

Intentions of Indonesian Consumers on Buying Organic Food

Budi Suprpto and Tony Wijaya

Abstract—The aim of this study is to examine the model of consumer's buying intention towards organic food in Indonesia. Its model presents the relationship among healthy consumption life style, attitude toward organic food, and buying intention of organic food. This study uses survey data gathering from 202 mothers who have a child or children. Result indicates that healthy consumption life style are a good predictor for attitude toward organic food, meanwhile attitude toward organic food directly influence to buying intention toward organic food.

Index Terms—Attitude toward organic food, consumer's buying intention, healthy consumption life style.

I. INTRODUCTION

The movement of healthy lifestyle underlied by the slogan; "*back to nature*" has become a trend for global society of the world. It is based that everything coming from nature is good and beneficial and also ensures an existence of balance between human and nature [1] People become more realize that the use of unnatural chemicals, such as chemical pesticide, in agricultural production may cause negative effects for health of people and of environment.

In Indonesia, organic food was only known by society in around year 1997. As a comparison, organic food has been popular in Malaysia since around year 1992. Food safety problem, nutritional attributes, and eco-labelling become a sensitive issue in food industry. The safety food issue has raised society awareness on environmental crisis which demands every person to have a tendency of natural life style [1].

A revolution of environment-friendly products happens because it is proved that 30% until 40% of environmental degradation is caused by household consumption activity [2]. An understanding to environment of all societies in a consumer context needs to be improved in order to solve those problems. Consumers will be more aware to the importance of environment-friendly product and be willing to pay environment-friendly product, such as organic food, with a better price [3].

A research and preliminary study indicated that the level of buying intention toward environment-friendly product is considered low[4]. Therefore, factors which contribute to explain buying behavior of environment-friendly product, especially organic food, still need to be further explored. The understanding of factors which contribute to explain

buying behavior of organic food is expected to be able to reduce environmental degradation through consumption aspect, or in economics law usually known as demand aspect. High demand increase of organic food will trigger the growth of organic food, or from economics aspects called as offering.

Some studies on consumer behavior try to identify factors whose contribution is essential to consumer behavior of organic food product [1]-[19]. Those studies explore the variables which become antecedent for buying behavior of organic product.

Some findings in the research on consumer behavior of organic food product attest that there are antecedent variables toward buying behavior of organic product, based on healthy consumption life style [20]-[24], and consumer attitude [2], [4], [6], [8], [9],[11]-[14], [16],[19] as mediator for buying intention of organic product [1]-[8], [10]-[17]. Those variables are categorized in life style as determinant factor for buying behavior.

Value and life style are essential factors that need to be considered in the research on consumer buying behavior of organic product. Value is a good predictor compared to other factors [1], [18]. On the other hand, life style is a required marketing segmentation in consumer behaviour. The research will consider life style, healthy consumption, and consumer value, that orientates to man-nature in predicting buying intention of organic food and its factors comprehensively.

The general objective of this research is to test intention model of organic food buying as well as factors that effect it. Specifically, the objective of this research is to test both stimulant and partial effect from predictor variable analyzed toward buying intention of organic food and toward the relation between other variables in accordance with model programme; those are variable effect of healthy life style, and attitude toward organic food, concerned with buying intention of organic food.

II. THEORETICAL FRAMEWORK AND HYPOTHESIS

A model that is based on development of attitude-behavior explained that individual attitude can be predicted through intention [25]. Intention is a good predictor for behavior [26]. Ajzen and Madden [27] stated that intention variable plays an essential role toward behavior because intention is considered as an agent of motivational factors that have an effect on a behavior. In addition, intention shows how hard a person is brave to do some efforts. Besides, intention also shows how many planned intention to do by a person. Then, intention is closely related to next behavior. Some findings on research of green consumer behavior supported the existence of effect of attitude toward

Manuscript received March 9, 2012; revised April 6, 2012.

B. Suprpto is with University of Atma Jaya Yogyakarta, Jalan Babarsari 43, Yogyakarta, Indonesia (E-mail address:budi@staff.uajy.ac.id).

T. Wijaya is with IEU Economics Institute, Jalan Hayam Wuruk 20, Yogyakarta, Indonesia.

products with buying intention of organic food [4], [6], [9], [13],[16], [17],[19].

