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Identification of Intention to Buy Healthy Food

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Abstract---*Research on the intention to buy healthy food products is interesting to study because many studies show mixed results. The purpose of this study was to determine the effect of health awareness factors, attitude factors, environmental awareness, lifestyle, and knowledge on purchase intentions of healthy food products with case observation settings in Solo City involving 100 respondents. The results of the analysis show that the four variables of health awareness, attitude, environmental awareness, and lifestyle have a significant effect on buying interest, while the knowledge factor has no effect. Limitations and research suggestions become a reference for further research. However, the knowledge factor that does not affect purchase intention from this research still needs to be examined through the educational process so that it has a long-term effect.*
Keywords---*consumption, healthy food, identification, knowledge, purchase intention*

Introduction

The need for healthy food does not only refer to the interests of fulfilling consumption but is also related to the interests of a healthy lifestyle (Chen & Antonelli, 2020; Kusdianto et al., 2020; Petrescu et al., 2020). On the one

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hand, this reality refers to the importance of perceived health and on the other hand, the demand for healthy food is growing rapidly, not only in the majority of developed industrialized countries but also in developing poor countries (Li & Jaharuddin, 2021; Teixeira et al., 2021). Therefore, this fact becomes a challenge as well as an opportunity for the healthy food market. Marketing management theory asserts that switching behavior is influenced by and also affects three factors, namely behavior, attitudes, and perceptions (Kusdianto et al., 2020). In this regard, consumption of organic products is one of the evidence of the phenomenon of switching behavior which is marked by the shift in consumption to healthy food due to various factors (Chen & Antonelli, 2020; Plasek et al., 2020).

The rapid development of healthy food consumption provides an overview of the market potential that is increasingly open to providing opportunities for distribution and supply for food fulfillment. This reality has a huge potential, not only in its efforts to fulfill it but also in the competition in the healthy food product segment (Imani et al., 2021; Janssen et al., 2021; Ariadi et al., 2021). Therefore, the current competition in the healthy food market tends to be higher and therefore the issue of price becomes competitive, although on the other hand it cannot be denied that there is an interest in guaranteeing the quality of healthy food products. This fact then triggers a change in consumer behavior, especially the case from traditional – conventional food to healthy food (Kusdiyanto et al., 2019).

Theoretical changes in consumer behavior are an interesting issue because, in an era of increasingly rapid competition, it is possible to create new products to meet consumer needs. In this regard, research on the transition of consumption to healthy food is an interesting issue because it is not only related to health and social factors style life but also the consequences of higher prices and evolving subjective norms. Therefore, building collective awareness of healthy living behavior towards the intention to buy healthy food products is important (Rejeki et al., 2021; Suryana et al., 2021; Tariga et al., 2021). Meanwhile, switching behavior is complex behavioral research. It is also influenced by cognitive aspects. The synergy between switching behavior in the case of healthy food is also related to the phenomenon of "consumer 'green' behavior" which is marked by the occurrence of healthy living behavior with indications of changes in consumer behavior. This reality is also marked by the increasing consumption of healthy food. However, this phenomenon tends to develop in developed industrial countries, while cases in developing countries tend to show an increasing trend (Bagher et al., 2018; Chen & Antonelli, 2020; Hoang et al., 2019).

The fact that healthy food consumption is a promising business opportunity. The trend of consumption of healthy food in developing countries and the reality of healthy food consumption behavior in developed industrial countries also indicate the reality of changing consumer behavior which is then known as pro-environmental behavior. The identification of this behavior is higher than the green purchase behavior. Therefore, changes in consumer behavior for healthy food also directly affect changes in transactions for all green products so that the need for green goods is increasing in all green market activities and this has an effect on decreasing demand for conventional goods (Ben Hassen et al., 2021; Li & Jaharuddin, 2021; Plasek et al., 2020).

