



## MASTER THESIS

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF SCIENCE IN COMMUNICATION STUDIES AT THE FACULTY OF BEHAVIOURAL, MANAGEMENT AND SOCIAL SCIENCES AT THE UNIVERSITY OF TWENTE, ENSCHEDE, THE NETHERLANDS.

### ETHICAL CONSUMPTION *LET'S FIND THE MOOO-TIVES FOR BUYING DAIRY...*

The Factors Influencing the Intention to Purchase Organic Dairy Products among Indonesian University Students in The Netherlands

**Chariskha Lidwyanthi**  
S1980564

FACULTY OF BEHAVIOURAL, MANAGEMENT AND SOCIAL SCIENCES  
COMMUNICATION STUDIES  
SPECIALISATION: MARKETING COMMUNICATION

EXAMINATION COMMITTEE  
Dr. A.D. Beldad  
Drs. MH. Tempelman

JAN 2019

## ABSTRACT

There is a rising interest among younger people, especially university students, in performing ethical consumption behaviour. This is confirmed by the extended Theory of Planned Behaviour as it has been vastly recognised as the theory used in related to ethical consumption behaviour. However, based on several studies, there are other factors that influence people' intention to purchase ethical products; such as familiarity with and subjective knowledge of the logos or certifications, trust, and past experience with the products.

In the Netherlands, dairy products play a large role as one of their staple foods as well as their national symbols. The Netherlands is a prime example in which these types of products are seen as top-selling organic products. By examining the country's multicultural population, we can observe that it is comprised of 2.1 % Indonesian, one of the largest ethnic group presents. To that extent, Indonesian students who are studying at universities in The Netherlands were approached using an online survey with close-ended questions. In total, the data of 209 people were used for further analysis of their purchase intention of organic dairy products.

This study concluded that people who have purchased and those who have not purchased organic dairy products have a slightly different motives behind their purchase intention. The attitudes towards purchasing organic dairy products with personal benefit in health concern and moral obligations appear as the predictors of purchase intention of organic dairy products among the two groups. Nevertheless, for the purchasers' group, social influence (descriptive norms) also takes part in influencing consumer's purchase intention. Finally, it was determined that past-experience with the products influences the purchase intention through the attitudes towards purchasing organic dairy products both with personal (health concern) and external benefits (environment and animal welfare concerns).

Overall, the findings are expected to benefit the producers of organic dairy products by providing further insights for suitable marketing strategies targeted specifically to this type of market segmentation. Moreover, the recommendations discussed within this paper aim to give additional inputs for future research.

**Keywords:** ethical consumption; organic dairy products; theory of planned behaviour; purchase intention; Indonesian diaspora

# TABLE OF CONTENTS

## Abstract

|   |    |
|---|----|
| <b>1. Introduction</b> .....  | 1  |
| <b>2. Literature Review</b> .....   | 4  |
| 2.1 Organic Dairy Products in The Netherlands.....  | 4  |
| 2.2 Why are Indonesian University Students who Study in The Netherlands?.....                         | 5  |
| 2.3 Purchase Intention.....   | 6  |
| 2.4 The Attitudes towards Purchasing Organic Dairy Products.....                                      | 7  |
| 2.5 Social Influence.....   | 9  |
| 2.5.1 Injunctive Norms.....   | 9  |
| 2.5.2 Descriptive Norms.....  | 10 |
| 2.6 Perceived Behavioural Control.....  | 11 |
| 2.7 Moral Obligations.....  | 12 |
| 2.8 Self- Identity.....   | 13 |
| 2.9 Familiarity with and Subjective Knowledge of Organic Dairy Products' Logos or Certifications..... | 14 |
| 2.1 Trust.....  | 15 |
| 2.1.1 Past- experience with Organic Dairy Products.....   | 16 |
| 2.1.2 Conceptual Research Model.....  | 18 |
| <b>3. Research Methodology</b> .....  | 19 |
| 3.1 Research Design.....  | 19 |
| 3.2 Research Procedure.....   | 20 |
| 3.3 Research Participants.....  | 21 |
| 3.4 Measurement.....  | 23 |

|   |    |
|---|----|
| 4. Results.....   | 29 |
| 4.1 Descriptive Statistics.....   | 29 |
| 4.2 Correlations Analysis.....  | 31 |
| 4.3 Model Testing Hierarchical Regression Analysis.....   | 33 |
| 4.3.1 Multiple Regression Predicting The Intention to (continue) Purchasing Organic Dairy Products.....           | 34 |
| 4.3.2 Mediation Analysis of on Purchase Intention through Attitudes towards Purchasing Organic Dairy Products ... | 36 |
| 4.4 Overview Hypotheses Tests.....  | 38 |
| 4.5 Relational Models.....  | 40 |
| 5. Discussion.....  | 41 |
| 5.1 Discussion of Findings.....   | 41 |
| 5.1.1 The Direct Effect Results of The Extended Theory of Planned Behaviour Model towards Purchase Intention ..   | 41 |
| 5.1.2 The Indirect Effect Result of The Past-Experience with Products towards Purchase Intention.....             | 49 |
| 5.2 Implications.....   | 50 |
| 5.2.1 Theoretical Implications.....   | 50 |
| 5.2.2 Practical Implications.....   | 51 |
| 5.3 Limitations and Future Research Directions.....   | 52 |
| 5.4 Conclusion.....   | 54 |
| References.....   | 56 |
| Appendix.....   | 66 |

# 1.INTRODUCTION

Being a part of the sustainable consumers' society has become progressively popular in many countries as one of the global awareness trends. This is where individuals are exposed to how they are supposed to consume their foods in ethical ways. Individuals purchase and use the products not purely based on the personal pleasures and values they provide, such as a healthy lifestyle (Horovitz, 2006) from the healthier products (Magnusson, Anne Arvola, Ulla-Kaisa Koivisto, Lars, & Sjöden, 2001) but also the ideas of what has come to be good versus bad in a moral sense (Starr, 2009); such as contributing to preserving the nature, human rights on their working conditions, and animal welfare (Beldad & Hegner, 2018; Strong, 1997; Tallontire, Anne, Rentsendorj, Erdenechimeg and Blowfield, 2001).

One of the ethical consumption examples is the consumers' preference to purchase organic food products (Basha, 2014). As known by many, the theory of planned behaviour (Ajzen, 1991) has been vastly used as the theory to reveal the motives of the consumers to purchase organic products (Arvola et al., 2008; Beldad & Hegner, 2018; Conner & Armitage, 1998; De Leeuw, Valois, Morin, & Schmidt, 2014; Magnusson et al., 2001; Ozcaglar-Toulouse, Shiu, & Shaw, 2006; Ravis & Sheeran, 2003b; Tarkiainen & Sundqvist, 2005; Yadav & Pathak, 2016). Moreover, according to previous studies, the familiarity with and the subjective knowledge about organic food products' logos or certifications were also mentioned as the factors that influenced consumers to choose organic food products (Janssen & Hamm, 2011, 2012; Yiridoe, Bonti-Ankomah, & Martin, 2005; Zander, 2014).

The study by Janssen & Hamm (2012) reasons that consumers would choose organic foods that have certain labels or logos that they know already (familiarity). Additionally, the research studies by Nuttavuthisit & Thøgersen (2017), Pivato & Misani (2008), Soyez, Francis, & Smirnova (2012), Suharjo, Ahmady, & Ahmady (2016), and Taniguchi (2014) showed that the consumers' trust in organic foods' producers and logos or certifications has become an important way to gauge the intention of consumers to purchase such products. It is argued that elements such as exclusive characteristics of organic labels, the notion of relatively strict standards and controls, and the general morality of entrepreneurs have become the most important factors considered by consumers when perceiving the products (Zagata & Lostak, 2012,p.14).

Furthermore, the growing phenomenon where younger people, specifically university students, have increased their interest in consuming organic foods has become a topic that has gotten attention (Horovitz, 2006). It is claimed that they have become more concerned about the quality of the natural environment (the self-identity) which causes them to act more responsible with regard to it (the moral-norm). This responsibility can be seen by their intention to purchase organic food products (Bissonnette

& Contento, 2001; Yiridoe et al., 2005). Moreover, the study by Magnusson et al. (2001) also confirmed that university students showed more positive attitudes towards buying organic foods compared to the other groups.

The high demand of organic food products has increased around the world with the retail sales estimated over 89.7 billion US dollars in 2016. In which the European market for organic foods and drinks is the second largest in the world after North America (Willer & Lernoud, 2018). Besides that, during the last decade, Dutch food retailers have increasingly sourced food products which are either produced sustainably or obtained in a sustainable manner (Pinckaers, 2016). This is in line with the fact that the Netherlands is the seventh largest organic market in the European Union with an estimated value of \$1.9 billion in 2017. Its current market share is 3.3 per cent and is expected to double in 2025 while the average consumer spends over \$119 on organic products annually (Pinckaers, 2018) in which milk and dairy products come as the top-selling organic products (Blom, 2014).

By examining these figures, we can presume that the consumption of organic dairy products is highly sought after in The Netherlands. On the other hand, although organic food consumption is gaining acceptance among its peoples in developing countries, for example Indonesia (David & Ardiansyah, 2017; Panjaitan & Sutapa, 2010; Suharjo et al., 2016), consumers' demands remain subdued. There is insufficient buying power and the limited availability of the products as they are sold only in most bigger cities and specialised stores (Suharjo et al., 2016). Meanwhile, the lack of awareness and knowledge about organic products have become the primary sources of Indonesia's passive growth in organic food product consumption (Widjajanto and Miyauchi, 2002).

However, the Netherlands' population is inhabited by not only Dutch, but also other ethnic groups. Indonesian becomes one of the biggest ethnic groups live in the Netherlands. In which 2.1% of the Netherlands populations is Indonesian (The World Factbook, 2018). Hence, to connect with the phenomenon of growing interest on ethical consumption among younger people, especially university students, this present study was conducted on international students, specifically Indonesian students who are pursuing their higher education (university) in The Netherlands.

Furthermore, this study was conducted because according to author's far knowledge, there is still a lack of studies that focus on the consumption behaviour, specifically for international students who live in the Netherlands. Despite the vast literature regarding factors that may trigger individuals to choose to buy products produced organically (Arvola et al., 2008; Basha, 2014; Honkanen, Verplanken, & Olsen, 2006; Nasir & Karakaya, 2014; Sparks, Paul; Shepherd, 1992; Tarkiainen & Sundqvist, 2005), in the author's

expert opinion, there are far fewer studies that focus on organic dairy products only (Hill & Lynchehaun, 2002; Vermeir & Verbeke, 2006). Moreover, the current study would determine whether there is a difference between the purchasers and non-purchasers of organic dairy products in terms of their intention to purchase such products. The study by Ozcaglar-Toulouse et al. (2006) supported the stance that the group that can be categorised as purchasers, when compared to the other group who rarely or never purchased these items, showed different results in their underlying ethical purchasing motives.