Researchers did attitude research in order to obtain an assurance whether attitude can be an accurate predictor toward behavior. The application of *Theory of Reasoned Action* can prove that attitude toward behavior has become an accurate predictor for attitude even though the prediction is done through intention. The creation of intention can be explained using planned behavior theory which assumes that humans always have a purpose in behaving [28]. An attitude of behaving is a foundation for a creation of intention. In an attitude concerned with behavior, there are two main aspects. The first aspect is an individual belief which states that either performing or not performing certain behavior will cause certain effects or results. The second aspect is an individual knowledge concerned with attitude object and the aspect can also be an individual opinion that has certainly not fit yet to reality.

Ajzen [25] in theory of planned behavior did a modification by adding a factor of individual background named *theory of planned behavior modified* (TPTM), which is *background factors*, such as personal, social, and information that affect individual attitude and behavior. Under this category, Ajzen entered three background factors in. They are personal, social, and information.

Background factor is a part that needs to be verified since there are not many researchs that consider those factors in explaining theory of planned behavior. Some researchs on buying behavior try to test a relation between personal factor and buying behavior of organic food. Chen [20], in his research, found a positive relation between healthy life style and attitude toward organic food. A consumer who has healthy life style gives his priority more to organic food consumption, as a part of healthy life activity, and has positive attitude toward organic food, that supports people's health.

The more positive of individual belief caused by an object attitude, the more positive of individual attitude toward the object, and [28]. An evaluation will impact on judging attitude given by an individual to every impact or to every result obtained by an individual. When either performing or not performing a certain behavior, this evaluation or this judging can be either beneficial or harmful. The higher of attitude score toward organic food, the higher of buying intention of organic food.

The result of researchs shows that there is a positive relation between attitude toward organic food and buying intention of organic food [2], [4], [6], [8], [9], [11], [12]. The analysis study shows that there is a relation between attitude toward organic food and buying intention. A study, an introductory research, operationally finds evaluation and consumer's belief toward organic food based on health, on safety, on natural, on freshness, and on a negative respond that is insect or pest disturbance.

Hypothesis 1 : the better consumer's attitude toward organic food, the higher consumer's buying intention on organic food

Healthy life style also has affect to consumer attitude toward organic food. Bloch [29] defined healthy consumption life style as prevention orientation of health problem and maximized an individual prosperity through

consumption pattern [30]. Healthy consumption life style can be defined as the definition of consumption activity that is expressed in activity, in interest, and in opinion that orientates to health for life prosperity. The result of research done by Chen [20] supported effect of healthy life style toward attitude on organic food [28] .

Being seen from life style category, a consumer who has orientation toward health has *fulfilled* life style that pays special attention to health. Plumer [30] said that life style segmentation measures humans activities in a pattern of an individual who spends his time, of an individual's interest, of an individual's point of view toward himself and other people and of basic characteristics, such as life cycle, income, education and where people live [31]. In predicting consumer behavior, experts argued that an individual life style will determine attitude of individual consumption [31]. Fraj & Martinez [28], in their research, asserted that life style affects a consumer's behaving intention of environment-friendly product [33] . It is supported by the result of research done by Margistris and Gracia (2008) that stated that healthy consumption life style has positive relation to a consumer's attitude on organic food.

A consumer who has healthy life style tends to do some efforts that are good for his body health, such as doing sports, consuming natural food, and having balanced life [23] so he is able to have positive attitude toward organic food. Besides, a consumer who has healthy life style considers all activities that support health more. A consumer has a thought that every activity done by him impossibly can support their health if the activity is not adjusted with healthy consumption pattern [29]. Thus, organic food is an object of healthy life style. Healthy consumption life style forms an individual mind-set to accept activity form, interest, and opinion that supports health; they are having balance of consumption pattern, avoiding synthetic food, being interested to food health issue, considering relation of consumption and health, and managing healthy consumption pattern [21]-[24]. The higher a consumer's tendency to do healthy consumption life style, the better a consumer's attitude toward organic food.

