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Research Article

Factors Affecting Millennials Purchase Intention and Sustainable Consumption of Organic Food

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A B S T R A C T

Organic food refers to the products produced in conventional way, without hazardous materials. Millennials are the generation most attractive to organic food market. This study aims to analyze whether factors such as environmental knowledge, environmental awareness, health awareness and social awareness affecting purchase intention and sustainable consumption of the millennials towards organic food. A questionnaire used to evaluate the relationships between the six constructs. The findings showed that 340 respondents have met requirements for analysis. The method used was Structural Equation Model (SEM). The research findings find out the four factors have a positive effect on purchase intention and three factors have a positive sustainable consumption of the millennial generation towards organic food. This research is expected to help non-governmental organizations increase purchase intention and investigate factors that influence the sustainable consumption of organic food in the millennial generation. This research has implications for the organic food industry, especially organic food producers, namely by applying the packaging sustainability method to reduce waste in the environment.

INTRODUCTION

Individual paradigms are currently undergoing changes which will have an impact on their behavior in carrying out life. As part of this behavioral change, there is an increase in preference for organic products. Based on the results of a survey conducted by WWF-Indonesia and the Nielsen Company in 2017, the survey shows that 63% of consumers in Indonesia are willing to spend more for products or services that have positive social and environmental impacts (data from www.wwf-scp .org). This fact is not enough because consumer awareness in Indonesia about the long-term impact of purchasing organic products or environmentally friendly products is still not satisfactory. This is explained by the Environmental Performance Index (EPI) analysis per 2018 which examines environmental and ecosystem health, Indonesia is ranked 133 out of 180 countries in the world (data comes from epi.envirocenter.yale.edu).

Purchase of organic food in Indonesia is still relatively low. The results of the YLKI research survey (2012) with 609 respondents in several areas of Jakarta showed that consumers who consumed organic rice were 24%, consuming fruits by 17% and in the form of spices by 3%. Consumers do not buy organic food for reasons including high prices, affordability and access to places that are still very difficult. Meanwhile, another 34% (205 people) do not know about organic food. The problem of access and affordability is still the main problem for consumers if they want to get organic food products. The lack of information related to places of sale at affordable prices is one of the problems that must be overcome. Most consumers buy organic food products in modern shopping centers such as supermarkets.

Self-awareness about the health and preservation of the global environment has impact on one's behavior as well as to consume organically produced food without having negative effects on the environment. Organic food refers to the products produced in conventional way, without the use of pesticides, inorganic fertilizers, biotechnology, and ionizing radiation Mollinillo et. al [1]. Particularly for underdeveloped countries take, for instance, Indonesia. Most of the environmental issues is hampered by overconsumption rising from rapid economic growth. The government and companies as well as primary users, citizens and households, have a responsibility in addressing Indonesia's environmental issues. Since the causes of all these environmental issues is closely linked to human and consumption, to tackle these issues Suharjo et. al [2] suggested to start with the consumer level. One of the proposed solutions is the concept of overcoming

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environmental issues by engaging consumer is sustainable consumption.

The survey results of the Indonesian Organic Alliance (AOI) in 2019 on the development of consumption of organic products conducted from June to December 2019 obtained 274 respondents. The domicile of the respondents is spread across 10 provinces including DKI Jakarta 32%, West Java 21%, Special Region of Yogyakarta 11%, Central Java, and other areas including East Java, Banten, West Sumatra, South Sulawesi, North Sumatra, and West Kalimantan. From this data, it is found that the largest consumers are still dominated by consumers who live in urban areas, namely DKI Jakarta. In particular, millennials are the generation most attractive to organic food market. Based on the Indonesian Organic Alliance (AOI) survey in 2019 regarding millennial consumption perceptions conducted in 2015, thus, the survey will be obsolete within five years (around 2020). Millennials are typically fiery to social values, care about environmental sustainability, earn higher salaries and consume more organic products than other generations based on Organic Institute [3].