The author would like to investigate how the variables of familiarity with and subjective knowledge of logos or certifications, trust and past experience with products can predict the consumers' intentions to buy organic dairy products. This will be achieved by combining the theory of planned behaviour and its extended variables (moral obligation and self-identity) to anticipate the intention of consumers when they decide to purchase organic foods products. In continuation, a hierarchical regression analysis will be performed on the data gathered from an online survey; using the quantitative method.

Consequently, through this study, hopefully, the contributions could be quantified; practically and theoretically. In practice, the result of this study is projected to help marketing practitioners to have deeper insights into methods of influencing the minority ethnic communities and to sell more organic dairy products. Meanwhile, for the theoretical benefit, the study is expected to give a more comprehensive understanding of the application of the extended Theory of Planned Behaviour in predicting the intention to purchase organic food products, particularly dairy products, among diaspora community.

Hence to enrichen the literature related to the rationale for individuals to purchase organic dairy products, the research questions are defined as:

### **Research Question 1**

To what extent do the variables of Theory of Planned Behaviour, moral obligation, self-identity, familiarity with and subjective knowledge of organic dairy products' logos or certifications, and trust influence the intention to purchase organic dairy products among Indonesian students who study at universities in The Netherlands?

### **Research Question 2**

To what extent is the potential effect of past-experience with organic dairy products on purchase intention mediated by the attitudes towards purchasing organic dairy products among Indonesian students who study at universities in The Netherlands who have purchased the products?

## 2. LITERATURE REVIEW

This chapter will provide the theoretical foundation for factors that are related to organic dairy products consumption. Therefore, it intends to give insights into attitudes, social norms, perceived behavioural control, moral obligation, self-identity, familiarity with and subjective knowledge of the organic product's logos or certifications and trust as independent variables that may influence the intention to purchase organic dairy products (dependent variable) among Indonesian students in The Netherlands. Moreover, this present study also includes the past-experience to evaluate until what extent it impacts on consumers' intention to purchase such products through the attitudes towards the behaviour. Lastly, this chapter will end with conceptual research models to provide an overview of how these different variables influence the purchase intention.

### 2.1 Organic Dairy Products in The Netherlands

When one considers about organic products, it is argued that people most likely perceive that the products are healthier, environmentally friendly goods that strive to improve the sustainability of the natural environment. Persons also generally perceive that buying these products support better welfare for the animals' lives and that they will be high-priced premium products (Fotopoulos & Krystallis, 2002; Magnusson et al., 2001; Tallontire, Anne, Rentsendorj, Erdenechimeg and Blowfield, 2001; Thøgersen, 2010).

Thus, what are the organic products exactly? According to Federal Organic Foods Production Act Of 1990, organic products are foods that are produced without using conventional pesticides, chemical fertilisers, and are not contaminated by antibiotics or growth hormones to feed the resources (Code, 2005; Paul & Rana, 2012). Moreover, it also uses the production system that combines best environmental practices, a high level of biodiversity, the preservation of natural resources, and the application of high animal welfare standards; in order to provide specific higher quality products to respond to certain consumers' demand (de Magistris & Gracia, 2008). Therefore, the products are monitored closely with strict standards, from the processing steps until the sale.

The existence of organic products has been popular mostly in developed countries, such as in North America and Europe. It was proven in 2016 that the United States accounted for 47% of the global market which was worth 89 billion euros. This was closely followed by the European Union area (30.7 billion euros, 37 per cent), and then China (5.9 billion euros, 6 per cent) (Willer & Lernoud, 2018).

As a member of the Europe Union, The Netherlands ranks as the seventh largest organic market in the area, with an estimated value of \$1.9 billion in 2017 (Pinckaers, 2018). The country has food retailers



that have increasingly sourced food products which are either produced sustainably or obtained in a sustainable manner, within the last decade (Pinckaers, 2016). Currently, its market share is 3.3 per cent and is expected to double in 2025, while the average consumer spends over \$119 on organic products annually (Pinckaers, 2018, p.1).

Related to this present study, the author picks dairy products as the focus attention within the category of organic products. This subcategory was chosen because in accordance with 'Food consumption in the Netherlands and its determinants' report, Dutch people consume 350 grams of milk every day, of which dairy products contribute greatly to the amount of daily food intake (Geurts, van Bakel, van Rossum, de Boer, & Ocké, 2017). Furtherly, it is stated that cheese, milk, yoghurt, and other dairy products act not only as staple foods, but also as national symbols for the Dutch due to the country's landscape and history of farming (BBC News, 2015). It is also said, that one-sixth of the average Dutch food shopping bill goes towards dairy products. This means that in a typical year, the average Dutch person consumes more than 25% more milk-based products than their British, American or German counterparts (Charts Bin Statistics Collector Team, 2011). In addition to these claims, the "Organic in Europe" publication by IFOAM EU, FiBL, and CIHEAM-IAM claims that milk and dairy products have been known as the top-selling organic products in the Netherlands (Blom, 2014). In which, milk, cheese, yoghurt, cream, butter, and dairy desserts can be categorised as the type of the products (Hill & Lynchehaun, 2002).

## 2.2 Why are Indonesian university students who study in the Netherlands become the target of this study?

It is argued that the concept of ethical consumption happens to get more attention in younger generations, especially university students (Horovitz, 2006). They are perceived as educated individuals who can identify issues that will influence their attitudes and activities in the future such as consuming organic products (Dahm, M. J., Samonte, A. V., & Shows, 2009). The previous study showed that there is a positive relationship between young people, including university students, with their attitudes towards purchasing organic foods (Magnusson et al., 2001). Furthermore, they also show a more encouraging result on the intention to purchase such products (Bissonnette & Contento, 2001; Gil, Gracia, & Sa, 2000; Yiridoe et al., 2005).

It is genuinely indisputable that organic products are famous in many developed countries, including the Netherlands. Meanwhile, the concept is also gaining acceptance among the people in developing countries such as in South East Asia, like Indonesia (David & Ardiansyah, 2017; Panjaitan & Sutapa, 2010; Suharjo et al., 2016). This is due to the fact that the country appears as one of the main producers of primary crops which are primarily exported to the top organic food consumer countries (Yussefi, M., &

Willer, 2007). Nevertheless, consumers' demands on such products remain passive because of the insufficient buying power and the lack of availability of the products; that are sold only in some bigger cities and special stores (Suharjo et al., 2016). Furthermore, the lack of awareness and knowledge about organic products are also the primary reasons why Indonesian have a passive growth in organic food products consumption (Widjajanto, D.W. and Miyauchi, 2002).

In the meantime, there are many Indonesians in The Netherlands (2.1% of the Netherlands' total populations) (The World Factbook, 2018). Furthermore, with regard to the focus on diaspora community specifically university students, the data also show that by early 2018, roughly 1,200 Indonesian students were residing in the Netherlands to pursue their degrees at Bachelor, Master, and Post-doctoral level (Persatuan Pelajar Indonesia di Belanda, 2018). As one of the significant ethnicities that stay in The Netherlands, these people are assumed to witness the popular trend of the local people in consuming organic dairy products while also get exposed by the existence of such products in the stores. In which that is able to influence their dietary consumption (Sleddens et al., 2015).

### 2.3 Purchase Intention

In order to perform a particular behaviour, people might have several underlying factors which influence their motivations to consume organic dairy products. However, according to Ajzen (1991), prior to performing the particular behaviour, an individuals' intention has become the central factor in predicting whether the person will engage in the behaviour. It is claimed that intentions represent a person's motivations in the sense of an individual's conscious plan or decision to exert effort to enact the behaviour (Conner & Armitage, 1998); such as purchase intention. Purchase intention is the likelihood that consumers will plan or be willing to purchase a particular product or service in the future (Wu, Yeh, & Hsiao, 2011). As such, it is argued that the stronger the intention to engage in a behaviour, the more predictable its performance should be (Ajzen, 1991).

In line with that, the Theory of Planned Behaviour (TPB) by Ajzen (1991) has been used in vast studies as the predictor in viewing which factors may trigger consumers to have the intention to purchase organic products (Arvola et al., 2008; Basha, 2014; Honkanen et al., 2006; Nasir & Karakaya, 2014; Paul & Rana, 2012; Tarkiainen & Sundqvist, 2005). Nonetheless, in the author's far knowledge, there are only a few studies that made organic dairy products as their focus (e.g. Hill & Lynchehaun, 2002; Nasution, Tarigan, & Dhewanto, 2010; Vermeir & Verbeke, 2006). Hence, the study intends to determine the factors that influence purchase intention of the dairy products that are produced organically.

The extended of TPB that consists of variables such as attitudes, subjective norms, perceived behavioural control, moral obligation, self-identity, and trust, have been used vastly to predict the intention to purchase organic food products (e.g. Chryssochoidis, 2000; Magnusson et al., 2001; Nuttavuthisit & Thøgersen, 2017; Deirdre Shaw, Shiu, & Clarke, 2000; Suharjo et al., 2016; Tarkiainen & Sundqvist, 2005) including specific organic product for instance dairy focus (e.g. Hill & Lynchehaun, 2002; Nasution, Tarigan, & Dhewanto, 2010; Vermeir & Verbeke, 2006). Furthermore, the familiarity with and subjective knowledge of the logos or certifications as well as past experience related to organic products were also found to have impact on predicting consumers' purchase intention of such products (Bentler & Speckart, 1979; Conner & Armitage, 1998; Dahm, M. J., Samonte, A. V., & Shows, 2009; Fredricks & Dossett, 1983; Janssen & Hamm, 2011, 2012; Tonglet, Phillips, & Read, 2004; Yeon Kim & Chung, 2011; Yiridoe et al., 2005; Zander, 2014).

Referring to prior studies, the intention to purchase may be influenced by the acculturation from the host country (Rizwan, Hassan, & Kalsoom, 2017), age, and level of education (Magnusson et al., 2001). As confirmed by Lee (1998) and cited in Ogden et al. (2004), the consumers who do not come from the origin host country, learn the behaviours, attitudes, and values of a host culture which is called 'consumer acculturation'. These findings parallel with this study which will use the Indonesian diaspora. It is argued that they might perform the socialisation process, by adjusting their consumption or dietary habits according to what the host country's consumption trend stipulates.

Furthermore, the previous studies by Fotopoulos & Krystallis, (2002), Magnusson et al. (2001), and Nasir & Karakaya (2014) presented that the younger people, with higher education, show more positive attitudes towards buying organic foods; which will impact the intention to purchase organic food products.

Therefore, based on the aforementioned claims, this present study would like to look deeply into which factors may influence the intention to purchase organic dairy products among the Indonesian diaspora; specifically, university students in The Netherlands.

#### 2.4 The Attitudes towards Purchasing Organic Dairy Products (Health, Environment, and Animal Welfare Concerns)

Attitudes refer to the degree to which a person has a favourable or unfavourable evaluation of the behaviour; which is shown to have strong correlational relationships with behaviour and behavioural intention (Ajzen, 1991). It was also mentioned, that whether a consumer finds a product attractive is supposed to depend on the extent to which the consumers can link their perception of the product's characteristics to self-relevant consequences and values (K. G. Grunert, 2005). According to Fennis &

Stroebe (2016), attitudes are found to be powerful predictors of purchase decisions because people tend to buy products, which they consider useful and attractive.

