Consumers may perceive the selection of organic food as a means to endorse environmental conservation and sustainability projects (W. H. Zhang et al., 2022). Consumers who have a high Gross Purchase Value (GPV) generally consider organic goods to be of higher quality than conventional meals (Shen et al., 2021). Organic production is commonly linked to the use of natural ingredients, a reduced presence of artificial chemicals, and enhanced nutritional value. These elements contribute to an increased perception of product worth (Brennan et al., 2021). Individuals who possess Pro-Environmental Green Values (GPV) are inclined to endorse sustainable agricultural practices, particularly organic farming. They select organic products to provide financial support to farmers that employ ecologically sustainable farming practices (W. H. Zhang et al., 2022). GPV has the ability to impact customers' choice to buy organic food by shaping their personal identity (Ansari & Gupta, 2021). People who identify as environmentally sensitive or committed to a sustainable way of life generally choose organic food as a way to express their consumer values and interests (Lu et al., 2022).

*H5: Green perceived value directly has a significant effect on green consumerism.*

*H6: Green perceived value directly has a significant effect on organic food purchasing decisions.*

*H7: Indirectly, green consumerism has a significant role in mediating green perceived value in organic food purchasing decisions.*

### 3. Methods

This study may be categorized as Explanatory Research. Researchers mostly employ the explanatory research technique to examine the presented hypothesis, with the aim of elucidating the link and impact between the independent variable and the pre-existing dependent variable. This study will investigate the impact of the correlation between factors. The population for this study is derived from 21 sub-districts in Medan City, Indonesia. Out of them, only 5 sub-districts had sellers of organic food: Medan Kota, Medan Petisah, Medan Sunggal, Medan Barat, and Medan Polonia. Within this set of 5 sub-districts, there are a total of 8 organic food merchants who provide a comprehensive range of organic items. The following are the locations:

Table 1. Data of Organic Vegetable Vendors in Medan City

District	Name of Organic Vegetable Vendor
Medan Kota	Palangkaraya Fruit
Medan Petisah	Brastagi Supermarket Gatot Subroto, Brastagi Supermarket Cambrige
Medan Polonia	Brastagi Supermarket Tiara, Smarco Ring Road City Walk
Medan Sunggal	Pondok Indah Pasar Buah, Brastagi Supermarket Manhattan
Medan Barat	Pasar Swalayan Maju Bersama Glugur

This study employed an incidental sampling method, deliberately choosing persons encountered in the study region who had bought organic food and had consumed it at least once in their lifetime. The study had a sample size of 177 individuals who purchased organic food. Data collection is conducted through the use of a questionnaire that has been designed based on the indicators of each study variable. For variables that are assessed by the indicators listed below:

1. A healthy lifestyle is assessed based on six indicators: maintaining a balanced diet, engaging in regular physical exercise, effectively managing stress, ensuring high-quality sleep, abstaining from smoking and excessive alcohol use, and actively preventing diseases.
2. The measurement of green perceived value encompasses six indicators: environmental awareness, green behavior, trust and satisfaction, engagement in solving environmental challenges, and social and ethical response.
3. Green consumerism is assessed using six indicators: green purchasing behavior, desire for environmental information, participation in green activities, interest in environmental initiatives, impact of the environment on purchasing decisions, willingness to pay extra, and involvement in the environmental movement.
4. Organic food purchase decisions are influenced by six indicators: knowledge, environmental concerns, pricing, accessibility, availability, and service quality.

Data analysis employs Structural Equation Model (SEM) analysis to quantify the direct and indirect impacts of green consumerism on organic food purchase decisions, with a focus on the mediating role of healthy lifestyles and green perceived value.

