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The Influence of Environmental Knowledge, Perceived Green Value, and Perceived Behavioral Control on Green Consumer Behavior of Organic Food Products

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ABSTRAK

Tujuan utama penelitian ini adalah menganalisis dampak berbagai perlakuan seperti kesadaran lingkungan, nilai hijau yang dirasakan, dan kendali perilaku yang dirasakan terhadap konsumen makanan organik. Penelitian ini mempertimbangkan skenario di mana konsumen semakin menerima produk ramah lingkungan karena kesadaran lingkungan mereka dan permintaan mereka akan produk makanan yang lebih ramah lingkungan atau kurang berbahaya. Untuk mencapai hal ini, para peneliti menggunakan pendekatan eksplanatori kuantitatif yang melibatkan 150 partisipan yang telah berpengalaman dengan produk makanan organik. Pengambilan sampel secara purposif digunakan untuk memastikan responden memiliki pengetahuan dan pengalaman dengan produk organik. Kuesioner diuji validitasnya per item. Uji reliabilitas Cronbach's Alpha dan uji asumsi klasik sebelum penerapan analisis regresi linier berganda. Temuan penelitian menunjukkan bahwa ketiga variabel independen berpengaruh positif dan signifikan terhadap perilaku konsumsi hijau. Nilai koefisien determinasi yang ditentukan menunjukkan bahwa pengetahuan lingkungan, persepsi nilai hijau, dan kendali perilaku yang dirasakan bersama-sama mencirikan perilaku konsumen. Penelitian ini, di satu sisi, berkontribusi secara teoritis dengan menambah pengetahuan tentang perilaku konsumen hijau dan faktor-faktor psikologis yang memengaruhinya. Di sisi lain, temuan penelitian ini menawarkan cara bagi para pelaku industri untuk meningkatkan strategi edukasi mereka dengan meningkatkan nilai hijau produk mereka dan membuat produk organik lebih tersedia sebagai cara untuk mempromosikan perilaku konsumsi berkelanjutan.

Kata kunci: pengetahuan lingkungan, persepsi nilai hijau, kendali perilaku yang dirasakan, perilaku konsumen hijau

ABSTRACT

The primary aim of this study is to analyze the impact of various treatments such as environmental awareness, perceived green value, and perceived behavioral control on the consumers of organic food. The research takes into consideration the scenario where consumers are increasingly accepting eco-friendly products due to their awareness of the environment and their demand for food products which are less harmful or safe for nature. To achieve this, the researchers used a quantitative explanatory approach involving 150 participants with prior experience of organic food products. While purposive sampling was employed to assure knowledgeable and experienced respondents with respect to the organic products. The questionnaire was subjected to item-total validity testing, Cronbach's Alpha reliability testing, and classical assumption testing before the application of multiple linear regression analysis. The findings showed that the three independent variables had a positive and significant effect on green consumption behavior. The determined values of the coefficient of determination indicated that environmental knowledge, perceived green value, and perceived behavioral control together characterized consumer behavior. This study, on the one hand, contributes theoretically by adding to the knowledge of the green consumer behavior and the psychological factors that influence it. On the other hand, the findings of the study offer ways for the industry players to improve their educational strategies by enhancing the green value of their products and making organic products more available as a manner of promoting sustainable consumption behavior.

Keywords: environmental knowledge, perceived green value, perceived behavioral control, green consumer behavior

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INTRODUCTION

Over the past few decades, the topic of green consumerism has become more and more important due to the increasing awareness of consumers about health, the environment, and the negative impacts of consumption. Among the product categories, organic food and beverages are the ones that are gaining more and more preference and the demand for them is getting stronger (Susanto et al., 2023). They are considered to be healthier, safer, and less polluting. But the rise of organic food consumption has not been uniform and is still affected by the consumers' understanding and preferences regarding sustainability issues. The green consumption movement is viewed as a global trend that is both powerful and effective to reduce one's ecological footprint and practice a sustainable lifestyle (Primasari et al., 2024). In Indonesia, despite the increasing popularity of organic food, the adoption rates are still far below those of developed countries mainly because of the higher prices, the lack of visible benefits in comparison with conventional products and limited availability of organic food. Therefore, understanding the reasons behind consumer behavior that leads to organic food purchasing will help the market to create more responsible consumption behavior thereby strengthening the market (Wasik et al., 2025; Kurniasari et al., 2023). The green consumer behaviour is the foundation of the organic food industry being not only relevant but also competitive and a long-term environmental sustainability contributor.