Although millennials are an important market segment, currently there is very limited research to understand their motivations for buying organic food. Studies have identified a diverse group of variables that influence the consumption of organic foods. For example, Regine [4] finds that the demographics (i.e. age, gender, income, education level, and ethnic group) of millennial consumers influence preferences for organic products. Research conducted by Molinillo et al. [1] explains that environmental awareness is the most significant influence on consumer purchase intentions towards organic food products, while health awareness and social influences do not have a significant impact. Furthermore, research by Rizkalla [5] explains that although the emotional aspect also plays a role in explaining sustainable consumption behavior in the Indonesian millennial generation, rationality and cognition contribute the most in understanding this behavior, supported by research results for functional values, epistemic values, and proven environmental knowledge to be statistically significant.

Indonesia has most of the environmental issues is hampered by overconsumption rising from rapid economic growth. One of the proposed solutions is the concept of overcoming environmental issues by engaging consumer is sustainable consumption. Sustainable consumption is more than merely purchasing environmentally-friendly products. It comprises variety of issues such as meeting the consumers' demand, improving resource efficiency and the quality of life, promoting the use of renewable energy and reducing waste. Sustainable consumption can be grouped into three broad categories, namely purchasing, using, and recycling Rizkalla [5].

Morwitz [6] defined purchase intention as an individual's conscious plan to purchase a product. In addition, it is also described that purchase intention is an important concept that is widely used in research and marketing practices in various fields such as testing of a new product, forecasting, advertising, research, and market segmentation. Ajzen & Fishbein [7] stated that "An individual's behavior is the single best predictor that will be used as a measurement of his/her intention to perform such behavior. Purchase intentions should be predictive of future behavior because they allow each individual to be the most relevant combined factors for that person in his/her purchase decision. In research conducted by Vantamay [8] sustainable consumption behavior (SCB) was defined as consumption behavior which responds to basic necessities and improve quality of life with the consideration of the carrying capacity of the ecological system, creating a balance between the happiness of being independent and communal, and continuously preserving the resource base for the production and consumption activities of future generations.

Pagiaslis and Krontalis [9] defined environmental knowledge as an individual's knowledge of the environment as an interconnected ecological system and seeks to be involved in the development of environmental sustainability. Ahmad and Thyagaraj [10] stated that consumers' knowledge affects their purchase behavior and factual knowledge is essential in attitude formation. Environmental knowledge changes a person's attitude towards the environment, and affects the behavior of consumers when purchasing products. Wang et al. [11] in his study introduced the role of environmental knowledge on organic food purchase intention, environmental knowledge is considered a direct influence of the decision to purchase organic food. Singh and Verma [12] found that five factors, namely health awareness, knowledge, subjective norms, price and availability are things that affect consumer attitudes and purchase intention towards organic food products. Molinillo et al. [1] explained that environmental awareness is related to preventing damage to the environment and its negative impacts on people's lives. Environmental awareness is often an important predictor for determining consumer's behavior on organic food. According to D'Amico et al. [13] environmental awareness has been characterized as one of the most primary motivation factors of consumer behavior on organic food. According to Teng and Lu [14] environmental awarness indicates that consumers with ecological motives (such as ethical consumers) try not to damage the environment and tend to choose products that are environmentally friendly and respect animal welfare. The values attached to consumers who care about the environment will lead these consumers to higher engagement with organic food. Siti Hasnah [15] found that environmental concern is said to be a global attitude with an indirect influence on behavior to buy organic food. This is because organic food is produced through natural farming methods, reducing soil and groundwater contamination, because pesticides and chemical fertilizers are not used which are harmful to the environment.

Hansen et al. [16] explained that health awareness refers to consumers' readiness to identify by taking health actions. Research from Molinillo et al. [1] also states that consumer with high health awareness more likely to buy organic food, as a health protection mechanism. Moreover, health-conscious consumers are willing to pay higher prices for organic products because they find it more nutritious and more chemical-free than non-organic products. According to Siti Hasnah [15] health awareness is more concerned with health issues, thus creating a market for health products due to the increasing demand. Purchasing organic food because of the reduced presence of artificial ingredients and other harmful residue has become the trend. Qasim et al. [17] define

health awareness is readiness to comply with health actions. Willingness to undertake health actions comprises of three components motivation to remain healthy, foreseen health risks postured by sickness and the chances that health-related action will lessen the health risks. Consumer who has a health awareness considers organic food products healthier, and with better taste and quality and exhibits a more favorable attitude towards organic food consumption. Research from Hansen et al. [16] also argued that social awareness is highly related to individual's social attention and interest in their social environment. Atkinson and Atkinson [18] also argues that socially conscious consumers are defined as "who take into account the public consequences of their private consumption or who try to use their purchasing power to bring about social changes". Thus, the socially conscious consumers will be aware of both individual and collective qualities of their choices. Hartono et al. [19] explain that social awareness is influencing consumers to get involved in green purchase behavior of environmental friendly and energy efficient electronic products. Furthermore, Rana and Paul [20] find thet social awareness is a community feeling that influences purchase intention to support and protect local communities and markets.

