

UNDERSTANDING THE ROLE OF LIFESTYLE AND PERSONALITY TRAITS IN SUSTAINABLE FOOD PURCHASE INTENTION

Natalia Puteri Widiastuti^{*1}, Heny Kuswanti Suwarsinah^{*}, Ririn Wulandari^{**}

^{*}School of Business, IPB University
Jl. Padjajaran, Bogor 16151, Indonesia

^{**}Department of Master Management, Faculty of Business and Economics, Mercu Buana University
Jl. Meruya Selatan Kembangan, Jakarta 11650, Indonesia

Article history:

Received
2 January 2024

Revised
17 April 2024

Accepted
8 July 2024

Available online
12 August 2024

This is an open access article under the CC BY license (<https://creativecommons.org/licenses/by/4.0/>)



Abstract

Background: Demand for sustainable food products in the global market experienced a significant increase in 2020. When compared with the Asia Pacific and global regions, the per capita growth of Indonesian sustainable food products in 2021 2021 is only 0.06 USD. The market for sustainable food products in Indonesia is still in its early stages and is expected to increase by 6.1% from 2021-2026.

Purpose: This study aimed to analyze factors that influenced sustainable food purchase intention and its managerial implications in the design of sustainable food marketing strategy.

Design/methodology/approach: The study involved six variables: consumer lifestyle, consumer personality, attitudes toward sustainable food products, subjective norms, perceived behavioral control, and sustainable food purchase intention. Data were collected from 209 respondents in the Jabodetabek area and analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM).

Findings/results: The results of this study indicated that consumer lifestyle and personality had no significant direct effect on sustainable food purchase intention. However, the study showed that consumer lifestyle and personality positively and significantly affected attitudes toward sustainable food products. Furthermore, attitudes toward sustainable food products, subjective norms, and perceived behavioral control positively and significantly impacted sustainable food purchase intention. Additionally, consumer lifestyle and personality had a significant indirect effect on sustainable food purchase intention through attitudes toward sustainable food products.

Conclusion: The factors that influenced sustainable food purchase intention directly included attitudes toward sustainable food products, subjective norms, and perceived behavioral control. In contrast, consumer lifestyle and personality had an indirect effect on sustainable food purchase intention through attitudes toward sustainable food products.

Originality/value (State of the art): This study uses the LOHAS lifestyle and the Big Five personality traits to understand sustainable food purchase intention in the Jabodetabek area.

Keywords: LOHAS lifestyle, personality traits, organic food, sustainability, theory of planned behavior

How to Cite: Widiastuti NP, Suwarsinah HK, Wulandari R. (2024). Understanding the role of lifestyle and personality traits in sustainable food purchase intention. *Business Review and Case Studies* 5(2): 263. <https://doi.org/10.17358/brcs.5.1.263>

¹ Corresponding author:
Email: nataliaputeri06@gmail.com

INTRODUCTION

Indonesia has a high demand for food as seen from the increase of average food consumption (BPS, 2021) and is projected to continue to increase until 2024 (BKP, 2021). The large food demand causes various environmental and health problems, therefore meeting the demand through sustainable food production can be seen as a solution as well as a response to environmental and sustainability issues (Rivai and Anugrah, 2011; Fanelli, 2020). Sustainable food products are food that are produced with sustainability aspects in mind, such as organic food. Organic food is said to be sustainable because the production pay attention to the three pillars of sustainable development, namely economic, social and ecological aspects, by utilizing natural resources sustainably in accordance with nature carrying capacity, reducing input costs, improving the health of producers and consumers, and increasing farmers' income (Mayrowani, 2012).

Demand for sustainable food products on the global market experienced a significant increase during 2020 (AOI, 2020). Based on Global Organic Trade Guide data, sustainable food products in Indonesia represent about 0.03% of global demand in 2021. The market for sustainable food products in Indonesia is still in its infancy and is expected to increase by 6.1% from 2021-2026. Consumption level of sustainable food products in Indonesia in June-December 2019 was dominated by urban communities in the provinces of DKI Jakarta, West Java and DI Yogyakarta due to easy access to products. It can be concluded that sustainable food products have good prospects, but the market share growth is still relatively low compared to their potential as people still have limited access to the product. In addition, when compared with the Asia Pacific region and globally, per capita growth of Indonesian organic food products in 2021 will only be 0.06 USD. Hence, research needs to be carried out to examine factors that cause increased consumer demand for sustainable food products.

Consumer lifestyle and personality are important to understanding consumers' sustainable food purchase intentions because they provide valuable insights that enable marketers to develop targeted marketing campaigns, product offerings, and messaging strategies that effectively appeal to their target audience's

preferences and values, ultimately influencing behavior. consumers and purchasing decisions. Lifestyle encompasses a person's habits, preferences and behavior. Understanding consumer lifestyles helps marketers identify patterns and trends regarding their sustainable food consumption. Individuals with a LOHAS lifestyle may prioritize sustainable foods because of its health and sustainability benefits. Personality traits play an important role in shaping consumer behavior. Certain personality traits may be associated with a higher tendency toward sustainable food consumption. Understanding these personality traits helps marketers adapt their marketing strategies to suit specific consumer segments.