Hypothesis 2: The higher a consumer's tendency to do healthy consumption life style, the better a consumer's attitude toward organic food

Based on theoretical study, on previous research, and on introductory research, a research proposed an empirical model of buying intention toward organic food. The proposed theoretical model is expected to be appropriate with empirical data in the field. The model of buying intention toward organic food proposed in this research can be described through Fig. 1. below.



Fig.1. Research model.

III. METHODOLOGY

A. Data Collection

This study was begun through field empirical observation, which was exploration study, and also through secondary data concerned with environment. Besides, the point that referred to basic theory of planned behavior used an introductory survey through open interview whose respondents were women that had already had child.

Open form questions questioned in this research covered the advantage and disadvantage from the organic food purchase for family consumption, from everyone who took part in taking a choice in purchase organic food for family consumption and who became a reference in purchase organic food, from factors that caused a consumer either to be able or not to be able to buy organic food and from a consumer's point of view concerned with environment and nature.

B. Operational Variable

The rank of collected variable data was in the form of interval. In addition, the operational definition dealt with the meaning of all latent variable used in this field research is explained as follows.

1) Buying Intention of Organic Food (IB)

Buying intention of organic food is a want or expression of individual's intention to commit on consuming activities of organic food [6] which are measured by these indicators; considering of buying food that have organic label, wanting to buy food produced naturally, wanting to buy food that do not consist of chemical substances, and focusing on the choice of organic food. The used scale refers to the scale developed by Chan and Lau [6].

2) Attitude toward Organic Food (ATB)

Attitude toward organic food means a feeling or a general evaluation about organic food that is based on a belief in buying organic food. The attitude toward organic food is measured using these indicators; health, safety, natural, and insect or pest disturbance.

3) Healthy Consumption Life Style (GH)

Healthy consumption life style is defined as a consumer's consumption activity that is expressed in the forms of activity, of interest, and of opinion that support health, which are having balance of consumption pattern, not consuming synthetic food, being interested to food health issue, considering relation of consumption and health, and managing healthy consumption pattern. The used scale refers to the scale that was developed by Magistris and Gracia [24].

C. Instrument Testing

Validity testing is defined as an ability to correctly express something that wants to be expressed. The ability derives from construct indicator to measure a concept accurately. The tested validity is factor validity through convergent validity. The convergent validity testing was obtained from the data of measurement model of every variable. This testing was done to determine validity of every estimated indicator by measuring the dimension of the tested concept in the research. If every indicator has critical indicator which is bigger than twice of standard error, it shows that the indicator validly has measured what should

be measured on the presented model. The regression quality value shows that critical ratio, which is bigger than twice of standard error, means all points in the research are valid toward every variable in the research. The regression quality value in every construct is described in the Table I. below.

The reliability testing, using Cronbach Alpha method helped by SPSS programme, was done to the collected data. Each factor in this research is reliable because it has Alpha that is bigger than 0.6. According to Nunnally (1981), the suggested coefficient reliability value is 0.6 at the minimum. The result of the reliability testing is as follow.

TABLE I: REGRESSION WEIGHT ON FACTOR

Indicator	Estimate	S.E.	C.R.	P
ATB < GH	,368	,128	2,870	,004
IB < ATB	,232	,054	4,302	***
GH1 < GH	1,000			
GH2 < GH	1,033	,064	16,066	***
GH3 < GH	,939	,063	14,862	***
GH4 < GH	,840	,063	13,391	***
GH5 < GH	,867	,064	13,655	***
IB3 < IB	,984	,060	16,510	***
IB2 < IB	,897	,055	16,222	***
IB1 < IB	,878	,062	14,149	***
ATB1 < ATB	1,000			
ATB2 < ATB	1,077	,048	22,556	***
ATB3 < ATB	,983	,045	21,868	***
ATB4 < ATB	1,061	,048	21,872	***
IB4 < IB	1,000			

TABLE II: RELIABILITY TESTING

Item	Variable	Alpha	Result
GH ₁ - GH ₅	Healthy consumption life style	0,913	Reliable
ATB ₁ - ATB ₄	Attitude toward organic food	0,954	Reliable
IB ₁ - IB ₄	Purchase intention of organic food	0,911	Reliable