## 4. Results and Discussion

### Respondent Characteristics

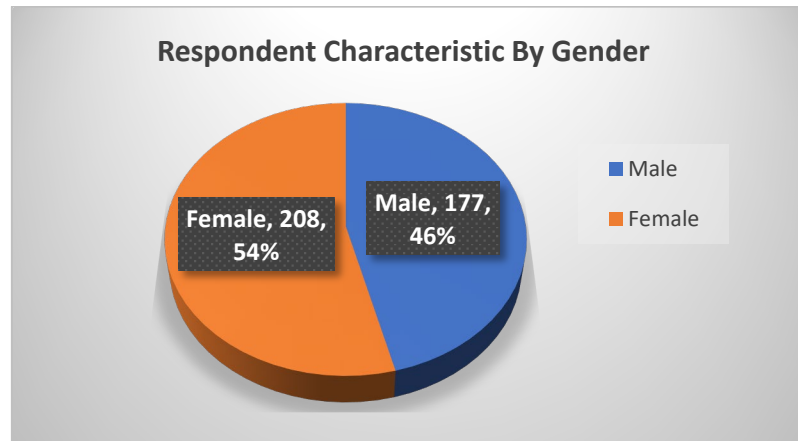


Fig.1: illustrates the attributes of the participants categorized by their gender

From the depicted image, it is evident that the study mostly consisted of female participants, namely 208 individuals or 54%, while there were 177 male participants, accounting for 46%.

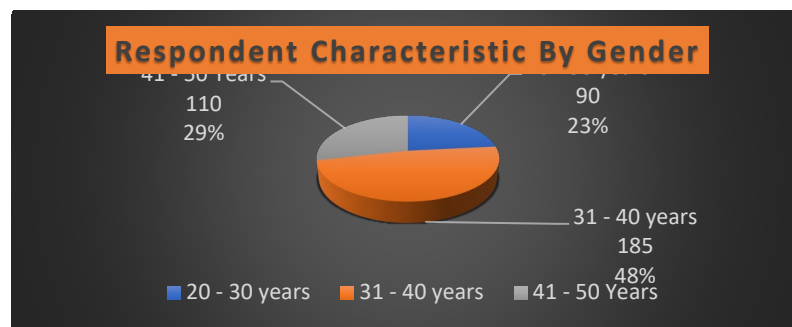


Fig.2: displays the attributes of the participants categorized by their age

The image indicates that the study had a predominant number of respondents, amounting to 185 individuals or 48%, falling within the age bracket of 31-40 years. Following this, there were 110 respondents or 29% who fell within the age range of 41-50 years, and 90 respondents or 23% who fell within the age range of 20-30 years.

### Outer Model

Tabel 3 : Validity (Outer Loading) Test Result

	Green Consumerism	Green Perceived Value	Lifestyles Of Health	Organic Food Purchase Decision
LOF1			0,985	
LOF2			0,978	
LOF3			0,921	
LOF4			0,949	
LOF5			0,950	
LOF6			0,925	
GPV1		0,786		
GVP2		0,728		
GVP3		0,708		

GVP4		0,722		
GVP5		0,905		
GVP6		0,886		
PDC1				0,794
PDC2				0,817
PDC3				0,909
PDC4				0,921
PDC5				0,915
PDC6				0,921
GCM1	0,947			
GCM2	0,925			
GCM3	0,952			
GCM4	0,970			
GCM5	0,955			
GCM6	0,729			

According to the table provided, all the indicators in this study fulfill the factor loading value of 0.5, as indicated.

Tabel 4 : Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Green Consumerism	0,960	0,962	0,969	0,840
Green Perceived Value	0,838	0,919	0,861	0,516
Lifestyles Of Health	0,979	0,981	0,983	0,905
Organic Food Purchase Decision	0,941	0,941	0,954	0,776

According to the data table provided, it is evident that each study variable has a Crombach's alpha and composite reliability value more than 0.6. This indicates that all the variables utilized in the research are trustworthy.

### Inner Model

Table 5 displays the results of the hypothesis test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Result
LOF -> GCM	0,322	0,323	0,043	4,515	0,007	Supported
GVP -> GCM	0,906	0,911	0,036	25,161	0,000	Supported
LOF-> PDC	0,156	0,160	0,058	2,691	0,007	Supported
GVP -> PDC	0,227	0,215	0,099	7,274	0,004	Supported
GCM -> PDC	0,675	0,685	0,102	6,630	0,000	Supported
LOP -> GCM -> PDC	-0,015	-0,015	0,030	0,494	0,622	Not supported
GVP -> GCM -> PDC	0,612	0,624	0,098	6,236	0,000	Supported

