

Halal Organic Food Consumption Behavior: Health Awareness, Pro-Environmental Motives, Price, Sustainability and Food Safety Among Consumers in Kediri, East Java, Indonesia

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Abstract— The halal organic food market is growing rapidly in the current era, therefore producers need to understand motivations, perceptions, attitudes and consumption behaviour in purchasing halal organic food. Based on a survey of 200 respondents, this research investigates the relationship between health awareness, pro-environmental motives, price, sustainability and food safety on halal organic food consumption behaviour. The findings of this research reveal that health awareness, pro-environmental motives, sustainability and food safety are positively related to consumption behaviour, even though price empirically does not support the consumption behaviour of halal organic food.

Keywords— consumption behavior, health awareness, pro-environmental motives, price, sustainability, food safety.

INTRODUCTION

Rapid population growth and food needs, as well as inappropriate land management, have resulted in environmental conditions being damaged and this has become a global concern (Dong et al. 2023; Çakmakçı, Salık, and Çakmakçı 2023). In line with sustainable development goals, environmentally friendly organic food is an option (Journal et al. 2024; Hermin Istiasih et al. 2022). Consuming organic food is an effective way to protect health, food safety and be more pro-environment and the majority of people in Kediri are Muslims so halal food is a priority for consumption. Organic food needs to meet halal certification where Muslims are currently more sensitive to halal requirements (Bux et al. 2022). Halal organic food is food that is considered new to consumers in Kediri.

The change from conventional food to halal organic food is believed to protect the environment, as well as make people more aware of their health (Hermin Istiasih et al. 2022; YONG 2023). Consumers who prioritize food safety and halal demonstrate the behavior of consuming food products that are environmentally friendly, safe to protect their health, sustainable and halal. Halal organic food has become one of the most relevant alternatives in this century, this is due to widespread health awareness and pro-environmental motives (Hermin Istiasih et al. 2022) as well as increasing public awareness of health and sustainable food even at premium prices.

Halal organic food is not only important for environmental health but is also increasingly popular in

society. From an environmental, social and economic point of view, the sustainable positive development of halal organic food (Aghasafari et al., 2020). Previous research shows that the comparison between conventional food and halal organic food is a transformation of food that is more environmentally friendly, healthier, and this is very urgent, but consumers in Kediri do not yet have a strong awareness of buying halal and environmentally friendly organic food, as well as consumer demand. In Kediri there is still a lack of halal organic food.

Previous research discussed issues regarding organic food and halal food, but there needs to be further research on halal organic food consumption behavior which is influenced by health, pro-environmental motives, price, sustainability and food safety. This research aims to identify, understand, analyze and prove halal organic food consumption behavior which is influenced by health, pro-environmental motives, price, sustainability and food safety as well as to find out the main factors that influence consumer behavior in Kediri, East Java, Indonesia towards halal organic food.

Theory and Hypothesis Development

This research investigates halal organic food consumption behaviour which is influenced by health awareness and pro-environmental motives which are mediated by price and moderated by sustainability. This research also highlights the most influential variables and the reasons underlying consumer behaviour in purchasing halal organic food.

Health Awareness and consumption behaviour

Today's consumers are very concerned about their health (Vignesh et al. 2024). More and more research is examining how decision making regarding halal organic food affects health and is more pro-environmental (Castellini et al. 2023), serta berkelanjutan (Journal et al. 2024). Consumer health awareness is a consumption behavior that is formed by certain cognitive bases (Zeng, Lin, and Zhou 2023). This health awareness functions as a fundamental driver for decision making regarding the consumption of halal organic food. Consumers who pay attention to their health will look for information related to the benefits of halal organic food, the production process, government supervision and regulations regarding the safety quality of halal organic food, so that they will choose to buy food that is safe for their health and the environment (Prince and Wahid 2023). This research proposes the following hypothesis:

H1. Health awareness has a positive influence on consumption behaviour of halal organic food.

Pro-environmental motives and consumption behaviour

Consumers are now starting to have choices about food attributes to protect the environment (Rossi and Rivetti 2023). Halal organic food is considered more environmentally friendly than conventional food Nicolosi, Laganà, and Di Gregorio (2023) states that consumers are aware of environmental conditions damaged by consumption and the impact on human health. Environmental problems influence consumers in making purchasing decisions, which leads to an increased tendency towards purchasing halal organic food. Pro-environmental motives have been studied as a dependent variable to test the relationship between pro-environmental motives and halal organic food consumption behavior. The research hypothesis is proposed as follows:

H2. Pro-environmental motives have a positive influence on consumption behavior of halal organic food.