When the consumers have certain attitudes towards purchasing organic food products, they have few underlying beliefs or concerns regarding the products before they perform consumption behaviour of such products. Prior studies showed that health, environmental friendly, process characteristics (such as organic and natural production), and animal welfare are the primary answers that the consumers give when they are asked about the high quality of the organic food products (Brunsø, Fjord, & Grunert, 2002; Hansen, 2001). Furthermore, other studies by Arvola et al., (2008), Beldad & Hegner (2018), Magnusson, Arvola, Hursti, Åberg, & Sjöden (2003) and Vermeir & Verbeke, 2006) also supported that those perceptions became the important drivers of consumers to purchase organic products. Therefore, in this present study, the research conductor will divide the attitudes towards the behaviour into two subsets; one related to personal benefit (health concern) and the other one, external benefit belief (environmental and animal welfare concerns).

Long line studies about the organic food products choice, mentioned that health concerns became one of the major motives of the consumer to consume the products (Magnusson et al., 2001; Nuttavuthisit & Thøgersen, 2017; Tarkiainen & Sundqvist, 2005). Furthermore, the study by Nuttavuthisit & Thøgersen (2017) showed that in terms of reasons for buying organic foods, many participants referred to cancer prevention and toxic influences in everyday life. Hence, they chose to buy organic food products considered as healthier products as safer alternatives, when it is compared to its counterpart, non-organic goods. As the consumers associate the organic food products to healthiness, it consequently showed a correlation to their intention to purchase the organic food products (Magnusson et al., 2001).

Besides the health concerns, the environmental concerns became another noteworthy factor that impacts consumers' choice of organic food products (Arvola et al., 2008; Chryssochoidis, 2000; Hill & Lynchehaun, 2002; Kyriakopoulos & Ophuis, 1997; Magnusson et al., 2003). The consumers believe that organic foods are good while the environment is better cared for (Hill & Lynchehaun, 2002). A prior study by Kim & Chung (2011) indeed showed that there was a relationship between consumers' value, such as environmental concern and the attitudes towards buying organic products. Another prominent reason why people choose to purchase organic products is about animal welfare consequences (Basha, 2014; K. G. Grunert, Bech-larsen, & Bredahl, 2001; Harper & Makatouni, 2002). It turned out that consumers not only focus on the environment and health, but they are also concerned about the animals. Particularly they are concerned about the way the animals are feed, breed, and taken care of (Basha, 2014).

Lastly, it is argued that the more favourable the attitude with respect to a behaviour, the stronger the individual's intention to perform the behaviour under consideration (Ajzen, 1991). Hence, it is fair to postulate that the perception of how individuals view the organic products have an implication into their attitudes toward purchasing organic dairy products; which will later cause the intention to perform such behaviour. Consequently, the generated hypotheses are:

**1A: The attitudes towards purchasing organic dairy products with the concern of personal benefit (health) positively influences the intention to continue purchasing organic dairy products.**

**1B: The attitudes towards purchasing organic dairy products with the concern of personal benefit (health) positively influences the intention to purchase organic dairy products.**

**2A: The attitudes towards purchasing organic dairy products with the concerns of external benefits (environment and animal welfare) positively influences the intention to continue purchasing organic dairy products.**

**2B: The attitudes towards purchasing organic dairy products with the concerns of external benefits (environment and animal welfare) positively influences the intention to purchase organic dairy products.**

## 2.5 Social Influences

It is argued that when individuals would like to perform a behaviour, they have influences that they receive from the people surrounding them. Either it is a pressure that they get from other people because they told them to do a particular behaviour, or they learn what it is considered to be 'normal' in their environment. This case can be termed social influences.

Social influences as factors that motivate the intention to purchase can be divided into injunctive and descriptive norms. According to Onwezen, Bartels, & Antonides (2014), injunctive norms reflect perceptions of others', who are deemed relevant, beliefs that one should or should not perform a specific behaviour. Meanwhile, descriptive norms provide information about people's action, for instance how they behave.

### 2.5.1 Injunctive Norms

The term injunctive norms, are derived from the term subjective norms that comes from the Theory of Planned Behaviour (Ajzen, 1991). It is conceptualised in terms of the pressure that people perceive from important figures, to perform, or not to perform, a behaviour (Rivis & Sheeran, 2003a). According to Hagger & Chatzisarantis (2005), it alters an individual's perceived expectation that significant others want them to approach or avoid the target behaviour. It is argued that the belief of the person about the extent

to which important other people want them to perform a particular behaviour (Rivis & Sheeran, 2003b p.568) will influence on how the person performs that behaviour later.

In the context of ethical consumption, prior studies by Arvola et al., (2008), Bamberg (2003), Beldad & Hegner (2018), and Kim & Chung (2011) showed that people are influenced by pressures from the other people to consume ethical products. 'An individual who has the intention to purchase the products produced ethically has indications of an attempt to conform to their social contacts' expectations based on the notion that they ought to consume ethically because they have the financial power to do so' (Beldad & Hegner, 2018, p.16). Furthermore, the study by Grunert & Juhl (1995) also supported the other findings that the injunctive norms, that can be defined as a conformity action (collectivism motive), is conducted not to violate social expectations and norms. This also acts as one of the predictors that influence the intention of the consumer to buy organic products.

Therefore, to posit the mentioned claims, it is contended that the restriction from people who are perceived important to consumers will have an impact on their intention to perform a certain behaviour. Thus, the propositions for this variable are:

**H3A: The injunctive norms positively influence the intention to continue purchasing organic dairy products.**

**H3B: The injunctive norms positively influence the intention to purchase organic dairy products.**

### 2.5.2 Descriptive Norms

The descriptive norms involves the perception of which behaviours are typically performed where people tend to do what is socially approved as well as what is popular (R. B. Cialdini, 2003). According to past meta-analysis study by Melnyk, Herpen, & Trijp (2010), descriptive norms have a more significant effect on behaviour than the injunctive norms do because it postulates the behaviour of others, while the consumers may follow such norms without giving it much thought. It is confirmed by Cialdini (2003) that the possibility of individuals to have more significant influences on descriptive norms is because those norms are based on the raw behaviour of other individuals. Hence, it is relatively easy to accommodate such norms without so much cognitive analysis.

In the context of food consumption, the study by Larson & Story (2009) stated that food is an expression of cultural identity, in which its behaviours are learnt through enculturation; which is the process by which culture is transmitted from one generation to the next. The consumption pattern of food has a particular influence on what kinds of foods are considered healthy or unhealthy. Then, it dictates what food is 'acceptable' to be eaten.

Furthermore, societal trends have also moved towards healthier eating and taking more responsibility for one's well-being (Hill & Lynchehaun, 2002). According to the study about sustainable food consumption by Vermeir & Verbeke (2006), the individuals who adhere to higher social norms concerning sustainable products have more intention towards the products that are produced ethically. Along with it, Starr (2009) claimed that people are more likely to perform an ethical behaviour, for example, they tend to perform the ethical consumption when they live in an area in which it is relatively common to perform such behaviour. Therefore, the behaviour of significant others motivates the person, by showing them what is the typical or normal thing to do, and what is likely to be an effective and adaptive decision ("If everyone is doing it, it must be a sensible thing to do" - Cialdini, Raymond, & Carl, 1990). Hence, it is hypothesised that:

**H4A: The descriptive norms positively influence the intention to continue purchasing organic dairy products.**

**H4B: The descriptive norms positively influence the intention to purchase organic dairy products.**

## 2.6 Perceived Behavioural Control (Price and Availability Concerns)

Perceived behavioural control refers to the perceived ease or difficulty of performing the behaviour (Ajzen, 1991) and it reflects the influence of personal capacities and perceived constraints regarding the target behaviour on intentions which may act as the behavioural predictor (Hagger & Chatzisarantis, 2005). In the context of this present study, the prior study showed that the intention of purchasing organic products is greatly related to the price and availability, as the predictors that might hinder or encourage someone to perform such a behaviour (Basha, 2014; Govindasamy & Italia, 1999; Hill & Lynchehaun, 2002; Magnusson et al., 2001; Ozguven, 2012; Suharjo et al., 2016; Wier & Calverley, 2002).

Previous researches revealed that one of the major factors that determines consumers to purchase organic is price difference (Andorfer & Liebe, 2015; Davies, Titterington, & Cochrane, 1995; Govindasamy & Italia, 1999; Hill & Lynchehaun, 2002; Magnusson et al., 2001). Davies et al. (1995) stated that organic foods carry a significant price premium due to production costs. That is one of the cases that organic food products are not sold at prices equal to conventional food products (Suharjo et al., 2016, p.6).

Furthermore, it is interesting to see how the monetary aspect motivates consumers to purchase organic food products. In parallel to this present study, it is argued that younger people appeared to be more aware and interested in buying organic food products, but they have a lack of the purchasing power (Davies et al., 1995; Govindasamy & Italia, 1999; Magnusson et al., 2001). Moreover, the study by Govindasamy & Italia (1999) presented that consumers with higher annual incomes are more likely to pay a premium price for organic products. In continuation, it is also stated that consumers who purchase

organic food products are less sensitive about the price because they perceived that the price that they pay is equal to the quality of the product that they get (Kyriakopoulos & Ophuis, 1997).

Nonetheless, even though consumers can afford to buy the premium price of organic food products, they may also still show lack of consuming the products. It is argued by Suharjo et al. (2016) that such prevention not to consume organic food products from that particular consumer is with regarding their doubts on the benefits of organic products and also the availability of the products which are only sold in bigger cities or special stores. Therefore, accessibility to get organic products is also another thing to be considered. The study by Hill & Lynchehaun (2002), stated that despite the price, which acts as an intrinsic factor to significantly affect the purchasing behaviour of organic dairy products, the extrinsic factor such as availability of the products also plays a role in influencing the consumers to decide which products to buy. This is due to the fact that despite the motivation to consume the ethical products is high; it might hinder the consumption when the accessibility of the products is low (Vermeir & Verbeke, 2006).

As the popularity of organic foods products in developed countries grows, many supermarkets have responded to it by adding such products to their shelves (Paul & Rana, 2012). It has indeed made organic food products more accessible to more consumers (Dettmann & Dimitri, 2009). In accordance with this present study, the findings by Sleddens et al. (2015) reported that neighbourhood food environments influence dietary. It is because the individuals have more exposure, access, and physical availability to the organic products from the store. This is also believed to have an impact on the intention to buy (Larson & Story, 2009). Therefore, based on the findings from the previous studies, the following hypotheses are proposed:

**H5A: Perceived Behavioural Control with price concern positively influences the intention to continue purchasing organic dairy products.**

**H5B: Perceived Behavioural Control positively with price concern influences the intention to purchase organic dairy products.**

**H6A: Perceived Behavioural Control with availability concern positively influences the intention to continue purchasing organic dairy products.**

**H6B: Perceived Behavioural Control positively with availability concern influences the intention to purchase organic dairy products.**

## 2.7 Moral Obligation

According to Ajzen (1991), moral obligation is related to the personal or moral norm that influences the intention to perform a behaviour. It refers to a personal feeling of moral obligation or responsibility to



perform, or refuse to perform, a certain behaviour (Ajzen, 1991, p.199). Furthermore, Haines, Street, & Haines (2008) stated when a person is in an ethical situation; the moral obligation can be interpreted to the extent to which an individual feels a sense of responsibility to act (or not) morally (or immorally). Furthermore, in the context of this present study, moral obligation appeared as one of the indicators that has an influence on ethical consumption (Beldad & Hegner, 2018; Bray, Johns, & Kilburn, 2011; Honkanen et al., 2006; Deirdre Shaw et al., 2000; Sunderer & Rössel, 2012).