Environmental knowledge is the most important factor that can either profoundly or subtly influence green consumption behavior. This environmental knowledge is the ceiling on the knowledge. This environmental knowledge is the full package that consists of knowing that the environment is being negatively affected by consumption and also understanding the benefits of using eco-friendly products (Hernawan et al., 2023). For instance, knowing that these products are less harmful to the environment in the long run. Consumers with more environmental knowledge are the ones who are more aware of sustainability issues and therefore also more likely to buy less harmful to the environment products such as, for example, organic food. Besides, the fact that those consumers who are most aware of the environmental benefits will not hesitate to buy organic food even if its price is significantly higher than that of the conventional ones (Primasari, 2025). Hence the green value perception becomes both the reason for purchase intention and the reason behind customer loyalty to the organic sector. In the case of the organic food market, green value perception is extremely important because consumers' decisions are primarily made by balancing the advantages of organic foods against the extra costs they will incur (Purnamasari et al., 2024). Those with a positive perception of the value will think of purchasing organic products as a dual investment, one in their health and the other in the environment (Siegrist et al., 2015). In the organic food sector, perceived behavioral control is acting as the main factor linking consumer intentions to actual behaviors. The greater the perceived effortlessness and convenience of obtaining

organic products, the more likely the individual will be to display green consumer behavior (Xu et al., 2021).

The primary aim of this research is to delve into the interaction between environmental knowledge, perceived green value, and perceived behavioral control as the factors affecting the consumer's organic food product choice. It will greatly increase the discourse on green consumer behavior and their psychological factors in the literature from a theoretical angle. Furthermore, it will help to clarify the eco-friendly product purchasing behavior in Indonesia where consumer characteristics are still very different from those in the advanced countries and vice versa. Among the practical implications is that the research results will serve as a guide for the organic food sector, marketing, and government in forming the strategies of education, promotion, and distribution aimed at the most attractive to the consumer and green behavior-promoting products. Moreover, this study could elevate consumer consciousness regarding the importance of sustainable consumption and thus, would definitely help to create a more solid and sustainable organic market ecosystem. This way, the research is considered to have a strategic significance for the entire organic food industry's sustainability in the future.

RESEARCH METHOD

Through the use of a quantitative explanatory approach, the authors of this study were not only able to investigate but also provide a full understanding of the influence exerted by the factors of environmental knowledge, perceived green value and perceived behavior control on the consumer's acceptance of organic food products. In order to obtain this objective, the survey method was accepted. It consisted of a fixed questionnaire which was based on a five-point Likert scale. This scale was used to measure the amount of knowledge, value perception, control perception, and behavior of consumers regarding organic food products, with "strongly disagree" as the lowest and "strongly agree" as the highest ratings for the scores. The sample for this research included the consumers who, in one way or another, have bought or eaten organic food products in the major cities of Indonesia. The researchers applied the purposive sampling method, thus the selection of the participants was done according to particular pre-determined criteria which are relevant to the research purposes. The criteria were: (1) the participants have to be above 18 years old, (2) they must be using organic food products in the last six months, and (3) they should have a basic understanding of what organic products are. A total of 150 subjects who satisfied these conditions were regarded as the primary participants in the study, which is a number considered enough to produce reliable regression analysis results. The questionnaire was given out through a digital platform to not only facilitate respondents' access but also to enlarge the range of participation. Data were analyzed by multiple linear regression techniques with the goal of assessing the effect of each independent variable on the green consumer's behavior.