IV. RESEARCH FINDINGS AND DISCUSSION

A. Respondents' Characteristics

Respondents in this research were 202 mothers who had child, and making a decision on organic food consumption, processing food or cooking to family daily consumption, and living in Yogyakarta. The respondents in this research were 12 mothers (12%) whose age was around 20-25 years old, 52 mothers (26%) whose age was around 26-30 years old, 72 mothers (36%) whose age was around 31-35 years old, 41 mothers (20%) whose age was around 36-40 years

old, 15 mothers (7%) whose age was around 41-46 years old, and 10 mothers whose age was more than 46 years old. In addition, the respondents whose education was Senior High School were 36 persons (18%), who had diploma degree were 58 persons (28%), who had bachelor degree were 88 persons (44%), who had master degree were 16 persons (8%), who had doctor degree were 4 persons (2%). Furthermore, the respondents whose job was as a public servant were 32 persons (16%), whose job was as a private employee were 49 persons (24%), whose job was as an entrepreneur were 63 persons (31%), and whose job was pure as a housewife were 58 persons (29%). Then, the respondents whose family income for a month was less than Rp 1,000,000 were 12 persons (6%), whose family income for a month was around Rp 1,000,000 – Rp 2,000,000 were 31 persons (15%), whose family income for a month was around Rp 2,000,100 – Rp 3,000,000 were 46 persons (23%), whose family income for a month was around Rp 3.000.100 – Rp 4.000.000 were 54 persons (27%), whose family income for a month was around Rp 4,000,100 – Rp 5,000,000 were 27 persons (13%) and whose family income for a month was more than Rp 5,000,000 were 32 persons (16%).

B. Model Compatibility Testing

The result of model compatibility testing using chi-square, CMIN/ DF, GFI, AGFI, RMSEA, TLI, and CFI is summarized as follow.

TABLE III: GOODNESS OF FIT

Index	Cut off Value	Result	Model evaluation
Probability	≥ 0,05	0,473	Good
CMIN/DF	≤ 2,00	1,002	Good
GFI	≥ 0,90	0,954	Good
RMSEA	≤ 0,08	0,003	Good
AGFI	≥ 0,90	0,933	Good
TLI	≥ 0,90	1,000	Good
CFI	≥ 0,90	1,000	Good

TABLE III shows that the model that is thoroughly planned is *fit*. It is because after the process of testing its compatibility on the score of GFI, AGFI, TLI, and CFI and after the process of comparing it with the score on structural equality model, the result is good. The scoring criteria of the score of *p-value*, of CMIN/df (*relative x2*), and of RMSEA is good compared with the *cut of value* helped by *chi-correct*. As a whole, the *Chi-square* whose probability is $0.473 > 0.05$ shows the effect of healthy consumption life style, of attitude toward organic food toward buying intention of organic food that is fit to empirical data in the field.

C. Model Causality Testing

The result of model causality testing in this research is completely described below:

The result of regression quality between latent variable which is often called as the estimation of *loading factors* or *lamda value* can be used to analyze the causality testing of variable. Based on the significance of the CR (*Critical Ratio*) value whose probability (p) value = 0.05, the result of regression quality on causality testing is as follow.

The result of regression quality between latent variable

which is often called as the estimation of *loading factors* or *lamda value* can be used to analyze the causality testing of variable. Further explanation on the analysis of the evaluation on regression quality can be described and explained that the variable of attitude toward organic food (ATB) significantly affects purchase intention of organic food (IB) whose significance level is 0.004, which is smaller than the probability value; ≤ 0.05 . Thus, the hypothesis 1 is accepted. The variable of healthy consumption life style (GH) significantly affects attitude toward organic food (ATB) whose significance level is 0.000, which is smaller than the probability value; ≤ 0.05 . Thus, the hypothesis 2 is accepted.

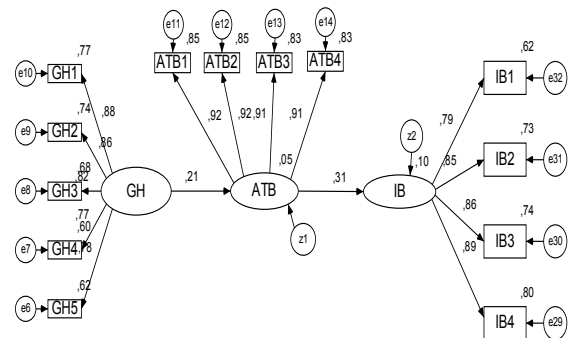


Fig. 2. Model of consumer’s buying intention on organic food.