Based on a prior study by Shaw et al. (2000), it is found the addition of a measure of ethical obligation to be significant in the explanation of behavioural intention to purchase ethical food products. It is because when consumers intend to buy ethical products, it is not only derived by solely self-interested motives. In fact, it is rather strongly influenced by ethical or moral concerns and considerations of the consumers' norms internalisation. However, according to Honkanen et al. (2006), the moral norms becomes activated when a person is aware of harmful consequences to others, caused by a state of the environment and when the person ascribes responsibility to him or herself for changing the condition. Consequently, these theoretical insights prompted the hypotheses that:

**H7A: The feeling of moral obligations positively influences the intention to continue purchasing organic dairy products.**

**H7B: The feeling of moral obligations positively influences the intention to purchase organic dairy products.**

## 2.8 Self-Identity

Identity is a set of meanings attached to the self that serves as a standard or reference that guides behaviour in situations (Stets & Biga, 2003). Therefore, self-identity can be defined as the salient part of an actor's self which relates to the intention to perform a certain type of behaviour (Conner & Armitage, 1998). It reflects the extent to which people see themselves as fulfilling the criteria for any societal role. In accordance to this present study, prior research studies showed that the self-identity of a consumer motivates the intention to participate in ethical consumption (Andorfer & Liebe, 2013; Beldad & Hegner, 2018; Ozcaglar-Toulouse et al., 2006; Deirdre Shaw et al., 2000; Sleddens et al., 2015; Tarkiainen & Sundqvist, 2005).

According to Shaw et al. (2000), as an ethical issue becomes important to an individual, it becomes part of their self-identity, which may form a desire to behave accordingly. When ones relate themselves to the ethical issues internalised as their personal identities, the identities are most likely around the health concern, environmental awareness, and animal welfare, that later provide as a measurement of ethical consumerism (Sparks, Paul; Shepherd, 1992).

Furthermore, Ashforth, Harrison, & Corley (2008) convincingly established the link between an individual's identity and behaviour by asserting that people's awareness of their identities results in their acceptance of values, goals, and beliefs associated with those identities; which eventually induces them to engage in certain actions that mirror their identities. As it is stated in the prior study, 'people who view themselves in a certain way will most likely behave in a manner that corresponds to their desired self-image' (Beldad & Hegner, 2018, p.16). Nonetheless, in line with the ethical consumption, Shaw & Shiu (2002a, 2002b) showed that ethical identity of an individual had been found to affect intention in the purchase of fair-trade groceries, including organic products. Therefore, based on the supporting insights from prior studies, the seventh research hypotheses are:

**H8A: The self-identity positively influences the intention to continue purchasing organic dairy products.**

**H8B: The self-identity positively influences the intention to purchase organic dairy products.**

## 2.9 Familiarity with and Subjective Knowledge of Organic Dairy Products' Logos or Certifications

Clear and reliable information is an important factor for consumers in their purchase decision process (Vermeir & Verbeke, 2006). According to Zander (2014), labelling is a way to address consumers and to provide them with information which is supposed to be relevant for their individual purchase decisions. It was mentioned that consumers associated logo with the organic products in general where consumers use it as a tool to identify the organic products (Janssen & Hamm, 2011). Moreover, in line with the present study, prior research studies showed that the more familiar consumers are and the more knowledge they have about what stands behind the organic products' logos, the more likely it is they choose these products (K. G. Grunert, Hieke, & Wills, 2014; Hoogland, De Boer, & Boersema, 2007; Janssen & Hamm, 2011, 2012; Mceachern & Warnaby, 2008; Testa, Iraldo, Vaccari, & Ferrari, 2015; Yiridoe et al., 2005; Zander, 2014).

According to prior studies, besides the findings that consumers choose the organic products that have organic logo certifications (Janssen & Hamm, 2012), they would prefer a logo that is familiar for them (Hoogland et al., 2007; Janssen & Hamm, 2011). It was also mentioned that the consumers' familiarity with the organic logos was closely related to how those particular logos are exposed or gain visibility in the marketplace (Janssen & Hamm, 2012).

Furthermore, the preference of choosing the products that have organic logos was explained as being reflected in their attitudes towards the scheme behind the attached organic logo on the product. When consumers relate the scheme behind the logo, the consumers identify the relevant communicated

aspects that they can find on the products (Janssen & Hamm, 2012,p.13). In which these aspects are related to health, sustainable environment concern, and animal welfare consequences which they use as the reason for purchasing organic products (Arvola et al., 2008; Beldad & Hegner, 2018; Hughner, McDonagh, Prothero, Li, & Stanton, 2007; Magnusson et al., 2003; Vermeir & Verbeke, 2006).

In addition, Solomon (2006) stated labelling may comply with its aims in providing information and may also have an impact on consumers' purchase decision, by influencing consumers' product perception and judgement (subjective knowledge) (as cited in Zander, 2014). The higher the consumers' awareness and information on a product's superior environmental performance, the higher the probability that the consumer will perform the ethical behaviour (Testa et al., 2015). Furthermore, it is also mentioned that knowledge about the labels and the standards that they are based on can play a significant role in influencing purchase decision (Mceachern & Warnaby, 2008).

Therefore, built upon the previous claims, the consumers' familiarity with and subjective knowledge of the logos or certifications were confirmed to have a positive impact on the choice that the consumers make when purchasing organic products. Then, it prompts the hypotheses that:

**H9A: Consumers' familiarity with organic dairy products' logos or certifications positively influences the intention to continue purchasing organic dairy products.**

**H9B: Consumers' familiarity with organic dairy products' logos or certifications positively influences the intention to purchase organic dairy products**

**H10A: Consumers' subjective knowledge about organic dairy products' logos or certifications positively influences the intention to continue purchasing organic dairy products.**

**H10B: Consumers' subjective knowledge about organic dairy products' logos or certifications positively influences the intention to purchase organic dairy products.**

## 2.10 Trust

According to the study by Mayer, Davis, & Schoorman (1995), trust is the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party. According to Torjusen, Sangstad, & Jensen (2004), the trust could be divided into two. These are personal and system trust. Personal trust is embedded in localised knowledge and personal relationships, for example, to local producers or retailers. Whereas system trust is dis-embedded, universalistic, and rooted in institutions, such as 'green' product labelling/logo (Sassatelli & Scott, 2001). Furthermore, the prior conducted studies showed that trust on label and the producer has the influence on someone's

behavioural intention to purchase organic products (Hainmueller, J., Hiscox, M. J., & Sequeira, 2015; Nuttavuthisit & Thøgersen, 2017; Soyez et al., 2012; Suharjo et al., 2016).

The studies on trust on organic logos or certifications and its impact to the purchase intention of the products have been put to discussion (Nuttavuthisit & Thøgersen, 2017; Torjusen et al., 2004; Yiridoe et al., 2005). According to Brunsø et al. (2002), one of the cues that the consumers use to choose the organic products is the extrinsic cue such as logo or certification labels of the product. The previous study by Zagata & Lostak (2012) showed that the consumers find the label of organic food is trustworthy because they think the control and certification processes are considered trustworthy as a sufficient guarantee for the products to be considered as organic. Then, Grunert et al. (2001) found the more consumers trust the organic label, the more likely they would buy organic products in the supermarket. Hence, when the consumers are assured on the attributes carried by the logos, they would proceed further for their purchase decision accordingly.

Besides, the trust in the producer is also a worth-noting aspect in predicting the consumers' motive to have the intention of purchasing organic products. In the study by Zagata & Lostak (2012), it was found out that consumers rely on the general morality of organic producers where they believed in the 'goodwill of entrepreneurs not to cheat'. In which, according to their study, the purchase of organic foods is the consequence of a constructed trust, where the faith of consumers towards the products, with the information regarding the products itself are used to providing them with adequate solutions in the situations where they were faced with many counter-arguments against organic food quality.

Furthermore, the research finding by Andorfer & Liebe (2013) stated that consumers are more inclined to buy the products which are produced ethically if they trust the organisation (producers) and their claims (logos). Also, as it was said by Winarno (2009) as cited in Suharjo et al. (2016), certainty or trust on a product became one aspect of the motivations that encourage or even act as a barrier to consumers' willingness to buy the organic products. Emanating from these points, the generated hypotheses are:

**H11A: Trust positively influences the intention to continue purchasing organic dairy products.**

**H11B: Trust positively influences the intention to purchase organic dairy products.**

## 2.11 Past Experience with Organic Dairy Products as The Antecedent of The Attitudes towards Purchasing Organic Dairy Products

The fact that consumers associate organic production not only with good health, animal welfare, and concern for the environment but also with good taste means that the characteristic 'organic' is no longer

only a credence characteristic. Now, it is also partly an experience characteristic, where expectations can be confirmed or disconfirmed after the purchase (Brunsø et al., 2002).

The previous study by D'Souza, Taghian, Lamb, & Peretiatkos (2006) stated that consumers responded positively about the products' quality after they have had experience with the products. This is because after the individual consumed the product, they will generate either a favourable or unfavourable evaluation or appraisal from the consequences of the behaviour that they did; in which it would impact on the attitude towards the behaviour itself (Ajzen, 1991). In other words, he argues that the past-experience contributes to the formation of variables in the Theory of Planned Behaviour (indirect predictor) which is not an additional variable to the model.