The purpose of the study is to analyze the primary factors affecting purchase intention and sustainable consumption of the millennials in purchasing organic food. The paper is organized as follows: Section 1 presents an introduction, in which all selected factors are described in details in relation to the existing literature. Section 2 presents the methodology, as well as the research hypotheses. Section 3 presents results and discussion. And section 4 presents conclusion of the study.

METHODS

Based on the literature review that has been carried out, thus, the research hypotheses are presented in Table 1. The theoretical framework is determined by identify and synthesize research that has been done or previous research related to purchase intention and sustainable consumption. Based on previous studies that have been reviewed we found four variables are obtained that are widely used to measure the amount of purchase intention and sustainable consumption of organic food. Therefore, this study proposes a theoretical framework regarding the impact factors including environmental knowledge, environmental awareness, health awareness and social awareness as independent variables affecting purchase intention and sustainable consumption, the details of which are presented in Figure 1.

Questionnaire data is used to evaluate the relationships between the six constructs as presented in Figure 1. Questionnaires were distributed to the respondents through social media. The number of respondents is determined by using non-probability sampling technique. The sampling design in this study is purposive sampling, namely the selection of subjects who can provide the necessary information or have special criteria. The total respondents obtained were 415 people, but 15 people were excluded because their personal data was incomplete. The method used was Structural Equation Model (SEM). Furthermore, the remainder 400 people were re-selected based on age, 60 people were excluded because they were not in the age range of 21-40 years. This study only focuses on the millennials; therefore, the authors examine the sample with the criteria for the age range of 21-40 years. The findings showed that 340 respondents have met requirements for analysis.

The questionnaire consists of 7 parts. For the record, the distributed questionnaire uses Bahasa Indonesia in its introduction to the respondents. Part 1 consists of general information such as gender, age, education, and salary. The next section contains questions that focus on discussing indicators of environmental knowledge, environmental awareness, health awareness, social awareness, purchase intention and sustainable consumption. For each question, 5 answer options are provided according to 5-point Likert Scale, namely Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. The rating scale used in this study is strongly agree = 5; Agree = 4; Neutral = 3; Disagree = 2; strongly disagree = 1. The analysis method used was Structural Equation Mode (SEM) which is a statistical model that can explain the relationship among variables. The software used in this research is SmartPLS 3.0.

Table 1. Research Hypothesis

Hypothesis	Reference
H_1 = Environmental knowledge has a beneficial effect on purchase intention of the millennials towards organic food.	Pagiaslis and Krontalis [9]
H_2 = Environmental awareness has a beneficial effect on purchase intention of the millennials towards organic food.	Molinillo et al. [1]
H_3 = Health awareness has a beneficial effect on purchase intention of the millennials towards organic food.	Hansen et al. [16]
H_4 = Social awareness has a beneficial effect on purchase intention of the millennials towards organic food.	Atkinson and Atkinson [18]
H_5 = Environmental knowledge has a beneficial effect on sustainable consumption of the millennials towards organic food.	Rizkalla [5]
H_6 = Environmental awareness has a beneficial effect on sustainable consumption of the millennials towards organic food.	Rizkalla [5]
H_7 = Health awareness has a beneficial effect on sustainable consumption of the millennials towards organic food.	Verain et al. [13]
H_8 = Social awareness has a beneficial effect on sustainable consumption of the millennials towards organic food.	Rizkalla et al. [25]