TABLE IV: REGRESSION WEIGHT EVALUATION

Indicator	Estimate	S.E.	C.R.	P
ATB <--- GH	.368	.128	2.870	.004
IB <--- ATB	.232	.054	4.302	***

***:0.000

The amount of each latent variable either of *standardized direct effect* or of *standardized indirect effect* or of *standardized total effect* is summarized in Table V below:

TABLE V: DIRECT EFFECT, INDIRECT EFFECT AND TOTAL EFFECT

Variable	Direct Effect	Indirect Effect	Total Effect
Healthy consumption lifestyle → Purchase intention of organic food	-	0,043	0,043
Attitude toward organic food → Purchase intention of organic food	0,314	-	0,275
Healthy consumption lifestyle → Attitude toward organic food	0,213	-	0,157

The amount of simultaneous variable contribution toward other variables is summarized in TABLE V. below.

TABLE VI: SQUARE MULTIPLE CORRELATION

Independent variable	Dependent variable	Effective Contribution
Attitude toward organic food	Purchase intention of organic food	9,9%
Healthy consumption lifestyle	Attitude toward organic food	4,5%

Based on TABLE VI above, it is admitted that, the

variable of attitude toward organic food has a role for 9,9% toward buying intention of organic food. The variable of healthy consumption life style has a role for 4.5 % toward buying intention of organic food.

V. DISCUSSION

The result of the research shows that attitude toward organic food are a good predictor for buying intention of organic food. The planned behavior theory mentions that intention is the function of three basic determinants. Attitude toward behavior consists of two main aspects, which are an individual's belief that either performing or not performing certain behavior will create certain effects or results and the aspect of an individual's knowledge concerned either with attitude object or with individual opinion, that has certainly not fit yet to reality. The more positive individual belief caused by an object attitude, the more positive individual attitude toward the object, and vice versa [28]. An evaluation will have an effect on judging attitude given by an individual toward every effect or toward the result obtained by an individual. When either performing or not performing a certain behavior, this evaluation or this judging can be either beneficial or harmful. Some results of researchs showed attitude concerned with buying intention of organic food [2], [4], [6], [8], [9], [11]-[14], [16], [19]. A consumer who has positive attitude toward organic food based on belief and on evaluation will consume organic food because it is considered beneficial for them.

In predicting consumer behavior, experts argued that a person's life style will determine his consumption behavior [30]. Fraj & Martinez [22], in their research, asserted that life style will affect intention of consumer behavior toward environment-friendly product. It is supported by the result of a research done by Magistris and Gracia [11] who mentioned that healthy consumption life style has positive relationship toward a consumer's attitude on organic food. A consumer who has healthy consumption life style will support the important role of organic food, so he tends to have positive attitude toward organic food.

VI. CONCLUSION AND MANAGERIAL IMPLICATION

Conclusions that can be taken from the findings of this research are first, the model that shows the effect of healthy consumption life style and attitude toward organic food toward buying intention of organic food is fit to empirical data in the field. Second, attitude toward organic food has significant effect toward buying intention of organic food. This means that the better attitude toward organic food, the higher buying intention of organic food. Third, healthy consumption life style has significant effect toward organic food. This means that the higher consumer's tendency to have man-nature orientation is, also the better attitude toward organic food is.

These findings give an implication that buying behavior of organic food will be able to increase consumers' care about environment through friendly-environment consumption pattern, that is able to reduce environment

degradation and to increase health. It is expected to be able to be improved through elucidation and socialisation about organic food. In organic producers' perspective, an effort is needed to plant value that orientates to man-nature or to maintain balance of nature in consumption and to do organic food segmentation for groups of consumers who have healthy consumption life style.