### The Effect of Healthy Lifestyle on Green Consumerism

The research findings indicate that adopting a healthy lifestyle has a substantial impact on the adoption of green consumerism in Medan City. The findings of this study align with previous research undertaken by (H. Huang et al., 2022)(Phillips & Arena, 2021)(Villarreal & Díaz, 2022), which concluded that adopting a healthy lifestyle holds significant significance in the context of green consumption. Then, it was underlined that adopting a healthy lifestyle pushes customers to exercise caution while selecting nutritious food options (Badora et al., 2022). In addition, (Y. B. Zhang et al., 2021) proposed that



comprehending customers' healthy lives will serve as the foundation for developing organic food marketing tactics. The outcomes of this research suggest that customers in the higher class market sector in Medan City often demonstrate awareness of a healthy lifestyle. For those with suboptimal income, adopting environmentally friendly behavior is essential for preserving their health.

### **The Effect of Green Perceived Value on Green Consumerism**

Based on the results of hypothesis testing, it can be seen that green perceived value directly has a significant effect on green consumerism in Medan City. The results of the study support the results of previous studies, which state that perceived greenness has an important role in increasing green consumerism (Ardoin & Prinyawiwatkul, 2021)(Yang et al., 2021), and (W. H. Zhang et al., 2022). Then, according to (Ansari & Gupta, 2021) and (Glogovet et al., 2022), businesses can implement marketing tactics centered on sustainability and environmental principles to increase the appeal of their products to environmentally conscious consumers. This involves using environmentally friendly promotional materials, such as recyclable packaging, or incorporating renewable energy into the production process (Levrini & Santos, 2021). The outcomes of this study indicate that organic products might enhance customer trust in the quality of environmentally friendly items by acquiring sustainability certifications from renowned institutions or putting green labels on products. Organic certification or green energy labeling offer tangible proof that the product satisfies certain environmental standards.

### **The Influence of Healthy Lifestyle on Organic Food Purchase Decision**

The results of hypothesis testing show that a healthy lifestyle directly has a significant effect on purchasing decisions for organic food. The results of the study support the results of research (Radwan et al., 2021)(Xu et al., 2022)(T. Ali et al., 2021) stating that a healthy lifestyle has a significant role in consumer purchasing decisions. According to (Kendzierska et al., 2021), health-conscious consumers may be concerned about the safety of conventionally grown food due to pesticide residues and chemicals present in it. Consumers choose organic food because they consider it a safer option for themselves and their families (X. Li et al., 2021). Consumer experience and education level can influence the decision to buy organic food (H. Huang et al., 2022). Individuals who have a good experience with organic food or have a better understanding of its advantages tend to prefer such food (Vikuk et al., 2021). The outcomes of this survey suggest that in today's society, older customers are no longer prioritizing a healthy lifestyle. The level of consciousness regarding a healthy way of living in Medan City has experienced a substantial rise, thereby becoming a prevailing pattern in daily life. It is crucial to comprehend that the establishment of a healthy lifestyle in Indonesia begins with the organic food enthusiasts who actively endorse weight reduction programs.

### **The Effect of Green Perceived Value on Organic Food Purchasing Decisions**

The findings indicated that the perceived value of green products had a substantial impact on customer buying choices in Medan City. The research findings align with the results of (Otto et al., 2021)(Oyman et al., 2022)(Ansari & Gupta, 2021), which assert that the perceived value of green products has a significant role in enhancing customer buying choices. As stated by reference (Liu et al., 2021), some buyers may feel a moral duty to select products that are more ecologically conscious. By consciously choosing decisions that promote environmental preservation and sustainability, individuals can enhance their personal connections and experience a sense of fulfillment. Consumers that place a high importance on the environmental benefits of products typically choose for organic food as a means of promoting sustainable agricultural practices. Consumers contend that organic farming diminishes the necessity for pesticides and harmful chemicals, while promoting biodiversity and maintaining environmental equilibrium (W. H. Zhang et al., 2022).