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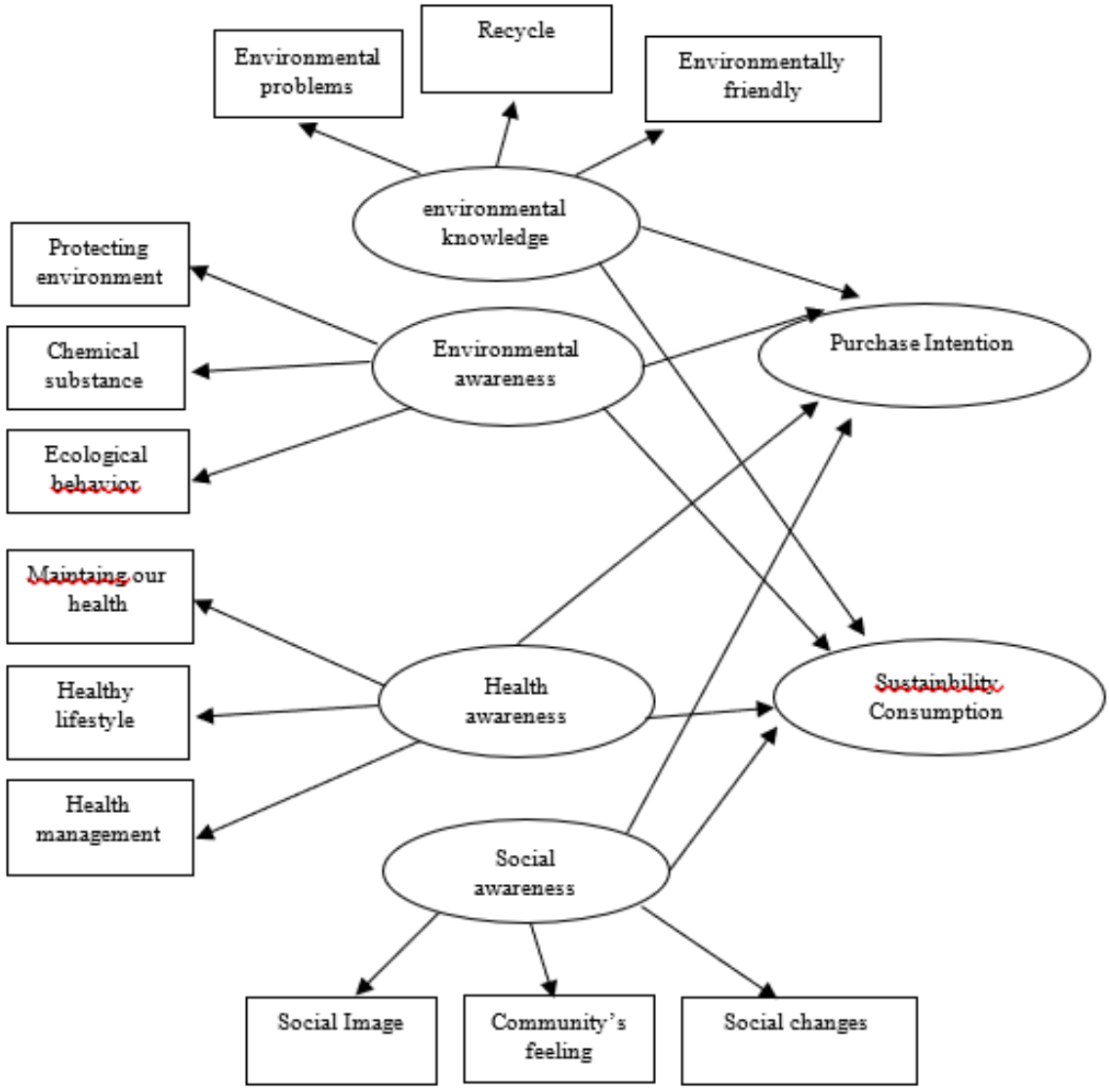


Figure 1. Theoretical Framework of the Study

RESULT AND DISCUSSION

Demographic Profile

The details of the demographic profiles of respondents are presented in Table 2. There were a total of 340 respondents, with approximately 50% female respondents and 50% males. A majority of selected respondents 67.6% were in the 22–30 age group and the remaining 32.4% were in the 31–40 age group. Approximately 59.1% of the respondents were undergraduate in education and 37.4% of them held an diploma. The remaining 3.2% of the respondents were master degree. About 1.0% of the respondent was doctoral. Furthermore, approximately 47.6% respondents have an income of 5-6.99 million, 32.4% respondents with an income of 7-9.99 million, then respondents with an income of less than 5 million about 11.2%, the remaining 8.2% respondents had an income of 10–19.99 million and finally with an income of more than or equal to 20 million were 0.6% respondents.