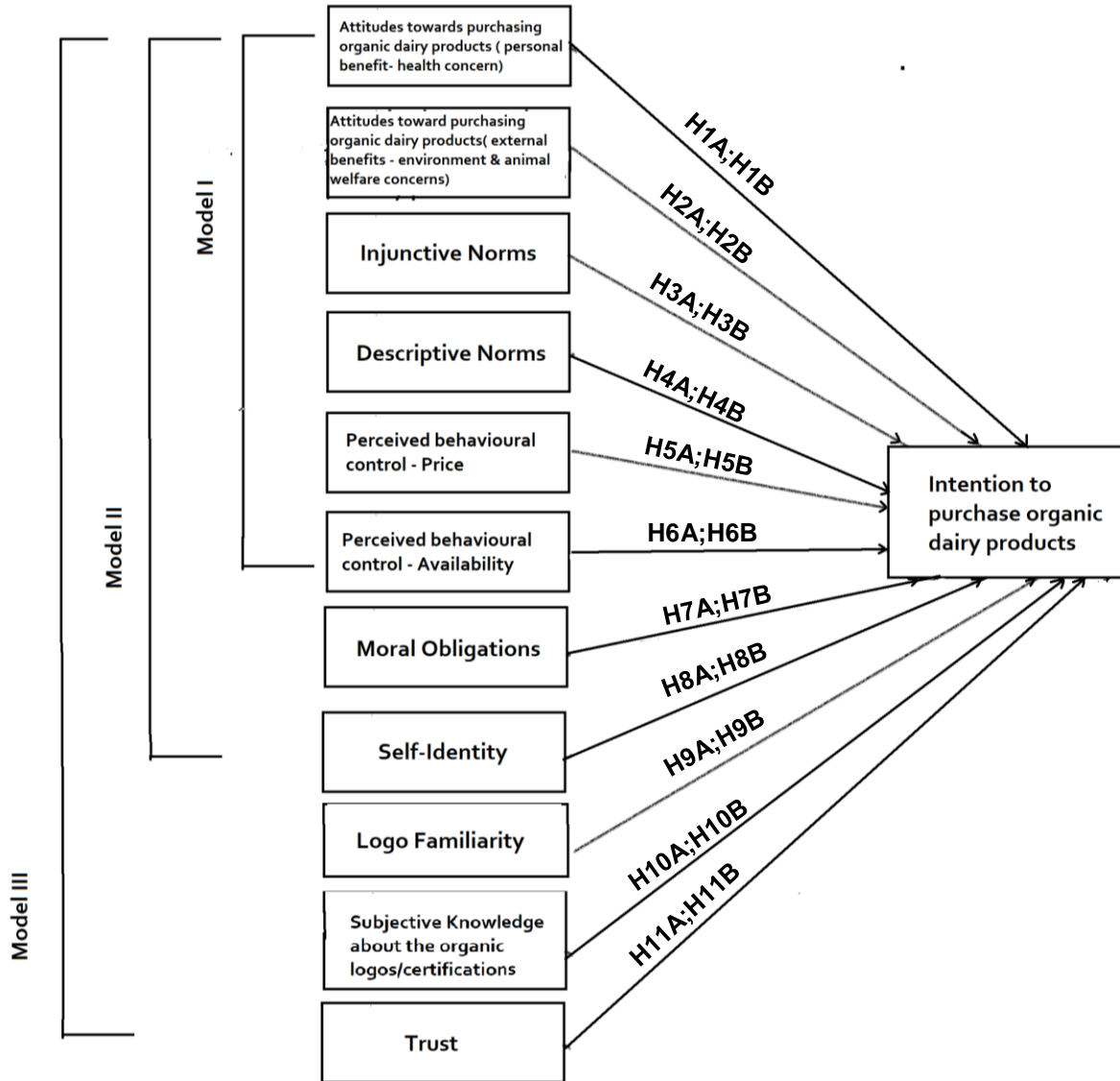
In addition, according to a study by Roddy, Cowan, & Hutchinson (1996), it was mentioned that the consumers who had used organic products earlier tended to have more positive attitudes towards the behaviour. Thus, based on these prior studies' points measuring consumers past-experience, the present study used the variable of past-experience which is specifically applied for purchasers' group with the following hypothesis:

**H12A: The effect of past-experience with organic dairy products on purchase intention is mediated by the attitudes towards purchasing the organic dairy products on personal benefit (health concern).**

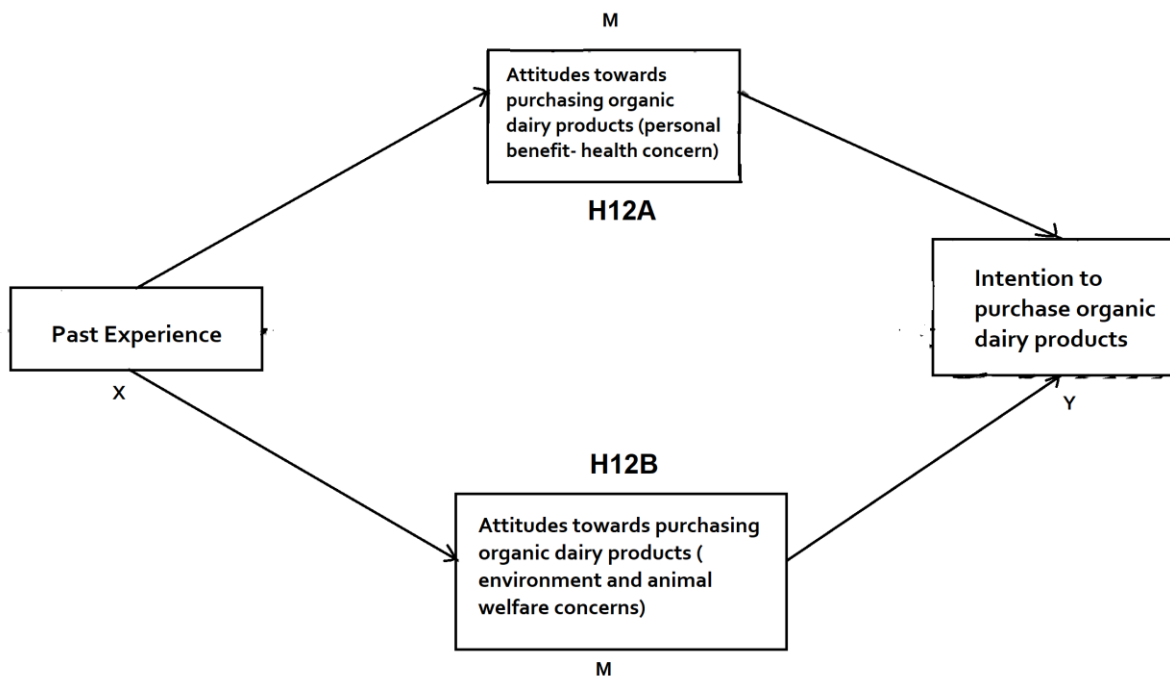
**H12B: The effect of past-experience with organic dairy products on purchase intention is mediated by the attitudes towards purchasing the organic dairy product on external benefit (environment and animal welfare concerns).**

## 2.12 Conceptual Research Model

Based on the hypothesised relationships discussed in the previous sections, the visual representation of the conceptual research models is presented in figure 1 and figure 2.



**Figure 1: Research Model**  
(Direct Effects of the extended Theory of Planned Behaviour towards Purchase Intention)



**Figure 2**  
The attitudes towards purchasing organic dairy products act as the mediator between past experience and intention to purchase organic dairy products.

### 3. RESEARCH METHODOLOGY

This section will describe the research design including the sampling procedure, the selection of respondents, and the measurement that was used.

#### 3.1 Research Design

This current study was conducted in a quantitative research method. The questionnaire on a survey was a research instrument that was distributed online for Indonesian students who are studying at universities in the Netherlands. The online survey questionnaire was selected in this present study because it brings several benefits.

Firstly, a questionnaire is almost always self-administered, allowing respondents to fill them out themselves. Therefore, what the researcher has to do is to arrange for the delivery and collection of the questionnaires (Kultar, 2007). Second, as the present study conducted the survey distribution via online, it is argued that online surveys can reduce the chance of social desirability bias due to the absence of both other respondents and the research conductor (Saunders, Lewis, & Thornhill, 2009). Third, an online questionnaire was useful to be used with the consideration that the target respondents are scattered throughout The Netherlands. Hence, the internet helped the researcher to reach large numbers of potential respondents without having to be physically on the site with the respondents (Selm & Jankowski, 2006). Lastly, the online questionnaire was considered convenient for the target respondents as well as the researcher. It is because the participants could comfortably complete the questionnaire from home

or work at any time frame given (Bryman & Bell, 2008, p. 242) and it was cost and time saving in general for the researcher to conduct the study (Selm & Jankowski, 2006)

### 3.2 Research Procedure

First of all, after the list of questions was formed, the researcher conducted a pre-test to check the questions' structure, grammatical and spelling correctness, as well as to check overall feedback about the survey. Nine participants in total partook the pre-test survey. The result of the pre-test helped the researcher to re-check the structure of the words and the feasibility of the graphics. In which the researcher could revise the wording to be more understandable and not bias. Also, it helped to omit several questions that were considered irrelevant for the study.

Afterwards, the survey was uploaded via Online survey tool 'Qualtrics', and the generated link of the survey was spread through social media (Facebook), instant messaging (WhatsApp), and an electronic mail-group. Facebook and WhatsApp were used as the medium to reach The Indonesian Student Association in The Netherlands. Moreover, the e-mail group of the scholarship awardee that the researcher was also a part of it was used to gather the data from Indonesian students who specifically study at universities in the Netherlands.

In order to gather the data from Facebook, the researcher asked the admin of each Indonesian student associations Facebook group to help to post the survey in the group. The researcher also sent an e-mail regarding the survey on the mail group of scholarship awardees from Indonesia by mentioning the specific criteria for the target respondents. Furthermore, WhatsApp which was used as a medium to reach the target respondents, the researcher was helped by the chairman of Indonesia Student Association in Enschede (one of the association branches) to distribute the questionnaire to other association branches in The Netherlands. In addition, the snowball technique was used allowing people who already took part in the survey to spread the survey link to gather other prospected participants.

The final questionnaire consisted of four parts. First, the participant was given the informed consent part where they were informed about the study including the purpose of the study as well as their legal rights when taking part in this study. It included the information that the participation is voluntary and that every participant could quit the survey at any given moment if it brought any discomfort. Besides, it was emphasised that all collected data would be kept in confidence and processed anonymously.

Moreover, once the respondent agreed with the informed consent part, they could click 'yes' option to continue to the actual survey. The second part of the survey was the list of questions about demographics. It included gender, age, the current degree which is being obtained, the current field of study, length



period of stay in The Netherlands, the participant's role in food grocery shopping, and weekly expense for food grocery shopping. It is important for the researcher to get a picture of the research sample and to check whether the sample was representing the population.

After the respondents filled the demographic questions, they were directed to the question about the personal behavioural report regarding organic dairy products consumption. Here, the respondents would be split into two categories, first is those who have already purchased organic dairy products and second is those who neither had purchased nor had any experience with organic dairy products.

For those who had experience in buying organic dairy products, the additional questions were given. They were asked where they usually buy organic dairy products and what the types of organic dairy products are. Furthermore, they were also asked regarding their experience with organic dairy products which their opinion was measured by the 5-point Likert scale from Strongly Agree to Strongly Disagree. Then, they were directed to the constructed items of dependent variables' questions. On the other hand, for those who did not have any experience with organic dairy products were immediately directed to the constructed items of dependent variables' questions. In this part, the participants had to give their opinions about several constructed items on a 5-point Likert scale (Appendix 1).

Finally, after they completed all the questions, they were thanked for their participation, and the e-mail address of the researcher was mentioned in case of concerns or questions.

### 3.3 Research Participants

The target participants of this study are Indonesian students who are studying at universities in the Netherlands. They were chosen due to several arguments.