Furthermore, previous research results show that consumer lifestyle plays an important role in shaping consumer attitudes (Lin et al. 2018). Consumer personality is known to play a role in influencing interest in buying sustainable products (Sun et al. 2018; Lu et al. 2015). Consumer attitudes towards sustainability are known to mediate the relationship between lifestyle and interest in sustainable consumption (Matharu and Jain, 2021). Research conducted by Arifani and Haryanto (2018) and Irianto (2015) shows that attitudes, perceived behavioral control, and subjective norms affect purchase intention.

This research is specifically using LOHAS lifestyle attribute to assess consumer lifestyle. LOHAS (Lifestyle of Health and Sustainability) describes an emerging lifestyle that is defined by attention to health, well-being, and environmental sustainability. LOHAS used in this study is divided into five dimensions, namely physical fitness, emotional health, spiritual health, environmentalism and social consciousness (Choi and Feinberg, 2021).

To understand consumer personality traits, this research uses The Big Five Personality. The Big Five Personality is a personality model that is widely used for research related to sustainable products (Sun et al. 2018; Gustavsen and Hegnes, 2020). This model can capture similarities between existing personality description systems and provide an integrative descriptive model (John and Srivastava, 1999). The personality traits according to this model are OCEAN (openness, conscientiousness, extraversion, agreeableness, and neuroticism).

Theory of planned behavior is an attitude model that can predict consumer interest to behave in a certain way. Factors that influence consumer interest are attitude toward behavior, subjective norms, and perceived behavioral control. The theory of planned behavior can be adapted for research related to the consumption of sustainable food products (Dangi et al. 2020).

This study aims to provide insight related to the influence of LOHAS lifestyle and Big Five personality on consumer purchase intention of sustainable food products, the influence of consumer attitudes, perceived behavioral control, and subjective norms on purchase intention of sustainable food products, the influence of LOHAS lifestyle and Big Five personality on purchase intention of sustainable food products with consumer attitudes as intervening variables and formulate strategies to increase purchase intention of sustainable food products.

METHODS

Primary data was obtained through surveys by distributing online questionnaires. The population in this study consisted of consumers of sustainable food products in the Jabodetabek area, including both potential consumers and those who had purchased sustainable food products. This region was chosen because it has the largest urban population in Indonesia. Additionally, a survey conducted by AOI (2020) indicated that the level of consumption of sustainable food products in 2019 was dominated by individuals in DKI Jakarta, West Java, and DI Yogyakarta, suggesting that consumers of sustainable food products are primarily found in urban areas. Urban consumers have easier access to sustainable food products, which are available in various supermarkets, organic specialty stores, community markets, and organic restaurants.

Marcoulides and Saunders (2006) stated that the minimum sample size depends on the maximum number of arrows pointing to the latent variables specified in the model when information about the population is not known with certainty. The determination of the sample size was based on path analysis, calculated

by counting the number of paths (arrows) in the framework (Yahaya et al. 2019). The sampling method used in this study was non-probabilistic sampling, employing volunteer sampling techniques. Volunteer sampling is a technique for collecting sampling units on a voluntary basis. The survey was conducted on 209 consumers of sustainable food products residing in the Jabodetabek area, including both potential consumers and those who had purchased sustainable food products.

All research variables were measured using several measurement items with a 5-point Likert scale ranging from “strongly agree” (5) to “strongly disagree” (1). A preliminary test was conducted to assess the validity and reliability of the questionnaire. The data obtained from the main research were then analyzed descriptively and quantitatively. Descriptive statistical analysis was primarily used to process the respondents’ profile data and their answers to each measurement item. Quantitative analysis was conducted using Partial Least Squares Structural Equation Modelling (PLS-SEM). The research model (Figure 1) and the hypothesis of this study are as follows:

- H1: Consumer lifestyle has a significant influence on sustainable food purchase intention
- H2: Consumer personality has a significant influence on sustainable food purchase intention
- H3: Attitudes toward sustainable food products have a significant influence on sustainable food purchase intention
- H4: Subjective norms have a significant influence on sustainable food purchase intention
- H5: Perceived behavioral control has a significant influence on sustainable food purchase intention
- H6: Consumer lifestyle has a significant influence on attitudes toward sustainable food products
- H7: Consumer personality has a significant influence on attitudes toward sustainable food products
- H8: Consumer lifestyle has a significant influence on sustainable food purchase intention through attitudes toward sustainable food products
- H9: Consumer personality has a significant influence on sustainable food purchase intention through attitudes toward sustainable food products