Table 2. Demographic Characteristics of Respondents

Demographic Variable	Categories	Response Rate
Gender	Female	50%
	Male	50%
Age Range	22 – 30 years	67.6%
	31 – 40 years	32.4%
Education	Undergraduate	59.1%
	Diploma	37.4%
	Master	3.2%
	Doctoral	1.0%
Income	< 5 million	11.2%
	5 - 6.99 million	47.6%
	7 - 9.99 million	32.4%
	10 – 19.99 million	8.2%
	≥ 20 million	0.6%

Validity of Participants' Responses

The validity test was carried out on the statement items contained in the questionnaire. Validity refers to the extent to which research and results are true or support what is claimed. The validity test carried out in this study was using average variance extracted (AVE). Respondents' answers can be accepted in a study if the AVE value are higher than 0.5. The outputs for validity calculation are environmental knowledge is 0.798, environmental awareness is 0.819, health awareness is 0.696, social awareness is 0.754, purchase intention is 0.768 and sustainable consumption is 0.736. All AVE values are higher than the threshold values. Therefore, all respondents' answers are valid.

Reliability of Participants' Responses

Reliability in research used to measure whether the questionnaire instrument consistently produces the same results every time a measurement is made. In this paper, reliability is analyzed using Cronbach alpha and composite reliability. Respondents' answers can be accepted in a study if the alpha and composite reliability values are higher than 0.7. The outputs for reliability calculation are environmental knowledge (Cronbach alpha=0.874; composite reliability=0.922), environmental awareness (Cronbach alpha=0.889; composite reliability=0.931), health awareness (Cronbach alpha=0.781; composite reliability=0.873), social awareness (Cronbach alpha = 0.836; composite reliability = 0.902), purchase intention (Cronbach alpha = 0.849; composite reliability = 0.908) and sustainable consumption (Cronbach alpha = 0.822; composite reliability = 0.893). All alpha and composite values are higher than the threshold values. Therefore, all respondents' answers are acceptable.

Structural Model Test (Inner Model)

Structural model test is done by looking at the value of R Square. R Square or the coefficient of determination explains how many percent (%) the influence of variable X simultaneously (together) on variable Y. The results of the R Square calculation show that the statistical R Square values for purchase intention and sustainable consumption are 0.471 and 0.321. This means that environmental knowledge, environmental awareness, health awareness, and social awareness simultaneously affect purchase intention by 47.1% and affect sustainable consumption by 32.1%. This indicates that the ability of the independent variable to explain the dependent variable is quite in accordance with the data.

The second analysis is to calculate the path coefficient value to evaluate the positive or negative effect given by the independent variable on the dependent variable. The results of the path coefficient calculation are presented in Table 4. Based on Table 4, it is concluded that four independent variables have a beneficial effect on purchase intention and sustainable consumption.

Structural Model Test (Hypothesis)

The basis for making decisions on hypothesis testing is determined by comparing t-statistics > t-value (1.96) using a significance level of 5% and a p-value <0.05. Hypothesis testing was carried out on 340 samples that had been obtained from the questionnaire. Hypothesis testing was carried out using SmartPLS 3.0 software and the results are presented in Table 5. Furthermore, the structural model formed from the formulation of the problem is presented in Figure 2.

Table 3. Results of Validity and Reliability Calculation

Variable	AVE	Cronbach Alpha	Composite Reliability
Environmental Knowledge	0.798	0.874	0.922
Environmental Awareness	0.819	0.889	0.931
Health Awareness	0.696	0.781	0.873
Social Awareness	0.754	0.836	0.902
Purchase Intention	0.768	0.849	0.908
Sustainable Consumption	0.736	0.822	0.893

Table 4. Results of Path Coefficient Calculation

Variable	Purchase Intention	Sustainable Consumption
Environmental Awareness	0.233	0.083
Social Awareness	0.203	0.256
Health Awareness	0.198	0.241
Environmental Knowledge	0.337	0.202
Purchase Intention		
Sustainable Consumption		