Prices and consumption behaviour

The price perceived by consumers is the main predictor of consumption behavior (Ahmed et al. 2023). Measuring the price perceived by consumers is an indicator of the willingness to pay a premium price for a product (Bushara et al. 2023). Research in the context of halal organic food (Prince and Wahid 2023; Abdou et al. 2024); found that consumers have a willingness to pay a

premium price for halal organic food. Consumers' high concern for the environment tends to lead to a willingness to pay premium prices, including for halal organic food. The third hypothesis is proposed as follows:

H3. Price has a positive effect on consumption behaviour of halal organic food.

Sustainability and consumption behavior

Sustainable focuses on human survival and overall ecological sustainability (Hariram et al. 2023). The main goals of sustainable food include a long-term healthy environment, economic profitability, and food safety (Varzakas and Smaoui 2024). A sustainable food system in the future must be technically appropriate, productive, economically viable, efficient, socially just and acceptable, environmentally friendly, protecting natural resources. Sustainable consumption behavior includes ecological awareness (Khan and Thomas 2023), responsible consumption (Jasrotia, Darda, and Pandey 2023), pro-social consumption behavior (Jansen, Hoja, and Rahe 2023). The fourth hypothesis is proposed as follows:

H4. Sustainability has a positive effect on consumption behaviour of halal organic food.

Food safety and consumption behaviour

Frequent food incidents that cause environmental damage and harm health have made consumers increasingly concerned about the safety of the food they consume. The widespread use of food additives, pesticides, food flavourings, inappropriate food processing is a concern for consumers. Food safety concerns reflect the extent to which consumers are anxious about food ingredients, production, methods, and agricultural practices (Nocella, Wu, and Cerroni 2023). Consumers who are more concerned about the safety of the food they consume will look for safe, natural food and avoid eating foods that contain dangerous substances (Nocella et al. 2023; Onyeaka et al. 2024). Consumers are increasingly purchasing halal organic food for the safety of the food they consume, because they consider food safety (Tseng et al. 2022). In this regard, consumers' attention to food safety makes them consume halal organic food. Previous research shows a correlation between food safety issues and halal organic food consumption behaviour (Al-Mahmood 2023; Bux et al. 2022), and this research hypothesizes as follows:

H5. Food safety has a positive effect on consumption behaviour of halal organic food.

RESEARCH METHODS

This research focuses on factors that influence consumption behavior of halal organic food, and the

factors that will be examined in this research are health awareness, pro-environmental motives, price, sustainability, and food safety. The model in this research can be seen in Figure I.

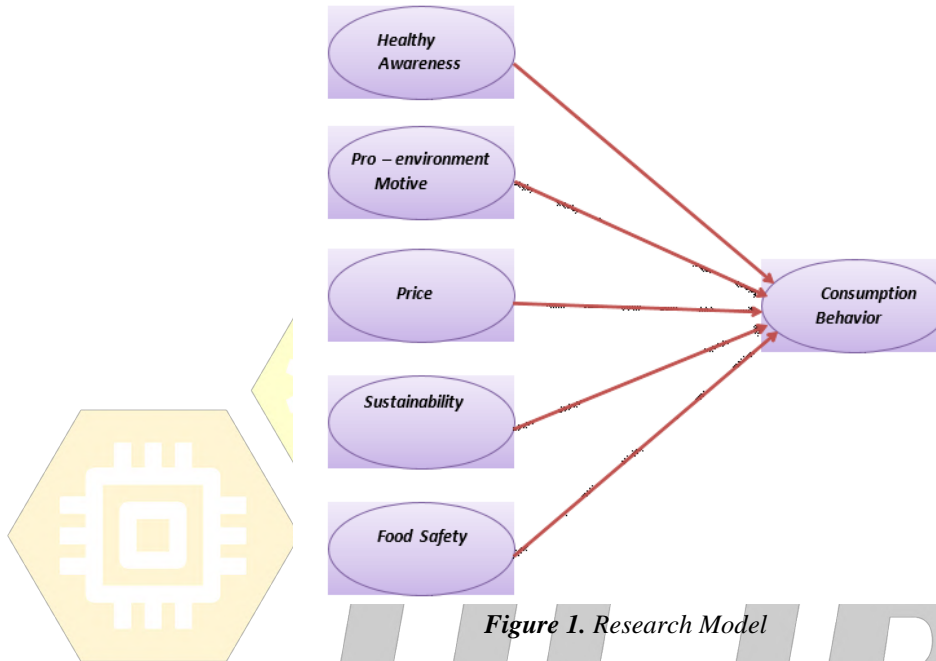


Figure 1. Research Model

Sample and Data Collection

The output of this research are factors that need to be considered and have an influence in increasing the consumption behavior of halal organic food in Kediri, East Java, especially employees and members of DWP UPT PSDA WS Brantas in Kediri, East Java, Indonesia. The factors that influence the consumption behavior of halal organic food were carried out and the research was carried out using quantitative research methods, where this research tested certain theories by testing the relationship between variables using research instruments. The object of this research is halal organic food consumers who are at least 25 years old and have consumed halal organic food for at least the last year.