RESULTS

Respondent Characteristic

Based on the data from the distribution of questionnaires, an overview of the characteristics of respondents in the study was obtained. The respondent profile was dominated by women (55.50%) with an age range of 25-34 years (46.41%), and the majority were unmarried (74.16%). The education level of most respondents was undergraduate (66.03%). The majority were private employees (61.24%) with a monthly income level above 9 million rupiah (23.92%). Most respondents lived in the Jakarta area (86.60%). The majority were middle to upper-class consumers, as reflected in their education level (bachelor's degree) and monthly income above the average regional minimum wage. Consumers who are well-educated and belong to the upper-middle social class tend to have a high awareness of the importance of health, leading to a healthy lifestyle and the consumption of sustainable food products as a form of this lifestyle (Adawiyah, 2021).

Structural Equation Modelling Analysis

The testing stages with this SEM method include outer model evaluation, inner model evaluation, and hypothesis testing (Yahaya et al. 2019). The

recommended outer loadings must be >0.708 because it shows that the construct can explain more than 50% of the variety of indicators, thus the measurement items are said to be reliable. There are 16 indicators that are eliminated because they do not meet the assumptions, which resulted in 35 remaining indicators that can be used in further testing. The composite reliability in this study is >0.7 which indicates that the indicators in this study are reliable. Convergent validity measurement using extracted average variance shows that all indicators have met the assumptions and are valid ($AVE >0.5$). Discriminant validity evaluation shows the extent to which the structural model empirically distinguishes structures from other constructs. Cross loading value shows the correlation value between the indicator and the latent variable. Cross loading value for each indicator must be >0.7 . All indicators have met the assumptions and are declared valid. The results of the reflective model measurement can be seen in Table 1.

Measurement of collinearity of formation indicators using VIF value shows that there is no collinearity problem between the research constructs. Evaluation of significance and relevance through outer weights confidence intervals shows that it has met the assumptions. The size of the influence of the relationship between variables can be seen in Table 2.