RESULT AND DISCUSSION

The F-test results were not only indicative of the significance of the regression model but also provided an F-count value of 59.67 which was well above the F-table value of 3.05 at a significance level of 0.000 < 0.05; thus, confirming the trio of environmental knowledge, perceived green value, and perceived behavioral control to have a strong impact on the consumer behavior towards going green. Additionally, the R^2 value of 0.69 which was quoted means that the change in the green consumer behavior is due to 69% of the three independent variables while the other 31% can be accounted for by other factors such as personal likes and dislikes, social norms, prices of products, quality of organic brands, etc. On the other hand, t-test results reveal that all three variables were significantly different in terms of t-count (greater than t-table 1.97) and significance (less than 0.05), thus, concluding that environmental knowledge, perceived green value, and perceived behavioral control are each positively and significantly influencing green consumer behavior together. Accordingly, the regression model validates all the hypotheses put forward in the study.

The research findings indicate a positive and significant relationship between environmental knowledge and the green consumer behavior towards organic food products. Gradually, environmental knowledge transforms a consumer into an ecologically aware person, who ultimately prefers the less impacting food and that is organic. For instance, consumers who are well-informed about sustainability issues such as pesticide danger, soil degradation and the squeeze put on the natural habitat by intensive farming, are often more inclined to support the fight against climate change through their consumption choices. Also, it happens that environmental knowledge helps the consumers recognize the healthiness of organic products more easily, and the dealers, to be more discerning, regarding eco-friendly claims of producers. Often the consumer who knows the most about environmental issues is the one who can resist the misleading green advertising, and thus his or her purchasing choices will be the most diverse and rational. Besides that, the eco-friendly consumers are the ones who are most likely to apply sustainability in their daily lives, including the food they eat. Consequently, environmental knowledge becomes a key facilitator that not only indicates but also converts buying organic food products into a habit.

The researchers in the study found out that the consumers' perceived green value of organic foods was the main reason why they engaged in green consumption behavior. Perceived green value is a complex idea that covers the customers' views on the different aspects of organic products in terms of health, quality, morals, and the environment. For example, a person who is convinced that the residues of pesticides on non-organic products will not affect him or her, will be more inclined to buy organic products even if the price difference is considerable. Conversely, the moral value linked to the environmentally friendly products will also make the consumers think that they are not only the green ones but also the ones that are the good ones near nature. To put it another way, if you believe that it is

a good deed for the earth if you opt for a more expensive product then you will go for it irrespective of the presence of all the cheaper alternatives around. You should keep in mind that it is not only the price issue but they will even demand more from the organic brand because of their perceived green value and they will be very disloyal to the non-green ones thus the sustainability-based marketing campaigns will be less effective with them. Hence, the perceived green value is really a significant influencing factor in purchase decisions but at the same time, it is a facilitator to the perpetuation of the organic consumption habit.

The investigation results clearly show that the main factor affecting the purchase of organic food is the consumers' control over their behavior as they perceive it. The scenario where consumers are convinced that getting organic products is no big deal because these products are offered in all kinds of shops, their price and quality are known, and they have many brands to select from, can actually be considered as the consumers' gradual shift towards green consumption. In addition to these, perceived behavioral control is also affected by consumers' financial status, interpretation of the product information as easy, and their confidence in knowing the difference between genuine and fake organic goods. Access is a major factor; as long as consumers can go to any supermarket, online store, or specialized shop and easily find their organic produce, it is very likely that they will opt for these products. Besides, family and community leniency can be seen as external factors that give consumers higher perceived control over their behavior. The situation where a consumer thinks that the whole process of buying and consuming organic food is not complicated can be regarded as the one where green behavior is easily fostered. Hence, perceived behavioral control plays a crucial role in bridging the gap between consumer intentions and purchase behaviors in the case of organic food selection.

CONCLUSION

The findings of the study unveil that environmental awareness, perceived eco-friendliness, and perceived control over the behavior not only together but also individually have a significant and positive impact on the consumer behavior towards organic food products. Utilizing these outcomes as a basis, a few suggestions can be made to the industry and stakeholders. The producers and marketers of organic goods to start with should communicate the health and environmental benefits of consuming organic products in a straightforward and informative way, thus increasing public awareness. The firms should create and maintain the perception of green value by ensuring the product quality, organic certification, and full transparency in the supply chain, thereby securing the trust of consumers. The senior management of the company should then make the organic products available through wider distribution, attractive pricing, and convenient online purchasing processes.

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