A sample of 200 participants agreed to participate in this study and according to de Rooij et al. (2023) that a minimum sample size of 50 to 200 is required and a sample size greater than 30 and smaller than 500. Respondents were selected using the non-probability convenience sampling method and the non-probability sampling method provides flexibility to researchers because the sample can be accessed easily and higher survey response rates can be achieved. The

questionnaire survey used random sampling with a total of 200 respondents. This research conducted a questionnaire survey using a five-point Likert scale to obtain data for each construct in the research model.

RESULTS

Respondent Characteristics

The characteristics of the respondents in this study can be seen in table 1. Of the 200 respondents, 49% were men and 51% were women. Respondents' ages varied from 25 years to more than 57 years and the majority of respondents were over or 57 years old in the range of 49.5%. In terms of education, the majority have undergraduate status at 40.5%.

Respondents with civil servant jobs dominate the consumption behavior of halal organic food with a percentage of 34.5%. The majority of respondents' religion is Islam with a percentage of 73.5% with a marital status of 83.5%.

The total income of respondents in this study varied greatly, but was dominated by respondents with incomes of more than ten million rupiah.

Table 1. Respondents Profile

Category	Frequency	Percent (%)
Gender		
Male	98	49
Female	102	51
Age		
25-35 years	17	8,5
36-46 years	28	14
47-57 years	56	28
>57 years	99	49,5
Education		
High school	5	2,5
Diploma/Certificate	39	19,5
Bachelor	81	40,5
Postgraduate	75	37,5
Profession		
Private employee	29	14,5
Teacher	45	22,5
Lecturer	55	27,5
Government employee	69	34,5
others	2	1
Religion		
Islam	147	73,5
Cristian	23	11,5
Catholic	19	9,5
Hindu	6	3
Buddha	5	2,5
Kong Hu Cu	0	0
Marital Status		
Single	15	7,5
Married	167	83,5
Others	18	9
Income (Rp)		
≥ 5 million	7	3,5
5– 7 million	56	28
7 – 9 million	42	21
≤ 10 million	95	47,5

Source: Researcher (2024)

This research uses validity and reliability tests to measure the accuracy and consistency of the instrument (Sutcliffe and Radonovich 2020).

Table 2 shows the results of all items exceeding the recommended value of 0.5 (de Rooij et al. 2023). Composite reliability is used to test the extent to which the construct indicators truly represent the latent and the

results of this study have exceeded the recommended value of 0.7 (Hair, Ringle, and Sarstedt 2011).

Average variance extracted (AVE) is used to examine the variance captured by construct indicators relative to measurement error.

In this study, the AVE for the respective indicators is in the range of 0.591 and 0.866 (Table 2).

Table 2. Results of Measurement Model

Model Constructs	Items	Factor Loadings	CA	CR	AVE
Health Consciousness (HC)	HC1	0.859	0.959	0.971	0.866
	HC2	0.889			
	HC3	0.934			
	HC4	0.929			
	HC5	0.979			
	HC6	0.951			
Pro Environmental Motives (PEM)	PEM1	0.877	0.778	0.860	0.591
	PEM2	0.529			
	PEM3	0.658			
	PEM4	0.924			
Price (P)	P1	0.723	0.851	0.878	0.621
	P2	0.886			
	P3	0.951			
	P4	0.588			
	P5	0.761			
Sustainable (S)	S1	0.753	0.841	0.888	0.619
	S2	0.871			
	S3	0.975			
	S4	0.581			
	S5	0.780			
Food Safety (FS)	FS1	0.873	0.923	0.943	0.784
	FS2	0.912			
	FS3	0.807			
Consumption Behavior (CB)	CB1	0.865	0.915	0.934	0.778
	CB2	0.934			
	CB3	0.876			
	CB4	0.775			

Based on Table 2, there is a reliability analysis which is an indication of the consistency of the instrument in measuring concepts and helps access the goodness of the measure. Reliability is a measure of how closely the various items that form a scale are correlated. There are different types of reliability estimates and one of the

most widely used tests is CA (Cronbach's Alpha) and was used in this study. CA results should range from zero to one, where closer to one means there is a high level of internal consistency between variables. In this case, Table 2 shows that the CA results range from 0.78 to 0.96, thus confirming the reliability of the instrument.