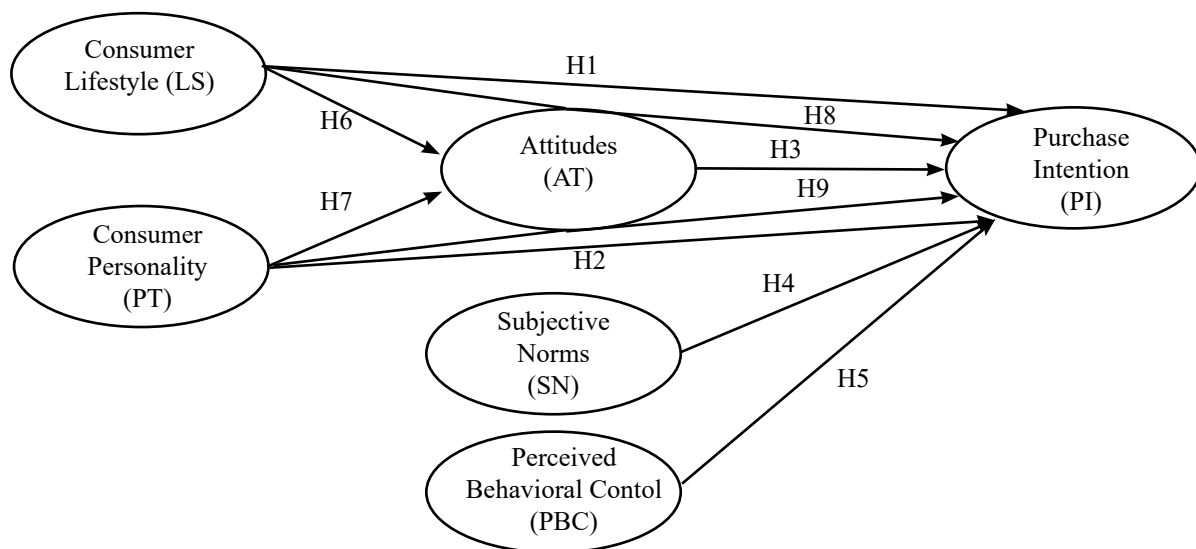


Figure 1. Research model

Table 1. Measurement results of the model

Variable	Indicator	Outer Loading	CR	AVE	
Consumer Lifestyle (LS)	LS1.1. I buy and consume food with my health in mind	0.779	0.842	0.571	
	LS1.2. I limit my consumption of foods such as sugar, coffee, fat, etc.	0.761			
	LS1.3. I choose a diet that is low in fat, saturated fat or cholesterol	0.776	0.839	0.723	
	LS1.4. I avoid eating foods that are high in additives	0.704			
	LS2.1. I try to find the positive side of things	0.804			
	LS2.2. I strive to deal positively with failure and frustration	0.894			
	Consumer Personality (PT)	LS3.1. I feel connected to a power greater than myself	0.814	0.868	0.687
		LS3.2. I nurture the spiritual aspect in myself	0.871		
	Attitudes (AT)	LS3.3. I make time every day to pray, meditate, or reflect on myself	0.801	0.879	0.646
		LS4.2. I choose eco-friendly products	0.894		
		LS4.3. I choose sustainably sourced products over conventional ones	0.784		
		LS4.8. My purchase decisions are based on their effect on the world	0.760	0.913	0.839
		LS4.9. I educate my family and friends about the benefits of environmentally friendly products	0.770		
		LS5.2. I have considered the local community and members of that community in their daily lives	0.896		
LS5.3. I have considered the entire world population and the world's population in their daily lives		0.936			
Subjective norms (SN)		O1. I see myself as a passionate person	1.000	0.828	0.618
		C2. I see myself as a reliable worker	0.735		
		C3. I see myself as a person who does a thorough job	0.739		
	C4. I see myself as a person who is not lazy	0.876			
	E2. I see myself as a sociable person	0.844			
Perceived behavioral control (PBC)	E4. I see myself as a person full of energy	0.852	0.898	0.745	
	E5. I see myself as an active person	0.893			
	A1. I see myself as a person who likes to cooperate with others	0.857			
Purchase intention (PI)	A3. I see myself as a caring person who is kind to almost everyone	0.810	0.820	0.695	
	AT1. I feel that sustainable food products are good for my health	0.873			
	AT2. I feel sustainable food products are beneficial to the environment	0.866			
Consumer Lifestyle (LS)	AT3. I feel that sustainable food products are valuable	0.876	0.931	0.817	
	SN1. My family thinks that I should buy sustainable food products	0.891			
Consumer Personality (PT)	SN2. My friend thinks that I should buy sustainable food products	0.922	0.827	0.615	
	SN3. My colleague thinks that I should buy sustainable food products	0.899			
	PBC2. I have time to buy sustainable food products	0.825			
Attitudes (AT)	PBC3. I have enough money to buy sustainable food products	0.774	0.927	0.864	
	PBC4. I have the necessary information to purchase sustainable food products	0.752			
Subjective norms (SN)	PI1.1. I want to buy sustainable food products in the near future	0.929	0.930		
	PI1.2. I plan to buy sustainable food products	0.930			

Table 2. Measurement of influence sizes

Laten Variable Influence	F ²	Description
Consumer Lifestyle → attitudes	0.067	Weak
Consumer Personality → attitudes	0.107	Weak
Consumer Lifestyle → purchase intention	0.012	Weak
Consumer Personality → purchase intention	0.002	No effect
Attitudes → purchase intention	0.055	Weak
Subjective norms → purchase intention	0.051	Weak
Perceived behavioral control → purchase intention	0.170	Moderate

Goodness of fit assessment is done by looking at the R^2 value. The results of the structural model evaluation show the R value of the purchase interest variable is 0.405. This indicates that lifestyle, personality, attitude, subjective norms, and perceived behavioral control are moderately able to explain the diversity in the purchase intention variable by 40.50%, while the rest is influenced by other variables not observed in this study. In addition, the accuracy of the model prediction can be seen from the Q^2 value where the higher the Q^2 value indicates more accurate prediction accuracy. The results of the predictive relevance test of this research model show a value of 0.329, which means that the independent variables in this research model have the

ability to predict the dependent variable by 32.90%. The predictive accuracy of this research model is included in the moderate category. An evaluation diagram that had been analyzed with SEM can be seen on Figure 2.

Results from hypothesis testing indicate that there are direct effects and indirect effects. Hypothesis testing shows that of the nine hypotheses tested, two hypotheses are not supported, namely Hypothesis 1 and Hypothesis 2. Based on the hypothesis testing, it is found that the indirect effect is more significant than the direct effect. The results of hypothesis testing can be seen in Table 3.