Table 5. t-value

Hypothesis	Variable	t-statistics	p-values	Conclusion
H_1	Environmental Knowledge → *Purchase Intention*	6.449	0.000	**Accepted**
H_2	Environmental Awareness → *Purchase Intention*	4.631	0.000	**Accepted**
H_3	Health Awareness → *Purchase Intention*	3.528	0.000	**Accepted**
H_4	Social Awareness → *Purchase Intention*	3.299	0.001	**Accepted**
H_5	Environmental Knowledge → *Sustainable Consumption*	3.479	0.001	**Accepted**
H_6	Environmental Awareness → *Sustainable Consumption*	1.415	0.158	**Rejected**
H_7	Health Awareness → *Sustainable Consumption*	3.908	0.000	**Accepted**
H_8	Social Awareness → *Sustainable Consumption*	4.179	0.000	**Accepted**

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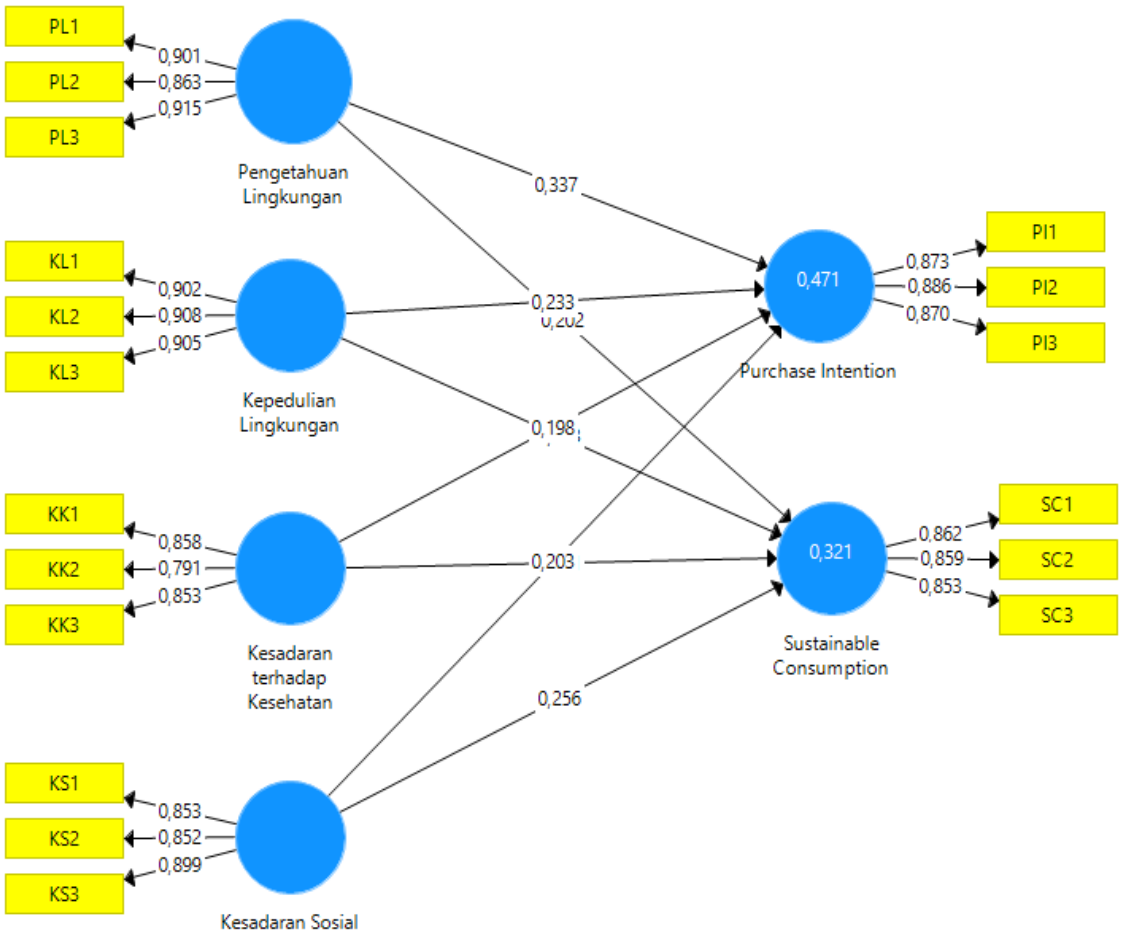