The identification of various empirical research results indicates that switching behavior towards healthy food is influenced by several factors, for example first: individual attitudes regarding health factors (Li & Jaharuddin, 2021; Najib et al., 2020). The positive attitude of the individual will have a positive effect on the purchasing power of healthy food, and vice versa. In addition, awareness of style Healthy living also has a positive effect on the intention to buy healthy food (Najib et al., 2020; Pomsanam et al., 2014; Tariga et al., 2021; Yadav & Pathak, 2016). Second: the aspect of knowledge of style life, health, and the environment are also important factors in the attractiveness of consuming healthy food. That is, the high aspect of knowledge on the benefits of healthy food has a positive effect on purchase intention. Therefore, education to the public regarding healthy food is very important because it has an impact on health in a sustainable manner Ling & Ang, 2018; Teixeira et al., 2021; Yadav & Pathak, 2016).

Third: subjective norms prevailing in society. This cannot be separated from the collective awareness of environmental management, health aspects, and also important values style healthy life. Therefore, subjective norms tend to be different in each individual depending on the environmental conditions that shape them (Imani et al., 2021; Li & Jaharuddin, 2021; Teixeira et al., 2021; Yadav & Pathak, 2016). Fourth: the difference in the price to be paid. The fact is that healthy food tends to have a higher price, so the price gap is an important factor in changing consumption behavior for healthy food (Najib et al., 2020). The identification of these factors indicates that research related to the intention to buy healthy food tends to continue to grow and become an interesting issue (Kusdianto et al., 2020; Kusdianto et al., 2020).

Healthy food consumption tends to rise in tandem with consumer knowledge and changes in healthy lifestyles. The results of empirical research mapping on the intention to buy healthy food demonstrate that there is a wide range of outcomes (Ben Hassen et al., 2021; Janssen et al., 2021; Li & Jaharuddin, 2021; Teixeira et al., 2021). This opens up the possibility of conducting research based on the context of the findings in this case. On the one hand, the demand for and consumption of nutritious foods in developing countries is on the rise, yet there is an issue with

buying intention. As a result, the research question is: How do health awareness, attitude variables, environmental care, lifestyle, and knowledge factors influence the desire to purchase healthy food products? The study's goal was to see if health awareness variables (HA), attitude factors (AT), environmental concerns (EC), lifestyle (HL), and knowledge factors (HF) had an impact on food product purchase intentions. healthy. A quantitative study with regression analysis including 100 samples of housewives was used to attain the aims. The underlying notion is that housewives are more concerned with their family's health and nourishment (Kusdianto et al., 2020; Kusdianto et al., 2019).

Research Method

The research method is quantitative analysis, namely multiple regression analysis involving 100 housewives in Solo. The underlying assumption is that housewives are more concerned about health and food for the family. Regression testing refers to standard procedures, namely classical assumption testing as a condition for generalizing the results. Hypothesis testing includes 5 things, namely the influence of knowledge, attitude factors, healthy lifestyles, environmental awareness, and health awareness on the intention to buy healthy food products which in this case are organic vegetables. The description of the mathematical functions of this research are: F (health awareness, attitude, environmental awareness, lifestyle, and knowledge) = intention to buy healthy food products.

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Testing of analytical tools using multiple regression analysis and classical assumptions is the testing stage to support the achievement of robustness in research results as a consequence of the rigidity of the procedural research using regression analysis tools. Explanations of the variables that support the development of the research model and also the indicators are shown in table 1 as follows:

Table 1
Question variables and indicators

Variable	Indican	Question Indicator	Source
Health Awareness HA	5	I consider myself an informed consumer I often think about health-related issues I know myself with high health awareness I think that I consider health in my life a lot My health is precious to me and I sacrifice a lot to get it	Bagher, et al (2018); Yadav and Pathak (2015)
Attitudes Towards Healthy Food AT	5	Purchasing healthy food is a good idea Purchasing healthy food is a wise choice I love the idea of buying healthy food Healthy food products have a higher price healthy food products have a higher quality	Bagher, et al (2018); Yadav and Pathak (2015); Fang Chen (2009).
Environmental Concerns EC	5	The balance of nature is very sensitive and can easily blend Humans must preserve the balance of nature to survive I split the rubbish and pour it into separate containers I prefer to consume recycled products I carry out environmental protection duties	Bagher, et al (2018); Yadav and Pathak (2015); Fang Chen (2009).
Healthy Lifestyle HL	5	I avoid eating processed foods I often eat fruits and vegetables (High intake of fruit) I eat less red meat (moderate intake of meat) I avoid eating food products with additives I regularly test my health (regular health checks)	Bagher, et al (2018); Chen (2009).
Healthy Food	3	I would like to have more knowledge about healthy food	Bagher, et al (2018);

Knowledge HF		products before shopping More knowledge about healthy food products helps me decide to buy them. I am confident in my knowledge of healthy food products.	Yadav and Pathak (2015); Fang Chen (2009).
Intention to Purchase IP	2	I want to buy healthy food when shopping I will try to buy healthy food shortly	Bagher, et al (2018); de Magistris (2007).