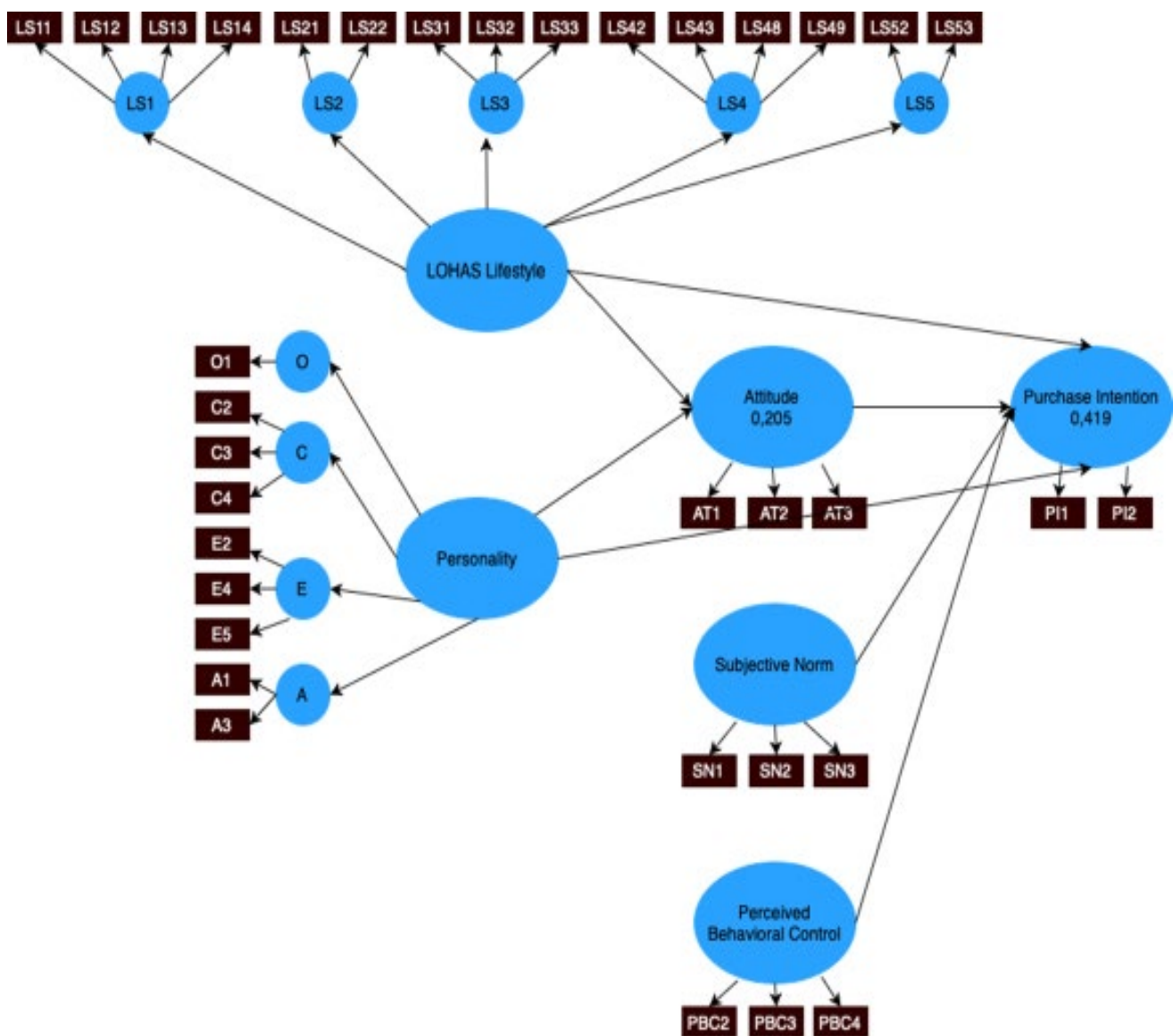


Figure 2. Evaluation of SEM result

Table 3. Results of hypothesis testing

Hypothesis	Original sample	Original sample	t-statistic	p-value	Description
H1	Consumer Lifestyle → purchase intention	0.100	1.444	0.150	Not supported
H2	Consumer Personality → purchase intention	0.039	0.582	0.561	Not supported
H3	Attitudes → purchase intention	0.204	2.811	0.005	Supported
H4	Subjective norms → purchase intention	0.201	3.256	0.001	Supported
H5	Perceived behavioral control → purchase intention	0.380	4.640	0.000	Supported
H6	Consumer Lifestyle → attitudes	0.244	2.621	0.009	Supported
H7	Consumer Personality → attitudes	0.309	3.576	0.000	Supported
H8	Consumer Lifestyle → attitudes → purchase intention	0.050	1.983	0.048	Supported
H9	Consumer Personality → attitudes → purchase intention	0.063	2.228	0.027	Supported

Hypothesis 1 stated that consumer lifestyle has a significant influence on sustainable food purchase intention, but the result of this hypothesis was not supported. The reason this hypothesis was not supported is that someone who lives a healthy and sustainable lifestyle does not necessarily intend to purchase sustainable food products. A healthy and sustainable lifestyle depends not only on the type of food consumed but also on physical activities and mental and spiritual states. Similar results were presented by Ramadhan et al. (2020), who found that health awareness does not have a direct significant influence on purchase intention.

Hypothesis 2 stated that consumer personality has a significant influence on sustainable food purchase intention; however, the result of this hypothesis was not supported. This study implies that even though a consumer has an aligned personality, such as extraversion, openness to experience, conscientiousness, and agreeableness, it does not mean that they will have an immediate purchase intention. These results contrast with research conducted by Sun et al. (2018), which found that personality traits, such as agreeableness, conscientiousness, openness, and extraversion, had a positive significant effect on the purchase intention of sustainable products.