Figure 2. Structural Model of the Study

Environmental knowledge has a beneficial effect on purchase intention so that H1 is accepted. This is indicated by the path coefficient value of 0.337 then the t-statistic value between the two variables > 1.96 with a value of 6.449 and a p-value of 0.000. In line with Wang et al. [11] the research findings environmental knowledge positively moderated the relationship between individual norms, personal attitudes, perceived behavior control, health awareness, and purchase intention. Singh and Verma [12] also affirmed four factors (health awareness, knowledge, subjective norms, and prices) affecting consumer's attitudes towards organic food products. Environmental awareness has a beneficial effect on purchase intention so that H2 is accepted. This is indicated by the path coefficient value of 0.233 then the t-statistic value between the two variables > 1.96 with a value of 4.631 and a p-value of 0.000. In line with Molinillo et al. [1] confirmed environmental awareness plays a vital role in millennial's behavior as the primary background of social awareness, while its effect on health awareness is smaller. This result is explained by environmental awareness being an unselfish motivation associated with ethical and collective behavior, which helps it gain an edge over social consciousness. Furthermore, the study of Siti Hasnah et al. [15] revealed that the perception of the value of organic food products, health problems and environmental awareness are factors affecting consumer purchase intention towards organic food among young consumers. Another study conducted by Teng and Lu [14] in his research that environmental awareness is part of the ecological motive, the ecological motive has been identified to have a beneficial effect on consumers' attitude to buy organic food.

Health awareness has a beneficial effect on purchase intention so that H3 is accepted. This is indicated by the path coefficient value of 0.198 then the t-statistic value between the two variables > 1.96 with a value of 3.528 and a p-value of 0.000. Siti Hasnah et al. [15] revealed that the health awareness factor is the most prominent factor in the purchase intention of organic food products among Gen Y consumers. Another study that also supports health awareness affects purchase intention, namely a study conducted by Wang et al. [11] found that health awareness is positively correlated and partially mediates the relationship between subjective norms and consumers' purchase intention of organic food. Qasim et al. [17] explained that health awareness has a significant beneficial effect on both self-identity towards the environment and consumer purchase intention to consume organic food. Social awareness has a positive effect on purchase intention so that H4 is accepted. This is indicated by the path coefficient value of 0.203 then the t-statistic value between the two variables > 1.96 with a value of 3.299 and a p-value of 0.001. Molinillo et al. [1] show the importance of social awareness and health awareness related to buy organic food for the millennials. These two variables have a direct and positive effect on WPP (Willingness to Pay a Price Premium) and PF (Purchase

Frequency). The study of Hansen et al. [16] found that social awareness has a negative effect on purchase intention. These results are in line with the findings in the basic model which state that social awareness has a negative effect on organic food identity. Another study conducted by Hartono et al. [19] stated that social awareness has insignificant effect on purchase intention.

Environmental knowledge has a positive effect on sustainable consumption so that H5 is accepted. This is indicated by the path coefficient value of 0.203 then the t-statistic value between the two variables > 1.96 with a value of 3.299 and a p-value of 0.001. The study from Rizkalla [5] found that environmental knowledge role is vital in predicting the behavior of Indonesian young adults towards sustainable consumption. This is also in line with the study conducted by Kollmuss et al. [21] which stated that environmental knowledge is one of the internal factors that can affect sustainable consumption behavior. Zsóka et al. [22] explained that education and environmental knowledge are important in shaping attitudes about sustainable consumption. Environmental awareness has no effect on sustainable consumption so H6 is rejected. This is indicated by the path coefficient value of 0.083 then the t-statistic value between the two variables < 1.96 with a value of 1.415 and a p-value of 0.158. This shows that social awareness has insignificant effect on sustainable consumption of the millennials towards organic food. This result contradicts the study by Rizkalla [5] which plays a role in affecting the sustainable consumption behavior of Indonesian young adults. This study concludes that individuals with a high level of environmental awareness are more likely to engage in sustainable consumption behavior. The authors analyze the possibility that the sixth hypothesis (H6) is rejected because the answer to the questionnaire for sustainable consumption has an average score above 3, which means that the average respondent chooses to be neutral in answering the statement on the questionnaire item. Furthermore, this is also influenced by the R square value for sustainable consumption which is only 32.1% and the path coefficient value is 0.083, which means that environmental awareness has insignificant effect on sustainable consumption.