The outcomes of this study imply that when customers choose suppliers and business partners that prioritize sustainability, it can improve their comprehension of organic products by increasing the

perceived value of being environmentally friendly. This encompasses the guarantee that the raw materials utilized are sourced in an ethical manner and adhere to stringent environmental requirements. Providing clear and open information about a product's supply chain, including details about the origin of raw materials and manufacturing processes, may enhance consumer confidence and raise awareness about the value of the product's advantages.

### **The Effect of Green Consumerism on Organic Food Purchase Decision**

The data analysis results indicate a direct and substantial impact of green consumerism on decisions to purchase organic food. The findings of this study align with previous research (Akhtar et al., 2021) (S. Yu & Lee, 2019) (Joshi et al., 2021) that asserts the significance of green consumerism in influencing a consumer's decision about food product selection. Moreover, according to (Riva et al., 2022), customers who possess extensive information about the composition of organic food are more likely to select organic food items as their primary option. Furthermore, (M. Ali et al., 2023) emphasizes the need of effective communication skills in addressing marketers' errors in educating consumers about organic food goods sold at higher prices. Consumers should be engaged as strategic allies in the expansion of the organic food product network.

The outcomes of this study indicate that green consumerism involves more than simply choosing products. Green consumption also entails actively engaging in a society that is ecologically mindful. Consumers that actively engage in the environmental movement are more likely to embrace organic farming as a way to contribute to social and environmental change. Societal norms and environmental variables may also shape green consumerism. Consumers are more inclined to embrace the habit of consuming organic food if they witness that their friends, family, or society at large endorse or prefer it.

### **The Effect of Healthy Lifestyle on Organic Food Purchase Decision Through Green Consumerism**

The data analysis results indicate that green consumerism does not play a role in mediating a healthy lifestyle when it comes to making decisions about purchasing organic food. The findings of this study contradict the findings of previous studies (Kang et al., 2021) (Choi & Feinberg, 2021) (Badora et al., 2022) that suggest green consumerism has a significant role in influencing consumer purchasing decisions towards a healthier lifestyle. Moreover, as stated by (Radwan et al., 2021), persons who are committed to upholding a healthy lifestyle must take into account nutritional factors while making dietary choices. Additionally, according to (Akhtar et al., 2021), customers may perceive organic food as having higher nutritional worth than non-organic food because of its more natural production techniques and reduced usage of chemicals.

The implications of the findings in this study imply that persons who place a high priority on sustaining a healthy way of life frequently exhibit a commensurate degree of concern about the ecological effects of their dietary choices. Individuals may select organic food as a strategy to lessen their environmental effect, considering that organic farming frequently exhibits environmental friendliness compared to conventional farming.

### **The Effect of Green Perceived Value on Organic Food Purchasing Decisions Through Green Consumerism**

The data analysis results indicate that green consumerism indirectly plays a substantial role in moderating the influence of green perceived value on decisions to purchase organic food. The findings of this study align with earlier research, indicating that customer views significantly influence my future purchase choices (Gudiño et al., 2021) (W. H. Zhang et al., 2022) (Ardoin & Prinyawiwatkul, 2021). The text consists of the numbers 44 and 41. Green consumerism motivates customers to actively seek out organic food products that are deemed beneficial for their health. According to reference (Yang et al., 2021), it is said that an effective marketing plan should be developed to enhance the perceived value of

products within the context of green consumerism. To successfully communicate the ecological and health advantages of the product, it is necessary to emphasize the company's ethical responsibilities in its commercial operations (Lu et al., 2022).

The outcomes of this research indicate that consumer knowledge of environmental care extends beyond the selection of organic food goods. Nevertheless, customers that prioritize environmental sustainability have observed a decline in the usage of plastic bags by shoppers at retail establishments. This behavior also indicates that the purchase decisions for organic food goods are influenced by green shopping trends.

## 5. Conclusion

As the organic sector gains policy prioritization amidst food security and sustainability challenges, consumer research provides vital grounding. This timely study confirms Indonesian purchasing pivots on engendering lifestyle values more than functional utility. Beyond expanding certified offerings, holistic branding addressing emerging generational notions of health and ecology is indispensable for market cultivation. Moreover, technical assistance and aggregator models to link small farms with conscious urban customers can accelerate a balanced organic movement. Please acknowledge collaborators or anyone who has helped with the paper at the end of the text.

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