First, Indonesian's ethnic has a total of 2.1% Netherlands' population. In which the ethnic has become one of the biggest minority ethnicities in The Netherlands ("The World Factbook," 2018). According to the data from Indonesian student's association in The Netherlands, there are around 1,200 students who are obtaining their bachelor, master and doctoral degrees in The Netherlands (PPI Belanda, 2018). On the other hand, as it is mentioned in the earlier section of this study, The Netherlands is the 7<sup>th</sup> largest organic market in Europe Union (Pinckaers, 2018) which organic dairy products are known as the top selling type of the products in the country (Blom, 2014). Hence, Lee (1998) stated consumers who come from minority ethnic who live in a host country might learn the behaviours, attitudes, and values of a culture that is different from their culture of origin (known as 'consumer acculturation') (as cited in Ogden et al., 2004).

In line with it, Sleddens et al. (2015) argued that individuals' dietary consumption might get influenced from the environment because they may have more exposure, access, and physical availability on such products in their neighbourhood. Also, the researcher applied the supporting findings from Gil, Gracia, & Sa, (2000), Horovitz (2006), and Magnusson et al. (2001) that stated the younger people especially university students showed more interest and awareness into ethical consumption on organic foods. Hence, based on those arguments, the study was expected to give more insights about what motives that influence consumers who are not originated from the host country (in this present study is Indonesian students who study at universities in the Netherlands) to consume organic dairy products.

A total of 319 people took part in the current study, yet, only 209 data of the respondents that were used for further analysis. The researcher had to exclude 110 survey participants (34.4%) of the total number from the analysis because they mostly dropped out in the middle of the survey before completing it.

After the researcher sorted out the whole data, the participants were divided into two groups, group 1 is dedicated for those who already purchased (purchasers), and group 2 for those who did not have any experience in purchasing organic dairy products (non-purchasers). The data showed that 109 participants were characterised into group 1 and 100 respondents who were put into group 2.

There is no big significant difference between the two groups on demographical data wise. The mean age of both organic dairy products purchasers and non-purchasers are slightly different, 27 and 26 respectively. Furthermore, the participation of the female is higher than the male participants in both groups (70.6% female in group one and 60% female in group two). The master's degree students are the most participated respondents in this survey from both groups with the total of 54 out of 109 respondents from purchasers' group and 52 out of 100 respondents from non-purchasers' group. Meanwhile, on the level of education for the purchasers' group, the students who learn engineering, manufacturing and construction partook this survey most than students from the other studies (23 out of 109 respondents).

On the other hand, the students from business, administration and law study were the highest in contributing in this study specifically among the group of non-purchasers. Moreover, Indonesian students who participated in this survey (both groups) mostly have just stayed for less than six months, and most of them do their food grocery shopping by themselves. Lastly, both groups of purchasers and non-purchasers chose 21-40 euro as their most weekly food grocery expense (48 out of 109 respondents in group 1 and 41 out of 100 respondents in group 2). The detailed demographic overview of both groups can be found in table 1.

**Table 1** Demographic information of survey respondents

| Variable   | Group 1 (Purchasers) |       |     |           | Group 2 (Non-purchasers) |       |    |           |
|--|----------------------|-------|-----|-----------|--------------------------|-------|----|-----------|
|  | Mean                 | SD    | N   | Valid (%) | Mean                     | SD    | N  | Valid (%) |
| Age  | 27.08                | 6.964 |     |           | 26.11                    | 6.364 |    |           |
| Gender   |                      |       |     |           |                          |       |    |           |
| Male   |                      |       | 32  | 29.4      |                          |       | 40 | 40        |
| Female   |                      |       | 77  | 70.6      |                          |       | 60 | 60        |
| Current Education                                |                      |       |     |           |                          |       |    |           |
| Bachelor   |                      |       | 27  | 24.8      |                          |       | 31 | 31        |
| Master   |                      |       | 54  | 49.5      |                          |       | 52 | 52        |
| Doctoral   |                      |       | 28  | 25.7      |                          |       | 17 | 17        |
| Current Major Study                              |                      |       |     |           |                          |       |    |           |
| Education  |                      |       | 3   | 2.8       |                          |       | 1  | 1         |
| Art and Humanities                               |                      |       | 5   | 4.6       |                          |       | 7  | 7         |
| Social Sciences, Journalism, and Information     |                      |       | 18  | 16.5      |                          |       | 15 | 15        |
| Business, Administration and Law                 |                      |       | 22  | 20.2      |                          |       | 24 | 24        |
| Natural Sciences, Mathematics and Statistics     |                      |       | 18  | 16.5      |                          |       | 6  | 6         |
| Information and Communication Technologies       |                      |       | 9   | 8.3       |                          |       | 18 | 18        |
| Engineering, manufacturing and Construction      |                      |       | 23  | 21.1      |                          |       | 17 | 17        |
| Agriculture, Forestry, Fisheries, and Veterinary |                      |       | 2   | 1.8       |                          |       | 4  | 4         |
| Health and Welfare                               |                      |       | 8   | 7.3       |                          |       | 7  | 7         |
| Service  |                      |       | 1   | 0.9       |                          |       | 1  | 1         |
| Period of Stay                                   |                      |       |     |           |                          |       |    |           |
| Less than 6 month                                |                      |       | 33  | 30.3      |                          |       | 34 | 34        |
| 7-12 months                                      |                      |       | 12  | 11        |                          |       | 12 | 12        |
| 13-18 months                                     |                      |       | 22  | 20.2      |                          |       | 26 | 26        |
| 19-24 months                                     |                      |       | 10  | 9.2       |                          |       | 8  | 8         |
| 25-30 months                                     |                      |       | 9   | 8.3       |                          |       | 10 | 10        |
| 31-36 months                                     |                      |       | 5   | 4         |                          |       | 3  | 3         |
| More than 36 months                              |                      |       | 18  | 16.5      |                          |       | 7  | 7         |
| Food Grocery Shopping (Role)                     |                      |       |     |           |                          |       |    |           |
| by themselves                                    |                      |       | 104 | 95.4      |                          |       | 97 | 97        |
| by others  |                      |       |     |           |                          |       |    |           |
| Wife   |                      |       | 4   | 3.7       |                          |       | 1  | 1         |
| House-helper                                     |                      |       | 1   | 0.9       |                          |       | -  | -         |
| Housemate  |                      |       | -   | -         |                          |       | 2  | 2         |
| Weekly Expense on Food Grocery                   |                      |       |     |           |                          |       |    |           |
| 0-20 euro  |                      |       | 31  | 28.4      |                          |       | 29 | 29        |
| 21-40 euro                                       |                      |       | 48  | 44        |                          |       | 41 | 41        |
| 41-60 euro                                       |                      |       | 18  | 16.5      |                          |       | 16 | 16        |
| 61- 80 euro                                      |                      |       | 6   | 5.5       |                          |       | 11 | 11        |
| 81- 100 euro                                     |                      |       | 6   | 5.5       |                          |       | 3  | 3         |

Notes : Group 1 (N=109); Group 2 (N=100)

### 3.4 Measurement

The online questionnaire consisted of mandatory closed-ended questions. Close-ended survey questions were chosen by the researcher to avoid the missing answers from the respondents (Reja, Manfreda, & Hlebec, 2003). The questionnaire started with a section that consists out of several demographic variables such as age, gender, and education level. It is important for the researcher to get a picture of the research sample and to check whether the sample represented the population. Moreover, all items of each factor were answered using the 5-point Likert Scale featuring scale labels such as the agreement-scale ranging from strongly agree to strongly disagree.

As shown in the research models, different constructs needed to be measured in order to answer the research questions. According to Bryman and Bell (2008), it is beneficial to adapt scales or constructs from previous studies because their measurement qualities have already been proven which can enhance the validity and reliability of the present study. However, in this study, the researcher modified the previous studies' scales which adjusted into the current study. Also, few items in several constructs were both partly developed or fully developed by the research conductor herself.

### **Purchase Intention**

As a dependent variable of the present study, this construct consisted of six items which were adjusted from studies by Ajzen (2006, 2013), De Leeuw et al. (2014), and Onwezen et al. (2014) including the question such as "I intend to (continue) purchase organic dairy products in the future". This factor was proven reliable with the Cronbach's alpha of 0.876.

### **The Attitudes towards Purchasing Organic Dairy Products (personal benefit- health concern)**

Three items, "I think consuming organic dairy products is beneficial for my health", "I believe organic dairy products are good for my health", and "I consider organic dairy products are good for me", were used to covering the attitudes towards the products on personal benefit specifically in a health concern. The two questions were modified from Ajzen & Fishbein (1980) as cited in Onwezen, Bartels, & Antonides (2014) and one was self-developed by the research conductor for this study. Cronbach's alpha was proven to be reliable with a score of 0.843.

### **The Attitudes towards Purchasing Organic Dairy Products (external benefit- environment and animal welfare concern)**

For this construct, the author developed three items specifically for this research in order to measure the variable of attitudes towards organic dairy products which is more into external benefit such as environmental and animal welfare concerns. The items are "I think consuming the organic dairy products will have the positive impact on our natural environment", "I think consuming the organic dairy product is a way to support animal welfare", and "I believe that organic dairy products are less harmful to the environment than conventional dairy products". The items were proven reliable with  $\alpha = 0.767$ .

### **Injunctive Norms**

In measuring injunctive norms construct, the present study adjusted past items derived from the study of Beldad & Hegner (2018), including the statement like "I know that most people I know expect me to purchase organic dairy products". The reliability of this construct was considered high with a Cronbach's alpha of 0.812.

### **Descriptive Norms**

Four items were used in order to measure the construct of descriptive norms, such as “people in my neighbourhood buy organic dairy products”. Items were self-constructed generated by the researcher. The reliability of this construct was proven with a Cronbach’s alpha of 0.744.

### **Perceived Behavioural Control**

Six items were employed in measuring the perceived behaviour control. The statements such as “I can afford to pay more for organic dairy products if I want to” and “Organic dairy products can be purchased in stores located in the town where I currently live in” were provided for the respondents. Hence, the researcher could measure the perceived behaviour control construct that was related to the price concern of the consumers and the availability of the products. Besides, the items were adapted and adjusted from Ajzen (2006) and De Leeuw et al. (2014), while the research conductor constructed additional new items purposed for this study. On perceived behavioural control related to price, the Cronbach’s alpha was proven reliable by showing value with  $\alpha = 0.703$ . Furthermore, on availability related, it showed a high-reliability scale with the value of Cronbach’s alpha at 0.883.

### **Moral Obligations**

The construct of moral obligation was measured by three items that were adapted and adjusted from Sunderer & Rössel (2012) and self-developed by the research conductor. “I feel morally obliged to purchase organic dairy food products.” was one of the example items that was used in the present study’s survey. The reliability of this construct was quite high with a Cronbach’s alpha of 0.875.

### **Self-Identity**

Self-identity’s factor consisted of four items. Items were adapted and adjusted from the studies by Berger (2015), Sparks, Paul, & Shepherd (1992), and self-constructed by research conductor, including a statement such as “I see myself as an ethical consumer”. The items were proven reliable with  $\alpha = 0.755$ .