Results and Discussion

Respondent identification

The distribution of questionnaires to obtain data was carried out by visiting households and business places that were still open before the COVID-19 pandemic. The number of questionnaires distributed is 100 involving housewives with the assumption that they care about healthy food consumption and all of them are returned and filled out properly so that everything can be processed further. The identification of respondents in this study is described in table 2 as follows:

Table 2
Identification of respondents

Identification	Description	Total
Origin	Solo	45
	Outside solo	55
Profession	Civil servant	32
	Private	35
	Entrepreneur	33
Education	S2	5
	S1	43
	Diploma	25
	Senior High School	27
Number of children	2 kids	37
	> 2 kids	63
Place of residence or place of business	One's own	36
	Not Own	64
Shopping Frequency	2 times per week	21
	> 2 times per week	79
Healthy Food Info	Mass media	24
	Social media	26
	Family	15
	Advertisements / Brochures	35
Consumption / month	Rp. 5 million	45
	> Rp. 5 million	55

The table above confirms that the majority of respondents are from outside Solo (55%), employment status tends to be not much different, namely as civil servants (32%), private (35%), and also self-employed (33%). The last education level taken by the respondent is S2 (5%), S1 (43%), Diploma (25%), and High School (27%) while the number of child ownership is two children or less (37%) and more than two children (63 %). Data on ownership of a house or place of business, namely the status of own (36%) and not own (64%). Data on the frequency of spending per week is distinguished between twice a week or less (21%) and more than twice a week (79%). Descriptions of information on healthy food were obtained by respondents through mass media (24%), social media (26%), family (15%), and advertisements/brochures (35%) (Attanasio, 1999; Pérez-Lombard et al., 2008).

Classic assumption test
Validity test

Validity testing is intended to ensure that the variables measured are the correct ones to be studied so that they can represent the research objectives. In addition, validity is also intended to measure the questionnaire so that it shows the value of the validity of something being measured. The accuracy in these measurements will be able to provide an accurate description of the testing objectives of the research and ensure the measurement indicators. Therefore, validity can also be referred to as a questionnaire measurement used in research. The results of the SPSS 17.0 analysis confirmed that all question items were clustered (Chapman & Maclean, 1993; Niebylski et al., 2015).

Reliability test

The reliability test is intended to be able to see the consistency of the question items measuring the information intended in the study. Therefore, the purpose of reliability testing is to assess the consistency of the questions in a questionnaire distributed to respondents in the hope of reflecting the existing facts so that they are consistent with what is intended for the research. This confirms that the reliability test is a measurement of the reliability and or consistency of the question items in the questionnaire for the study. The results of the reliability test showed that all question items in the questionnaire were reliable because the Cronbach alpha value was more than 0.7.

Table 3
Reliability test results

	Cronbach Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Health Awareness HA	,757	,635	,680
		,639	,678
		,697	,755
		,787	,736
Attitudes Towards Healthy Food AT	,774	,615	,719
		,706	,586
		,643	,526
		,622	,520
		,714	,533
Environmental Concerns EC	,783	,735	,822
		,723	,540
		,678	,312
		,706	,416
		,754	,386
Healthy Lifestyle HL	,809	,746	,765
		,637	,760
		,659	,752
		,795	,775
		,693	,774
Healthy Food Knowledge HF	,776	,739	,796
		,727	,679
		,696	,773
		,761	,885
Intention to Purchase IP	,824	,600	,794
		,797	,794

Normality test

Testing the normality assumption is intended to determine whether the existing data is normally distributed or not. One of the normality tests is the Kolmogorov Smirnov test and this test is one of the important things in linear

regression because it is a requirement for classical assumptions. From the results of the analysis with SPSS 17.0, it shows that the significance for all variables is more than 0.5, namely HA (0.17), AT (0.118), EC (0.108), HL (0.97), HF (0.128), and IP (0.117). Therefore, the research data is normally distributed so that it meets the requirements in the classical assumptions for regression analysis (Teletchea et al., 2005; Bartels & Reinders, 2010).