The test result for Hypothesis 3 indicated that attitudes toward sustainable food products have a positive significant effect on sustainable food purchase intention. This hypothesis was supported with a path coefficient value of 0.204 and a t-count value of 2.811. This finding shows that the more positive consumer attitudes are toward sustainable food products, the higher their intention to purchase these products.

Consumers who perceive sustainable food products as valuable are more likely to hold a favorable outlook on such products. Those with positive perceptions of sustainable food products often view them as healthier and safer options. Furthermore, consumers who recognize the environmental benefits of sustainable food products tend to maintain a positive attitude toward them, consequently increasing their inclination to purchase these items. The results of this study align with research conducted by Bagher et al. (2018), Ham et al. (2018), Putra (2018), and Sun et al. (2018), which state that consumer attitudes toward sustainable food products affect interest in purchasing such products.

The result of Hypothesis 4 was supported with a path coefficient value of 0.201 and a t-count value of 3.256, indicating that subjective norms have a positive and significant effect on the purchasing intention of sustainable food products. This finding shows that greater support from a consumer's social circle will increase their interest in purchasing sustainable food products. The role of friends and colleagues in shaping what is seen as normal or expected is crucial when it comes to buying sustainable food. Consumers with friends or colleagues who regularly support and suggest purchasing sustainable food products are more likely to want to buy them themselves. Moreover, if family members endorse and suggest buying sustainable food, consumers are more likely to follow suit and show increased interest in buying sustainable options. Research conducted by Bagher et al. (2018), Ham et al. (2018), and Setiawati et al. (2018) also confirmed that subjective norms have a significant positive influence on interest in purchasing sustainable food products.

Hypothesis 5 stated that perceived behavioral control has a positive significant influence on sustainable food purchase intention. The test result showed that this hypothesis was supported, with a path coefficient value of 0.380 and a t-count value of 4.640. This indicates that a higher perception of consumer behavioral control will increase interest in purchasing sustainable food products. Consumers who are confident in their ability to easily purchase sustainable food products and have the financial means and accessibility to do so are likely to show greater interest in buying these products. Findings from Bagher et al. (2018) and Ham et al. (2018) confirm the results of this study. Setiawati et al. (2018) also found similar results, showing a positive effect of perceived behavioral control on purchase intention.

The result of the test for Hypothesis 6 indicated that consumer lifestyle has a positive significant influence on attitudes toward sustainable food products, with a path coefficient value of 0.244 and a t-count value of 2.621. This finding shows that consumers who maintain a healthy and sustainable lifestyle will likely have a positive attitude toward sustainable food products. Consumers who are environmentally conscious, focus on sustainable living, and maintain a healthy lifestyle through regular exercise and a balanced diet typically view sustainable food products more positively. Those with strong social awareness and a focus on emotional well-being also tend to hold positive attitudes toward sustainable food. Consumers who prioritize their emotional well-being often seek products that contribute to a better, more balanced life. Similarly, those who prioritize spirituality often look for food products that align with their values of living in harmony with nature. The results of this study were confirmed by Ham et al. (2018), indicating that lifestyle significantly influences consumer attitudes.

Hypothesis 7 stated that consumer personality has a positive significant influence on attitudes toward sustainable food products, which was supported with a path coefficient value of 0.309 and a t-count value of 3.576. This study showed that consumers who tend to exhibit traits of extraversion, openness to experience, conscientiousness, and agreeableness will have a positive attitude toward sustainable food products. Extroverted consumers, who enjoy socializing and sharing their thoughts, often see purchasing sustainable food as a means of expressing their values and supporting the environment and healthy living. Those who are open to new experiences often enjoy trying out new things, including sustainable food options. Consumers who

are health-conscious tend to prioritize their well-being by checking food labels and understanding nutritional content. Furthermore, those with an agreeable nature typically prioritize peace and the well-being of both people and the environment. Research conducted by Petrescu et al. (2017) states that personality influences consumer attitudes toward sustainable food products. This is also in line with research by Basic-Sontic et al. (2017), which found that consumers who are open, extroverted, and agreeable tend to have a positive attitude toward sustainable products. Additionally, research by Sun et al. (2018) found similar results, showing that extroverted, agreeable, open, and conscientious consumers have a positive effect on consumer attitudes.

Hypothesis 8 indicated that lifestyle does not directly affect the interest in purchasing sustainable food products but can influence it through consumer attitudes as an intervening variable. This hypothesis was supported, with a path coefficient value of 0.050 and a t-count value of 1.983. This shows that consumer lifestyle influences purchase intention through the formation of attitudes toward sustainable food products. The positive indirect effect indicates that consumers living a healthy and sustainable lifestyle will tend to have a positive attitude toward sustainable food products. This positive attitude will further contribute to increasing the purchase intention for sustainable food products. Consumer attitudes play an important role in mediating the impact of consumer lifestyle on purchase intention; therefore, it is important to form a positive attitude toward sustainable food products. Consumer attitudes are the basis for the formation of purchase intention (Setiawati et al., 2018). Similar research results were presented by Ramadhan et al. (2020), who found that health awareness does not directly affect purchase intention but can influence it through consumer attitudes as an intervening variable.