### **Familiarity with Organic Dairy Products’ Logos or Certifications**

There were five items used to measure the knowledge about organic dairy products’ logos or certifications. Those items were inspired by the scale on the studies Janssen & Hamm (2012) and Zander (2014). Furthermore, in order to adjust it to the present study, the research conductor searched the logos or certifications that are mostly found on organic dairy products’ packaging in the Netherlands. Then, the participants were exposed to five different logos/ certifications that are common to be found on organic dairy products’ package including EU organic logo, EKO logo from The Netherlands, the certification of Beter Leven (Better Life- in English), Weidemelk (meadow milk) certification, and *gezondere keuze*

(healthier choice) logo. By using the 5-point Likert scale, the respondents may answer these items from very familiar until very unfamiliar. The questions were proven reliable with  $\alpha = 0.834$ .

### **Subjective Knowledge of Organic Dairy Products' Logos/ Certifications**

This construct includes three items of measurement. However, these items were modified by the scale from Zander (2014) and also self-developed by the author for the purpose of the present study. The construct is intended to see whether the respondents know what stands behind the certifications or logos of organic dairy products. The reliability of these items showed a high score of Cronbach's alpha = 0.902.

### **Trust**

Six questions measured the construct of trust. The scales from Berger (2015) and Directorate-General for Agriculture and Rural Development (2013) inspired the items one to three. Furthermore, the items four and five such as "I believe producers that produce organic dairy products" and "I believe that producers of organic dairy products are honest about their organic claims" were self-developed by the research conductor for this study. Last, the last item was inspired and modified by a study of Nuttavuthisit & Thøgersen (2017). This construct measure how consumers believe in the organic product itself on the concerns of the logos or certifications and producers of the organic dairy products wise. The reliability of this construct was high with a Cronbach's alpha of 0.940.

### **Past-Experience**

The only additional factor on group 1, past experience on organic dairy products, was measured through two items which were modified by the previous study from (Berger, 2015). The questions were "Dairy products that I consumed previously had good quality", and "I have never been disappointed with the quality of organic dairy products that I have consumed". This factor was proven reliable with the Cronbach's alpha of 0.548 and measured on the 5-point Likert scale.






### **Data Analysis: Validity**

In order to see the validity of the proposed construct items, factor analysis was conducted on two data sets between group 1 (purchaser) and group 2 (non-purchaser). Kaiser-Mayer-Olkin (KMO) measurement was used to perform the factor loading analysis of the items. According to KMO, the recommended value for KMO is higher than 0.6 (Kaiser, 1974). Furthermore, factors are also rotated with the goal to attain a simple optimal structure which attempts to have each variable load on as few as factors possible but maximises the number of high loadings on each variable (Rummel, 1970 as cited in Yong & Pearce, 2013). This study also used varimax rotation which this type of rotation minimised the number of variables that have high loadings on each factor and worked to make small loadings even

smaller (Yong & Pearce, 2013,p.6). However, as the challenge on factor analysis was found among variables of past-experience as the predictor variable and purchase intention as the outcome variable, the researcher conducted a second-factor analysis which was intended only for analysing the past-experience and purchase re(intention) from the final data set of purchasers group. Furthermore, the overview and detailed items that were used to measure the validity of each construct is presented in table 2 and table 3. Meanwhile, the overview of reliability analysis for each construct can be seen in table 4.

**Table 2** Factor loading values for the different items measuring the research constructs

| Constructs  | Items  | Factor loadings |
|---|--|-----------------|
| Attitudes towards purchasing organic dairy products (personal benefit - health concern)                           | I think consuming organic dairy products is beneficial for my health   | 0.816           |
|   | I believe organic dairy products are good for my health  | 0.821           |
|   | I consider organic dairy products are good for me  | 0.783           |
| Attitudes towards purchasing organic dairy products (external benefit - environmental and animal welfare concern) | I think consuming organic dairy products will have the positive impact on our natural environment                  | 0.781           |
|   | I think consuming organic dairy products is a way to support animal welfare  | 0.837           |
|   | I believe that organic dairy products are less harmful to the environment than conventional dairy products         | 0.589           |
| Injunctive Norms  | I know that most people I know expect me to purchase organic dairy products  | 0.582           |
|   | I think the most people whose opinion I value would approve of my purchasing organic dairy products                | 0.714           |
|   | I believe that most people who influence my behaviour expect me to buy organic dairy products                      | 0.844           |
| Descriptive Norms   | I believe most people I know recommend the purchase of organic dairy products                                      | 0.758           |
|   | People in my neighbourhood buy organic dairy products  | 0.609           |
|   | People at my university buy organic dairy products   | 0.744           |
| Perceived behavioural control (Price)   | People in the city where I currently live in buy organic dairy products  | 0.799           |
|   | I think a lot of people prefer organic dairy products over non-organic ones  | 0.66            |
|   | It is possible for me to buy organic dairy products anytime I want to  | 0.535           |
| Perceived behavioural control (Availability)  | I am confident that if I wanted to, I could buy organic dairy products   | 0.738           |
|   | I can afford to pay more for organic dairy products if I want to   | 0.882           |
|   | Organic dairy products are available in the store/supermarkets near my neighbourhood                               | 0.854           |
| Moral obligations   | Organic dairy products can be purchased in stores located in the town where I currently live in                    | 0.886           |
|   | I don't have to spend so much time looking for stores that sell organic dairy products whenever I need to buy them | 0.834           |
|   | I know where I can buy organic dairy products  | 0.797           |
| Self-Identity   | I feel morally obliged to purchase organic dairy food products   | 0.695           |
|   | If I buy conventional dairy products instead of the organic ones, I have a bad conscience                          | 0.857           |
|   | I feel it as my moral duty to buy an organic dairy food product whenever it is available                           | 0.693           |
| Self-Identity   | I see myself as someone who is concerned with the ethical issue  | 0.753           |
|   | I see myself as an environmentalist  | 0.724           |
|   | I see myself as someone who cares about animal welfare   | 0.686           |
|   | I see myself as an ethical consumer  | 0.735           |

|  |   |   |       |
|--|---|---|-------|
| Familiarity with logos or certifications         |  | Please indicate your familiarity with this logo? (EU organic logo)  | 0.788 |
|  |  | Please indicate your familiarity with this logo? (Netherlands EKO logo)   | 0.529 |
|  |  | Please indicate your familiarity with this logo? (Beter leven logo)   | 0.747 |
|  |  | Please indicate your familiarity with this logo? (Weidemelk logo)   | 0.787 |
|  |  | Please indicate your familiarity with this logo? (Gezondere keuze logo)   | 0.799 |
| Subjective knowledges of logos or certifications |   | I know the meaning of the certifications/logos that can be found on the packaging of organic dairy products                           | 0.792 |
|  |   | I have sufficient information about what organic dairy product' certifications/logos stand for  | 0.849 |
|  |   | I am aware of the value of organic dairy products' certifications/logos   | 0.861 |
| Trust  |   | I believe the organic certification/logo on organic dairy products  | 0.875 |
|  |   | I believe the 'organic' certification/logo is a credible cue to make sure that the dairy products are organic                         | 0.901 |
|  |   | I believe the organic certification/logo is trustworthy   | 0.863 |
|  |   | I believe producers that produce organic dairy food products  | 0.863 |
|  |   | I believe that producers of organic dairy products are honest about their organic claims  | 0.838 |
|  |   | I am confident that producers of organic dairy products observe the regulations set parties that provide organic label certifications | 0.862 |
| Purchase Intention                               |   | I intend to purchase organic dairy products in the future   | 0.774 |
|  |   | The next time I purchase dairy products, I am planning to buy organic dairy products  | 0.722 |
|  |   | I will make an effort to purchase organic dairy products instead of non-organic ones in the future                                    | 0.782 |

Notes. N= 209

**Table 3** Factor loading values related to variables on purchasers group (group 1)

| Constructs                                   | Items  | Factor loadings |
|--|--|-----------------|
| Past- Experience with organic dairy products | Organic dairy products that I consumed previously had good quality                             | 0.752           |
|  | I have never been disappointed with the quality of organic dairy products that I have consumed | 0.874           |
| Purchase Retention                           | I intend to continue buying organic dairy products in the future                               | 0.903           |
|  | I will not hesitate to continue buying organic dairy products                                  | 0.875           |
|  | I am planning to purchase organic dairy products in the future regularly                       | 0.807           |

Notes. Group 1 (N= 109)

**Table 4** Cronbach's alpha (reliability analysis of the constructs)

| Variables  | Cronbach's alpha | Variables                                    | Cronbach's alpha |
|--|------------------|--|------------------|
| Attitudes towards purchasing organic dairy products (personal benefit- health)                 | 0.843            | Self-Identity                                | 0.755            |
| Attitudes purchasing organic dairy products (external benefit- environment and animal welfare) | 0.767            | Familiarity with logos/certifications        | 0.834            |
| Injunctive Norms   | 0.812            | Subjective Knowledge of logos/certifications | 0.902            |
| Descriptive Norms  | 0.744            | Trust  | 0.940            |
| Perceived Behavioural Control - Price  | 0.703            | Purchase Intention                           | 0.876            |
| Perceived Behavioural Control - Availability   | 0.883            | Purchase Retention (purchasers group)        | 0.847            |
| Moral Obligation   | 0.875            | Past Experience (purchasers group)           | 0.548            |

Note. Group 1 -Purchasers (N= 109) ; Group 2 - Non- purchasers (N= 100)



## 4.Results

In the following chapter, the results of this present study will be described in detail. Therefore, the statistical results for all different tests conducted will be presented for both groups of participants (purchaser and non-purchasers) separately.

### 4.1 Descriptive Statistics

In this part, the study shows the mean scores and standard deviation scores of each construct. The scores were obtained after the compute variables were done. The compute variable was done to compile all the used items in the scale into one variable (for each construct) on SPSS. So that, the mean scores and standard deviations scores could be collected.

According to the collected data, both groups do not really show the intention to purchase organic dairy products. The mean of purchase intention for group 1 is 2.35 whereas it scores 2.91 for = group 2 (non-purchasers). However, for the group of organic dairy products purchaser, the variable of moral obligations shows the highest mean score with  $M=3.32$ ,  $SD=0.85$ , followed by the injunctive norm with a mean score of 3.13 with standard deviation 0.72. On the other hand, it was found that perceived behavioural control on availability concern has the lowest mean score  $M= 1.75$  with  $SD=0.52$ . Similar with group 1 (purchasers' group), the data from group 2 (non-purchasers) still show the moral obligations variable as the main predictor that has the highest score in mean compared to the other variables. It has a mean value of 3.76 with a standard deviation score of 0.71. Furthermore, the variable of perceived behavioural control on availability also shows the lowest score in this group with the mean score= 1.92 and  $SD= 0.58$ . A detailed overview of all descriptive statistics and analysis can be found in table 5.