Multicollinearity test

Multicollinearity testing is intended to determine the correlation between independent variables in disturbing research. The multicollinearity problem is sensitive to increasing the number of samples. The problem of multicollinearity does not affect predictive ability simultaneously but has a variable effect because of the effect of changes in the beta coefficient. Therefore, the multicollinearity problem which is indicated by the correlation between variables, the predictive value is not reliable. The test results show that all variables in this study are not correlated as indicated by the VIF value of less than 10 and this confirms that there is no multicollinearity problem (Wilcock et al., 2004; Walker et al., 2003).

Heteroscedasticity test

The heteroscedasticity test is intended to determine the variance inequality of the residuals in the observations for the regression model. The problem of heteroscedasticity can cause the regression model to be inefficient in explaining the existing phenomena. The test results confirm that the model in this study does not show any heteroscedasticity problems as indicated by the significance of the five variables more than 0.05 (Rana & Paul, 2017; Asif et al., 2018).

Autocorrelation test

Autocorrelation testing is intended to determine whether there is a correlation between variables in the predicted model. The autocorrelation problem becomes important if the regression analysis uses time-series data. The results of the autocorrelation test with the Durbin Watson test show that the calculated DW value is d = 2.17 (the number of samples is 100 and the number of variables 5 according to the DW table produces a value of dL = 1.5710 and dU = 1.7804) so that the resulting value is (4 – d or 4 – 2.17) of 1.83. Referring to the autocorrelation test formula that if d < dL then there is a positive autocorrelation if d > dU then there is no positive autocorrelation, and if dL < d < dU then the test is not convincing or can not be concluded, it can be concluded in this research the value of d > dU is 1.83 > 1.7804 so there is no autocorrelation. Besides that (Vallejo et al., 2019; Etuk et al., 2022).

Multiple linear regression analysis

Classical assumption testing shows that all procedurals have passed so that it can be continued for hypothesis testing. The test of this research uses multiple regression analysis, namely testing the linear relationship between two or more independent variables (X1, X2,….Xn) with the dependent variable (Y). This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether each independent variable is positively or negatively related and to predict the value of the dependent variable if the value of the independent variable increases or decreases. The test results with SPSS obtained an R-value of 0.767 so that it shows a strong relationship between the variables of health awareness (HA), attitude factors (AT), environmental awareness (EC), lifestyle (HL), and knowledge factor (HF) on the intention to buy healthy food products. The percentage of the contribution of these five variables to purchase intention is 0.588 or 58.8 percent, which is indicated by the value of R square while the rest is influenced by other variables outside the model (see attachment 7). This result is strengthened by the significance of the F test value of 51.407.

The results of hypothesis testing showed that the health awareness variable (HA), attitude factor (AT), environmental concern (EC), and lifestyle (HL) had a significant positive effect while the knowledge factor variable (HF) did not. significant. This confirms that the health awareness variables, attitude factors, environmental awareness, and lifestyle affect the purchase intention of healthy food products but the knowledge factor variable does not affect the purchase intention of healthy food products. This finding is interesting to study because although the four variables simultaneously influence the purchase intention of healthy food products, partially, each variable has a different effect.

Table 4
Regression test results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.811	.323		2,662	.012**
	KK	.339	.055	.312	5.183	.001**
	FS	.372	.051	.462	7.285	.000*
	KL	.351	.044	.433	7.145	.002**
	GH	.232	.101	.451	6.145	.000*
	FP	.017	.037	.028	.157	.889