REFERENCES

- [1] R. Y. K. Chan, "Determinants of chinese consumers green purchase behavior," *Psychology & Marketing*, vol. 8, pp. 389-413, 2001.
- [2] R. Y. K. Chan, "Environmental attitudes and behavior of consumers in china: Survey findings and implications," *Journal of International Consumer Marketing*, vol. 11, pp. 25-52, 1999.
- [3] M. Laroche, B. Jasmin, and B. F. Guido, "Targeting consumers who are willing to pay more for environmentally friendly products," *Journal of Consumer Marketing*, vol. 18, pp. 503-520, 2001.
- [4] J. Aertsens, W. Verbeke, and G. V. Huylenbroeck, "Personal determinants of organic food consumption: A review," *British Food Journal*, vol. 10, pp. 1140-1167, 2009.
- [5] M. H. Bui. 2005. Environmental marketing: A model of consumer behavior. Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators.
- [6] R. Y. K. Chan and L. B. Y. Lau, "Antecedents of green purchases: A survey in china," *Journal of Consumer Marketing*, vol. 17, pp.338-357, 2000.
- [7] R. Y. K. Chan and I. Yam, "Green movement in a newly industrializing area: A survey on the attitudes and behavior of the Hong Kong citizens," *Journal of Community and Applied Social Psychology*, vol. 5, pp. 273-284, 1995.
- [8] J. S. Chiou, "The effects of attitude, subjective norm, and perceived behavioral control on consumers' purchase intentions: The moderating effects of product knowledge and attention to social comparison information," *Proc. Natl. Sci. Council. ROC (C)*, vol. 9, pp. 298-308, 1998.
- [9] R. G. Dispto, "Interrelationships among measures of environmental acitivity, emotionality and knowledge," *Educational and Psychological Measurement*, vol. 37, pp. 451-459, 1997.
- [10] S. B. Follows and J. David, "Environmentally responsible purchase behavior: a test of a consumer model," *European Journal of Marketing*, vol. 34, pp. 723-746, 2000.
- [11] A. Gracia and T. Magistris, "Organic food product purchase behaviour: a pilot study for urban consumers in the South of Italy," *Spanish Journal of Agricultural Research*, vol. 5, no. 4, pp.439-451, 2007.
- [12] S. P. Kalafatis, Michael, E. Robert, and H. T. Markos, "Green marketing and ajzen's theory of planned behavior: A cross-market examination," *Journal of Consumer Marketing*, vol. 16, pp. 441-460, 1999.
- [13] L.-Y. Li, "Effect of collectivist orientation and ecological attitude on actual environmental commitment: The moderating role of consumer demographics and product involvement," *Journal of International Consumer Marketing*, vol. 9, pp. 31-53, 1997.
- [14] G. N. Lodorfos and J. Dennis, "Consumers' intent: in the organic food market," *Journal of Food Products Marketing*, vol. 14, no. 2, pp. 17-38, 2008.
- [15] M. K. Magnusson, A. Arvola, U. K. Hursti, L. Aberg, and P. Sjoden, "Attitudes towards organic foods among Swedish consumers," *British Food Journal*, vol. 103, pp. 209-226, 2001.
- [16] M. P. Maloney and M. P. Ward, "Ecology: Lets hear from the people: An objective scale for the measurement of ecological attitudes and knowledge," *American Psychologist*, vol. 28, no. 7, pp. 583-586, 1973
- [17] L. K. Sampson, "Consumer analysis of purchasing behavior for green apparel," Thesis. North Carolina State University, 2009.
- [18] S. O. Sihombing, "Predicting environmentally purchase behavior: A test of the value-attitude-behavior hierarchy," *The 2nd Indonesian Business Management Conference*, Jakarta, 30 January, 3007.
- [19] A. Tarkiainen and S. Sundqvist, "Subjective norms, attitudes and intentions of Finnish consumers in buying organic food," *British Food Journal*, vol. 107, no. 11, pp. 808-822, 2005.
- [20] M.-F. Chen, "Attitude toward organic foods, among taiwanese as related to health consciousness, environmental attitudes, and the mediating effects of healthy lifestyle," *British Food Journal*, vol. 111, pp. 165-178, 2009.
- [21] R. M. Baron and D. A. Kenny, "The moderator-mediator variable distinction in social psychological research: conceptual, strategic and

statistical considerations," *Journal of personality and Social psychology*, vol. 51, no. 6, pp. 1173-1182, 1986.