Hypothesis 9 stated that consumer personality does not have a direct effect on purchase intention but can influence interest in purchasing sustainable food products through consumer attitudes as an intervening variable. Therefore, this hypothesis was supported in this study, with a path coefficient value of 0.063 and a t-count value of 2.228. Consumer personality, in this case, traits of extraversion, openness to experience, cautiousness, and agreeableness, affect consumer attitudes toward sustainable food products, which in turn influences their purchase intention. The results of this study align with the findings of Petrescu et al. (2017), which showed no significant direct effect between personality and

purchase intention, but a significant effect of personality on consumer attitudes toward sustainable food products.

Managerial Implications

There are several applied implications of this study that sustainable food marketers need to pay attention to regarding consumer purchase intentions. Firstly, marketers should consider better targeting consumers with healthy and sustainable lifestyles who are extroverted, open to experience, cautious, and agreeable. In addition to this demographic focus, marketers need to prioritize shaping consumers' positive attitudes toward sustainable food products.

Marketing efforts to raise awareness about the accessibility and dissemination of information related to sustainable food products should be continued by organizations and governments. Marketers need to develop messages and campaigns that emphasize the social and ethical benefits of sustainable food. Additionally, providing information related to health and environmental benefits on packaging labels can enhance consumer interest.

Furthermore, marketers should leverage the power of social networks to encourage individuals to recommend and introduce sustainable food products to their social circles. Engaging influencers or community leaders to advocate for sustainable food choices can create a ripple effect, increasing the likelihood of consumers embracing and purchasing these products. By focusing on these strategies, marketers can effectively enhance consumer purchase intentions for sustainable food products.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This paper provided not only theoretical approaches but also suggested marketing strategies to increase sustainable food purchase intention. The results from this study showed that consumer lifestyle and personality had no significant direct effect on sustainable food purchase intention. This study indicated that consumer lifestyle and personality had a positive significant effect on attitudes toward sustainable food products. In addition, attitudes toward sustainable food products, subjective norms, and perceived behavioral control had a positive significant impact on sustainable food purchase intention. Furthermore, consumer lifestyle and

personality had positive significant indirect effects on sustainable food purchase intention through attitudes toward sustainable food products. As for the managerial implication, marketers should not only have focused their target market on consumers who lived a healthy and sustainable lifestyle and had extroverted, open to experience, conscientious, and agreeable personalities, but also tried to foster a positive attitude toward sustainable food products.

Recommendations

As with other studies, there were some limitations to this paper. First, this study was limited to consumers in the Jabodetabek area, so further research was needed for other regions or Indonesia as a whole. The object of this study was sustainable food products, specifically organic food products in general, which did not represent other types of sustainable products; therefore, further research was warranted. In regard to the fact that there were still other variables outside the research that affected purchase intention, additional research needed to be carried out to complement the results of this study.

Conflicts of Interest: The authors declare no conflict of interest.

Funding statement: This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

REFERENCE

- Adawiyah R. 2021. Pengaruh preferensi dan kesadaran konsumen terhadap minat beli sayur organik melalui penyampaian informasi [tesis]. Bogor: Institut Pertanian Bogor.
- [AOI] Aliansi Organik Indonesia. 2020. *Statistik Pertanian Organik Indonesia 2019*. Bogor: Aliansi Organik Indonesia.
- Arifani VM, Haryanto H. 2018. Purchase Intention: Implementation Theory of Planned Behavior (Study on Reusable Shopping Bags in Solo City, Indonesia). *IOP Conference Series: Earth and Environmental Science*. 200(1): 012019. <https://doi.org/10.1088/1755-1315/200/1/012019>
- Bagher AN, Salati F, Ghaffari M. 2018. Factors Affecting Intention to Purchase Organic Food Products Among Iranian Consumers. *Academy of Marketing Studies Journal*. 22(3): 1-23.