Note: * significant at = 1%; ** significant at = 5%

Behavioral research related to the purchase intention of healthy food products continues to grow and the findings of research results show diversity. This illustrates that several factors that support the decision to purchase healthy food products are not only influenced by certain factors but many factors support the decision to purchase healthy food products. On the one hand, this is interesting because marketers must determine various strategies to influence the decision to purchase healthy food products, while on the other hand consumers have an interest in their decisions so that the identification of all these factors has a positive influence on marketing strategies. The health awareness variable is one of the important keys to buying healthy food products which indirectly illustrates the importance of understanding consumer behavior. This confirms that the aspect of health awareness is also one of the factors that support healthy living behavior and also a healthy lifestyle in the community. Therefore, building health awareness is something that must be done sustainably, especially concerning the increasing population and increasing pollution and industrialization that demands efficiency. Related to this, the high level of health awareness is one of the important factors in buying intention to consume healthy food products. What is also supportive is the government's concern which is also supported by the business world or industrialization on the importance of healthy food products. The urgency of health awareness also cannot be separated from the increasing threat of environmental damage (Li & Jaharuddin, 2021; Najib et al., 2020; Yadav & Pathak, 2016). This finding supports the research results (Bagher et al., 2018; Tariga et al., 2021; Yadav & Pathak, 2016).

The attitude factor basically cannot be separated from the individual's belief in something, while the belief itself can be built through trust, including health awareness. Therefore, the strong aspect of health awareness in individuals will indirectly affect individual attitudes. That is, positive health awareness will certainly build a positive individual attitude, and vice versa. That is, the attitude factor variable in this study is an inseparable part of the health awareness variable because it forms an individual's positive attitude (Yadav & Pathak, 2016). Therefore, the findings of this research support the results of research from (Bagher et al., 2018; Li & Jaharuddin, 2021; Najib et al., 2020; Teixeira et al., 2021; Yadav & Pathak, 2016).

Environmental concern for the need for healthy food refers to the chain of consumer behavior. This shows that the industrialization that is emerging and developing at this time is a trigger for the threat of environmental damage which then has a systemic impact on pollution. Therefore, the emergence of environmental concerns and pressure on industrialization that can be more environmentally friendly ultimately requires industrialization to create production machines that are not only able to produce maximum and efficient production but must also be environmentally friendly. This means that the demands for environmentally friendly industrialization are getting stronger at this time and regulations regarding ISO makes it imperative to be able to penetrate the export market. That is the chain of production demands, efficiency (Yadav & Pathak, 2016). These findings support the results of research from Bagher et al. (2018); Li & Jaharuddin (2021); Najib et al. (2020); Nguyen et al. (2016); Yadav & Pathak (2016), although contrary to research results (Teixeira et al., 2021).

The consumption of healthy food products is not only influenced by changing consumer behavior but in the long term, it is also related to lifestyle changes. Therefore, the identification of the variables tested in this research indirectly shows a close relationship because the variables support each other. That is, a healthy lifestyle can be formed through awareness of health which then affects the individual's positive attitude. This positive attitude will affect environmental awareness which in the long term will certainly be able to create a lifestyle that influences changes in consumer behavior, namely purchase intentions for healthy food products. The findings of this study

support the results of research from (Bagher et al., 2018; Li & Jaharuddin, 2021; Najib et al., 2020; Teixeira et al., 2021).

The synergy of the five health awareness variables, attitude factors, environmental care, and lifestyle will ultimately shape the character of knowledge factors that individuals can have in seeing the problem of consuming healthy food products. The knowledge factor on healthy food products will affect the intention to buy healthy food products because its essence is on health and fulfilling food needs (Najib et al., 2020). Therefore, knowledge about healthy food products indirectly becomes an important factor that can support the intention to buy healthy food products because the urgency of healthy food knowledge will give a positive impression on the purchase intention and consumption of healthy food products. The results of this study contradict the findings of the study (Bagher et al., 2018; Li & Jaharuddin, 2021; Najib et al., 2020; Yadav & Pathak, 2016).

Conclusion

Changes in consumer behavior are influenced by many factors, both internal and external, so marketers need to pay close attention to all of these factors as steps to support marketing success. Related to this, marketers need to pay attention to the urgency of the health awareness factor that is formed in society in general and each individual in particular so that marketing strategies can be formulated that can increase sales. The synergy of health awareness that is formed will eventually create a positive attitude so that it affects enthusiasm for environmental care. In the next stage, this will create a health-related lifestyle and purchase intention for healthy food products. Therefore, marketers need to pay attention to the four factors that influence the purchase intention of healthy food products, namely health awareness factors, attitude factors, environmental concerns, and lifestyle variables. However, the knowledge factor that does not affect purchase intention from this research still needs to be examined through the educational process so that it has a long-term effect.

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