Health awareness has a positive effect on sustainable consumption so H7 is accepted. This is indicated by the path coefficient value of 0.241 then the t-statistic value between the two variables > 1.96 with a value of 3.908 and the p-value is 0.000. In line with the study conducted by Verain et al. [23] showed that the greatest synergy between the attributes of health awareness and sustainability was felt by conscious consumers. A possible explanation for the perception of synergy by conscious consumers is that the importance of sustainability is linked to the quality of consumers' health. Aschemann-Witzel [24] Health is a primary goal of organic farming systems — a point that is not very visible in regulations and certification systems, offered process standards that cannot ensure specific product characteristics are realized at the end of the process. Social awareness has a positive and significant effect on sustainable consumption so that H8 is accepted. This is indicated by the path coefficient value of 0.256 then the t-statistic value between the two variables > 1.96 with a value of 4.179 and a p-value of 0.000. Rizkalla et al. [25] show that social awareness has a significant effect on sustainable consumption. Biswas and Roy [26] stated that giving consideration to organic products, social awareness is marginal utility that is perceived and derived from the consumption of organic products based on perceptions of social pressure or status gain. Social awareness has a significant effect on sustainable consumption behavior. Another study conducted by Rizkalla [5] shows that social awareness does not also have a significant effect on sustainable consumption.

CONCLUSIONS

This paper leads to research on the factors that influence purchase intention and sustainable consumption of organic food in the millennial generation. The results of the study found that environmental knowledge, environmental awareness, health awareness and social awareness have a positive effect on purchase intention. The other three factors also have a positive effect on sustainable consumption and only environmental concern has a negative effect on sustainable consumption. These results indicate that the higher value of the four factors found, the higher the value of purchase intention and sustainable consumption. This research can be implicated for the organic food industry business by creating the concept of packaging sustainability to reduce waste and negative things that damage the environment. Further research is suggested to be able to explore other variables that may influence sustainable consumption and purchase intention, such as individual norms, social demographic factors, habits or abilities.

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APPENDIX

Environmental Knowledge

1 (PL1)	I know the problems that often occur in the environment	**1 2 3 4 5**
2 (PL2)	I know the recycling process to reduce environmental waste	
3 (PL3)	I know the phrases and symbols on product packaging	
4 (PL3)	I know negative things that can damage the environment	

Environmental Awareness

5 (KL1)	I do activities that are environmentally friendly	**1 2 3 4 5**
6 (KL1)	I avoid products that can damage the environment	
7 (KL2)	I do not use chemicals in producing a product	
8 (KL3)	I reduce my use of plastic to help protect the environment	

Health Awareness

9 (KK1)	I do activities that are good for physical and spiritual health	**1 2 3 4 5**
10 (KK2)	I avoid things that damage health	
11 (KK3)	I choose my food carefully to stay healthy	
12 (KK4)	I adopt a healthy lifestyle (stress management, exercise, enough sleep, etc.)	

Social Awareness

13 (KS1)	I care about social issues related to the environment	**1 2 3 4 5**
14 (KS1)	I participate to solve social problems related to the environment	
15 (KS2)	I try to educate the environment around me regarding the dangerous risks of chemical substances in food manufacturing (pesticides, dyes, preservatives, etc.)	
16 (KS3)	I take into account the public consequences of using purchasing power that can bring about social change	
17 (KS3)	I motivate the environment around me to make social changes that have a good impact on the social environment	

Purchase Intention

18 (PI1)	I plan to consume organic food	**1 2 3 4 5**
19 (PI2)	I believe that organic food has a positive impact on the environment and health	
20 (PI3)	I have a desire to continue to consume organic food	
21 (PI3)	I will make purchases for organic food	

Sustainable Consumption

22 (SC1)	I want to preserve the ecological system and the environment	**1 2 3 4 5**
23 (SC1)	I want to conserve resources so that production and consumption activities can run smoothly	
24 (SC2)	I consume products that pay attention to the balance between economic, social and environmental dimensions	
25 (SC3)	I pay attention to the use of consumption of natural resources and participate in plans for pollution prevention (eg buying organic products, walking etc.)	

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