- [BKP] Badan Ketahanan Pangan. 2021. *Direktori Perkembangan Konsumsi Pangan Tahun 2021*. Jakarta: BKP Kementan.
- [BPS] Badan Pusat Statistik. 2021. Rata-Rata Konsumsi per Kapita Seminggu Beberapa Macam Bahan Makanan Penting, 2007-2021. <https://www.bps.go.id/statictable/2014/09/08/950/rata-rata-konsumsi-per-kapita-seminggu-beberapa-macam-bahan-makanan-penting-2007-2017.html>. [2021 Nov 10].
- Busic-Sontic A, Czap NV, Fuerst F. 2017. The Role of Personality Traits in Green Decision-making. *Journal of Economic Psychology* 62(2017): 313-328. <https://doi.org/10.1016/j.joep.2017.06.012>
- Choi S, Feinberg RA. 2021. The LOHAS (Lifestyle of Health and Sustainability) Scale Development And Validation. *Sustainability* 13(4): 1598. <https://doi.org/10.3390/su13041598>
- Dangi N, Gupta SK, Narula SA. 2020. Consumer Buying Behaviour and Purchase Intention of Organic Food: A Conceptual Framework. *Management of Environmental Quality* 31(6): 1515-1530. <https://doi.org/10.1108/MEQ-01-2020-0014>
- Fanelli RM. 2020. The Spatial and Temporal Variability of the Effects of Agricultural Practices on the Environment. *Environments* 7(33): 1-18. <https://doi.org/10.3390/environments7040033>
- Global Organic Trade Guide. 2022. Info by Country: Indonesia. [diakses 2022 Apr 12] <https://globalorganictrade.com/country/indonesia>.
- Gustavsen GW, Hegnes AW. 2020. Individuals' personality and consumption of organic food. *Journal of Cleaner Production* 245(2020): 118772. <https://doi.org/10.1016/j.jclepro.2019.118772>.
- Ham M, Pap A, Stanic M. 2018. What Drives Organic Food Purchasing? – Evidence from Croatia. *British Food Journal* 120(4): 734-748. <https://doi.org/10.1108/BFJ-02-2017-0090>
- Irianto H. 2015. Consumers' attitude and intention towards organic food purchase: an extension of theory of planned behavior in gender perspective. *International Journal of Management, Economics and Social Sciences* 4(1): 17-31.
- John OP, Srivastava S. 1999. The big-five trait taxonomy: history, measurement, and theoretical perspectives. New York: Guilford.
- Lin Y, Yang S, Hanifah H, Iqbal Q. 2018. An exploratory study of consumer attitudes toward green cosmetics in the UK market. *Administrative Sciences* 8(71): 1-14. <https://doi.org/10.3390/admsci8040071>
- Lu LC, Chang HH, Chang A. 2015. Consumer personality and green buying intention: The mediate role of consumer ethical beliefs. *Journal of Business Ethics* 127(2015): 205-219. <https://doi.org/10.1007/s10551-013-2024-4>
- Marcoulides GA, Saunders C. 2006. Editor's comments: PLS: A silver bullet? *MIS Quarterly* 30(2): iii-ix. <https://doi.org/10.2307/25148727>
- Matharu M, Jain R. 2021. Understanding the impact of lifestyle on sustainable consumption behavior: a sharing economy perspective. *Management of Environmental Quality* 31(1): 20-40. <https://doi.org/10.1108/MEQ-02-2020-0036>
- Mayrowani H. 2012. Pengembangan Pertanian Organik di Indonesia. *Forum Penelitian Agro Ekonomi* 30(2): 91-108. <https://doi.org/10.21082/fae.v30n2.2012.91-108>
- Petrescu AG, Oncioiu I, Petrescu M. 2017. Perception of organic food consumption in Romania. *Foods* 6(42): 1-11. <https://doi.org/10.3390/foods6060042>
- Putra GGD. 2018. Effects of Green Products for Consumer Purchase Intention Among Students in Indonesia and Malaysia: a Comparative Study [tesis]. Bogor: Institut Pertanian Bogor.
- Ramadhan Y, Najib M, Sarma M. 2020. The application of planned behavior theory on millennial generation behavior in purchasing organic vegetables. *Jurnal Manajemen & Agribisnis* 17(2): 117-127. <https://doi.org/10.17358/jma.17.2.117>
- Rivai RS, Anugrah IS. 2011. Konsep dan implementasi pembangunan pertanian berkelanjutan di Indonesia. *Forum Penelitian Agro Ekonomi*. 29(1): 13-25. <https://doi.org/10.21082/fae.v29n1.2011.13-25>
- Setiawati H, Hartoyo, Simanjuntak M. 2018. Analysis on intention of purchasing organic foods by the undergraduate students of IPB using the theory of planned behavior approach. *Jurnal Manajemen & Agribisnis* 15(2): 198-207. <https://doi.org/10.17358/jma.15.2.198>
- Sun Y, Wang S, Gao L, Li J. 2018. Unearthing the effects of personality traits on consumer's attitude and intention to buy green products. *Nat. Hazards*. 93(2018): 299-314. <https://doi.org/10.1007/s11069-018-3301-4>
- Yahaya ML, Murtala ZA, Onukwube HN. 2019. Partial Least Squares (PLS-SEM): A Note for Beginners. *International Journal of Environmental Studies and Safety Research* 4(4): 1-30.