- [22] E. Fraj and E. Martinez, "Environmental values and lifestyles as determining factors of ecological consumer behaviour: An empirical analysis," *Journal of Consumer Marketing*, vol. 23, no. 3, pp. 113-144, 2006.
- [23] J. M. Gil, A. Gracia, and M. Sanchez, "Market segmentation and willingness to pay for organic products in Spain," *International Food and Agribusiness Management Review*, vol. 3, no. 2, pp. 207-26, 2000.
- [24] T. Magistris and A. Gracia, "The decision to buy organic food products in Southern Italy," *British Food Journal*, vol. 10, pp. 929-947, 2008.
- [25] I. Ajzen. Attitudes, personality and behavior, (2nd edition), Berkshire, UK: Open University Press-McGraw Hill Education, 2005.
- [26] M. E. Shaw and P. R. Costanzo, "Theories of social psychology. International Student Edition," *Auckland: McGraw-Hill, Kogakusha Ltd*, 1983.
- [27] I. Ajzen and T. J. Madden, "Prediction of goal directed behavior: Attitudes, intentions and perceived behavior control," *Journal of Experimental Social Psychology*, vol. 22, pp. 457-474, 1986.
- [28] M. Fishbein and I. Ajzen, "Belief, attitude, intention and behavior: An introduction to theory and research," Menlo Park, California; Addison-Wesley Publishing Company Inc, 1975.
- [29] P. Bloch, "The wellness movement: Imperatives for health care marketers," *Journal of Health Care Marketing*, vol. 4, pp. 9-16, 1984.
- [30] J. Plumer, "The concept and application of life style segmentation," *Journal of Marketing*, vol. 38, pp. 33-37, 1974.
- [31] J. F. Engel, D. B. Roger, and W. M. Paul. Consumer behavior. International Edition, Forth Worth: Dreyden Press, 2000.



Budi Suprpto was born in Belitang, Indonesia in 1968. In 1993, he earned a BBA degree at Universitas Atma Jaya Yogyakarta, Yogyakarta, Indonesia. In 1998, he earned a MBA degree majoring in International Business from Asian Institute of Technology, Bangkok, Thailand. In 2003, he earned a Ph.D. in Business Administration from Nanzan University, Nagoya, Japan. He started

his career as a lecturer at Universitas Atma Jaya Yogyakarta in 1993. He teaches Marketing, Consumer Behavior, Operation Research and Strategic management course. In 1998, he pointed as the head of computer laboratory. Moreover, he was the head of MBA Program from 2003 to 2006. In 2006, he was assigned as a senior lecturer at the Department of Technology Management at Universiti Teknikal Malaysia Melaka and the Head of Professional Development Unit of Malaysia Technopreneurship Development Center, Malaysia. Now, He is an associate professor and the Head of Department of Management at Universitas Atma Jaya Yogyakarta, Indonesia. He has come up with more than 25 conference and journal publications in the field related to business strategy, company performance and marketing. His research current interest is in the area of business strategy, organizational performance and consumer behavior. In 2007 he awarded and research grand from Malaysian Government and best research paper from UTEMAX, Malaysia. Currently, he engaged in a research project for local development sponsored by Indonesian Government.

Dr. Suprpto leads the University Internationalization Project sponsored by Indonesian Government, and a member of University Blue Print Project in Universitas Atma Jaya Yogyakarta. He is a member of Indonesia Association of Economics Society (ISEI) and actively involve in seminars and conferences.



Tony Wijaya was born in Jambi, Indonesia in 1979. In 2003, he earned a BBA degree at Universitas Atma Jaya Yogyakarta, Yogyakarta, Indonesia. In 2005, he earned a MBA degree majoring in Marketing also from Universitas Atma Jaya Yogyakarta, Yogyakarta, Indonesia. In 2009, He entered in Doctoral Program in Universitas Gajah Mada, Yogyakarta, Indonesia. He started his career as a lecturer at Lecturer of IEU Business School Yogyakarta-Indonesia In 2005. He has come up with more than 5 conference and journal publications in the field related to marketing. He also published 5 books in the area of statistics.