Table 3. HTMT

Model Construct	Health Consciousness	Pro Environmental Motives	Price	Sustainable	Food Safety	Consumption Behavior
Health Consciousness						
Pro Environmental Motives	0.811					
Price	0.467	0.675				
Sustainable	0.824	0.975	0.588			
Food Safety	0.863	0.971	0.598	0.761		
Consumption Behavior	0.873	0.942	0.496	0.787	0.793	

Table 3 shows discriminant validity, which is also referred to as HTMT, where HTML tests measures to examine the extent to which items differentiate between different constructs or concepts. This table is done first by looking at the correlation between measures for the potential overlap of a construct and this table is to check

whether the items have strong loadings on their constructs in the model. This research also tests whether the average variance of each construct and its measurements is greater than the average variance between one construct and another construct. The results shown in Table 3 show that the squared correlation of

each construct is smaller than the average variance extracted by the indicators measuring that construct.

Hypothesis test

Researchers discuss path analysis to confirm the hypothesis proposed in the research, and based on the

results of Table 4, the R square value of 0.819 shows that 81.9% of the variance in respondents' consumption behavior towards halal organic food can be explained by health awareness, pro-environmental motives, price, sustainability and food safety.

Table 4. Coefficient of correlation

	R Square	R Square Adjusted
Consumption Behavior	0.833	0.819

Table 5. Hypotheses Testing

Items	Coefficient	T Value	P Values	Decision
Health Consciousness → Consumption Behavior	0.377	5.754	0.000	Supported
Pro Environmental Motives → Consumption Behavior	0.631	11.011	0.000	Supported
Price → Consumption Behavior	-0.035	1.221	0.091	Not Supported
Sustainable → Consumption Behavior	0.711	2.825	0.002	Supported
Food Safety → Consumption Behavior	0.679	1.355	0.003	Supported

Table 5 shows the influence of health awareness items, pro-environmental motives, price, sustainability and food safety on halal organic food consumption behavior. The findings in this research are that health awareness, pro-environmental motives, sustainability and food safety have a direct influence on the proposed hypothesis. The variables health awareness, pro-environmental motives, sustainability and food safety are positively related to halal organic food consumption behavior with a beta value of 0.377 respectively; 0.631; 0.711 and 0.679 where $p < 0.01$. The t value of the path coefficients was generated to test the significant contribution of each path following a bootstrapping approach to validate the hypothesis proposed in the study. The results show that there are four hypotheses supported in this research, namely health awareness, pro-environmental motives, sustainability and food safety with t values ranging from 5.754 to 11.011.

DISCUSSION AND CONCLUSION

Based on the findings, the majority of respondents among employees and members of DWP UPT PSDAWS Brantas in Kediri, East Java, Indonesia are aware of the consumption of halal food, especially regarding organic food. They become aware of their lives as a reaction to their way of life as Muslims with knowledge of the Halal concept. In addition, research findings show that among these variables, there are four

direct influence variables in this research model, they are health awareness, pro-environmental motives, sustainability and food safety which are predictors of consumption behavior towards halal organic food. The findings also show that there is a positive relationship between these four variables and the consumption behavior of halal organic food, but based on these findings, price is not supported in this research because the price of halal organic food is relatively more expensive than conventional halal food.

Overall, the findings of this research show that consumers of halal organic food in Kediri, especially employees and members of the DWP UPT PSDAWS Brantas in Kediri, East Java, Indonesia, prioritize health awareness, pro-environmental motives, sustainability and food safety as their motives in consuming halal organic food. The government should further promote guarantees of sustainable food safety and affordable prices for halal organic food products sold on the market to motivate consumers to buy these products. Campaigns and special events regarding the health of halal organic food and environmental damage can increase public knowledge about halal organic food, such as agriculture and environmentally friendly production methods. Apart from that, the government must also create policies regarding halal organic certification and logos to build better consumer

confidence in halal organic food. The empirical results of this research show that halal organic food consumers in Kediri have a strong concern for sustainable food, which encourages them to buy organic food. Consumers believe that organic food is better in terms of nutritional value, quality, safety and health benefits, and is safe for the environment in the long term.

The research findings can be concluded that consumers in Kediri perceive that halal organic food is sold at high prices in the market, thus affecting their purchasing power. Therefore, the price of halal organic food must be reduced by encouraging more halal organic food products that are produced locally at lower costs. The government must support local organic farmers by providing more subsidies and financial assistance to encourage more locally produced halal organic food products. Halal organic food producers are also advised to prioritize nutritional value, long-term health benefits, and concern for the environment and make halal organic food products affordable for consumers. The theoretical contribution of this research is the validation and development of halal organic food consumption behavior and in this research, health awareness, pro-environmental motives, sustainability, food safety and price are proven to be important constructs that influence halal organic food consumption behavior. From a managerial perspective, the findings of this research provide valuable information for entrepreneurs or marketers of halal organic food in Kediri who want to increase sales and achieve sustainable business growth.

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