**Table 5** One sample test group 1  
 Group 1 = organic dairy products purchasers  
 Group 2 = organic dairy products non- purchasers

| Constructs   | N   | Mean         | SD           | Constructs                                     | Mean         | SD           |
|--|-----|--------------|--------------|--|--------------|--------------|
| Purchasers   | 109 |              |              |  |              |              |
| Non-purchasers   | 100 |              |              |  |              |              |
| Attitudes towards products (personal benefit - health concern)                           |     | 2.04<br>2.28 | 0.57<br>0.63 | Moral Obligations                              | 3.32<br>3.76 | 0.85<br>0.71 |
| Attitudes towards products (external benefit - environmental and animal welfare concern) |     | 2.23<br>2.40 | 0.67<br>0.67 | Self Identity                                  | 2.29<br>2.44 | 0.66<br>0.55 |
| Injunctive Norm  |     | 3.13<br>3.26 | 0.72<br>0.72 | Familiarity on logos/certifications            | 2.66<br>3.08 | 0.97<br>0.83 |
| Descriptive Norm   |     | 2.99<br>3.10 | 0.65<br>0.58 | Subjective Knowledge on logos/certifications   | 2.89<br>3.30 | 0.83<br>0.88 |
| Perceived Behavioural Control - Price  |     | 2.10<br>2.30 | 0.60<br>0.61 | Trust  | 2.17<br>2.36 | 0.56<br>0.62 |
| Perceived Behavioural Control- Availability  |     | 1.75<br>1.92 | 0.52<br>0.58 | Past Experience with the products (purchasers) | 2.10<br>-    | 0.58<br>-    |
|  |     |              |              | Purchase Intention                             | 2.35<br>2.91 | 0.67<br>0.65 |

Note. Measurement scale: 5-point Likert scale

Additionally, specifically for the group 1 (the purchasers), it is shown that those who have purchased organic dairy products buy the products mostly in common supermarkets such as Albert Heijn, Jumbo, Aldi, and Lidl (N=108, 99.1%) compared to special organic stores, public market, and online stores. Furthermore, milk is the product's type which is most purchased by the participants, 94 people out of the total number (86.2%). However, cheese, yoghurt and butter follow without a big difference in numbers; 42, 40 and 39 people respectively. The detailed information can be looked up in table 6.

**Table 6** Additional information regarding purchasers' consumption behaviour

| Variable  | N   | Valid (%) |
|---|-----|-----------|
| Place of purchase                                   |     |           |
| General supermarket (e.g. AH; Jumbo; LIDL; Aldi)    | 108 | 99.1      |
| Organic store (E.g. Ekoplaza; Organic Food for You) | 8   | 7.3       |
| Public market                                       | 7   | 6.4       |
| Online stores                                       | 3   | 2.8       |
| Type of Organic Dairy Product                       |     |           |
| Milk  | 94  | 86.2      |
| Cheese  | 42  | 38.5      |
| Butter  | 39  | 35.8      |
| Yoghurt   | 40  | 36.7      |
| Cream   | 4   | 3.7       |
| Dairy desserts (e.g. pudding, mouse, ice-cream etc) | 23  | 21.1      |

Notes Group 1 / Purchasers organic dairy products (N=109)

## 4.2 Correlations Analysis

In this section, the study revealed the result whether linear relationships between different variables exist. Furthermore, the score of the correlation coefficient gave the insights into the strength and direction of these relationships.

In order to use the proper correlation analysis test, the researcher used the Kolmogorov Smirnov test (K-S Test) to see how the sample in the present study's data was distributed. If the test is non-significant ( $p > .05$ ), it tells that the distribution of the sample is not significantly different from a normal distribution, however, if the test is significant ( $p < .05$ ), then the distribution in question is significantly different from a normal distribution (i.e. it is non-normal) (Field, 2009). The result of the K-S Test in the present study from both groups showed that all the significant scores are less than 0.05 which is categorised as non-normal distribution. Therefore, due to the non-normality distribution that the study has, the Spearman analysis was chosen as a type of correlations analysis test.

After the correlations analysis by spearman analysis was executed, it was found that for the group of organic dairy products purchasers, all predictors variables except the variables of perceived behavioural control related to the availability of the products and trust show correlations with the dependent variable of purchase intention. The correlation between moral obligations and purchase intention is the strongest with  $r = 0.421$ ,  $n = 109$ ,  $p < 0.01$ . Furthermore, it is important for the model testing of the mediation that the result also showed that the past-experience variable has a significant positive correlation with the attitude towards organic dairy products on health concern with  $r = 0.273$ ,  $n = 109$ ,  $p < 0.01$ .

In group 2 (non-purchasers,) the result of the correlation analysis test shows slightly different compared to group 1. The variables of perceived behavioural controls both on price and availability concerns, self-identity, familiarity with and subjective knowledge of organic dairy products' logos or certifications showed no significant correlations with purchase intention. However, the variable of trust shows the positive correlation with the outcome variable in this group  $r = 0.225$  with  $p < 0.05$ . The highest score of correlations between the independent variables and the dependent variable is on the relationship between moral obligations and purchase intention,  $r = 0.419$ ,  $n = 100$ ,  $p < 0.01$ . The attitude towards organic dairy products (personal benefit- health concern) is followed with  $r = 0.346$ ,  $n = 100$ ,  $p < 0.01$  and injunctive norms with  $r = 0.269$ ,  $n = 100$ ,  $p < 0.01$  as the last.

The current study shows that both groups did not have any correlations above 0.7 which indicated that the correlations are only weak to moderate (Burns & Burns, 2008). The researcher also checked whether the applied variables might show multi-collinearity by analysing VIF (Variance Inflation Factor) (Field,

2009). It was done because when the research uses more than two independent variables, there might be the possibility of multicollinearity between the independent variables. The result of this present study shows that the VIF values of the variables in both groups lied between 1.066 until 1.872. It means the inter-correlations among the independent variables are not high (value less than 0.90), indicating that the variables do not measure the same variance (Burns & Burns, 2008) and as the values show lower scores than the smallest common threshold of 3.3 (Kock & Lynn, 2012), there are no multicollinearity issues in the conducted research. Furthermore, the detailed information regarding the correlations can be seen in table 7 for the group of purchasers and in table 8 for the non-purchasers.

**Table 7** Correlation analysis organic dairy products purchasers

|              | At-P   | At-E   | IN     | DN     | PBC-P  | PBC-A  | MO     | SI     | LF     | SUB-L  | TRU   | PE     | PR |
|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|----|
| <b>ATP</b>   | 1      |        |        |        |        |        |        |        |        |        |       |        |    |
| <b>ATE</b>   | .271** | 1      |        |        |        |        |        |        |        |        |       |        |    |
| <b>IN</b>    | .297** | .337** | 1      |        |        |        |        |        |        |        |       |        |    |
| <b>DN</b>    | 0.098  | .226*  | .495** | 1      |        |        |        |        |        |        |       |        |    |
| <b>PBC-P</b> | .347** | 0.173  | 0.059  | 0.069  | 1      |        |        |        |        |        |       |        |    |
| <b>PBC-A</b> | 0.186  | .224*  | 0.1    | .202*  | .436** | 1      |        |        |        |        |       |        |    |
| <b>MO</b>    | .235*  | .386** | .337** | .321** | 0.065  | 0.064  | 1      |        |        |        |       |        |    |
| <b>SI</b>    | 0.096  | .282** | 0.163  | .259** | 0.133  | .195*  | .399** | 1      |        |        |       |        |    |
| <b>LF</b>    | 0.021  | .323** | 0.117  | .203*  | 0.039  | 0.056  | 0.178  | 0.13   | 1      |        |       |        |    |
| <b>SUB-L</b> | 0.02   | .317** | .197*  | .234*  | 0.092  | -0.045 | .343** | .259** | .500** | 1      |       |        |    |
| <b>TRU</b>   | 0.172  | .244*  | .209*  | 0.18   | 0.158  | 0.121  | 0.129  | 0.097  | 0.132  | .195*  | 1     |        |    |
| <b>PE</b>    | .273** | .215*  | 0.141  | 0.117  | 0.165  | .403** | 0.161  | 0.042  | 0.113  | -0.064 | 0.047 | 1      |    |
| <b>PR</b>    | .417** | .368** | .336** | .374** | .212*  | 0.128  | .421** | .226*  | .239*  | .251** | 0.185 | .260** | 1  |

Notes. Measurement 5 point likert scale

N= 109

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

ATP (attitude towards purchasing organic dairy products on personal benefit in health concern);ATE (attitude towards purchasing organic dairy products on external benefit in environment & animal welfare concerns);IN(injunctive norms);DN(descriptive norms);PBC-P(perceived behavioural control- price concern; PBC-A(perceived behavioural control- availability concern);MO(moral obligations);SI(self-identity);LF(familiarity with logos); SUB-L(subjective knowledge of logos); TRU(trust);PE(past experience with products); PI(purchase intention)

**Table 8** Correlation analysis organic dairy products non-purchasers

|       | At-P          | At-E          | IN            | DN           | PBC-P  | PBC-A  | MO            | SI     | LF     | SUB-L   | TRU          | PR |
|-------|---------------|---------------|---------------|--------------|--------|--------|---------------|--------|--------|---------|--------------|----|
| ATP   | 1             |               |               |              |        |        |               |        |        |         |              |    |
| ATE   | .331**        | 1             |               |              |        |        |               |        |        |         |              |    |
| IN    | .282**        | 0.077         | 1             |              |        |        |               |        |        |         |              |    |
| DN    | .355**        | .249*         | .393**        | 1            |        |        |               |        |        |         |              |    |
| PBC-P | 0.115         | -0.011        | 0.014         | 0.007        | 1      |        |               |        |        |         |              |    |
| PBC-A | -0.081        | -0.045        | -0.035        | 0.043        | .265** | 1      |               |        |        |         |              |    |
| MO    | .205*         | .391**        | .403**        | .430**       | -0.139 | -.202* | 1             |        |        |         |              |    |
| SI    | .216*         | 0.069         | 0.162         | 0.113        | 0.075  | 0.013  | 0.112         | 1      |        |         |              |    |
| LF    | -0.067        | 0.103         | 0.052         | -0.075       | 0.172  | 0.151  | 0.059         | .208*  | 1      |         |              |    |
| SUB-L | -0.009        | 0.08          | 0.113         | -0.077       | 0.101  | 0.086  | 0.099         | .331** | .556** | 1       |              |    |
| TRU   | 0.164         | 0.005         | -0.004        | -0.112       | 0.187  | 0.109  | -0.135        | 0.137  | 0.099  | 0.264** | 1            |    |
| PR    | <b>.346**</b> | <b>.279**</b> | <b>.269**</b> | <b>.238*</b> | 0.125  | -0.12  | <b>.419**</b> | 0.149  | 0.101  | 0.121   | <b>.225*</b> | 1  |

Notes. Measurement 5 point likert scale

N= 100

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

ATP (attitude towards purchasing organic dairy products on personal benefit in health concern);ATE (attitude towards purchasing organic dairy products on external benefit in environment & animal welfare concerns);IN(injunctive norms);DN(descriptive norms);PBC-P(perceived behavioural control- price concern); PBC-A(perceived behavioural control- availability concern);MO(moral obligations);SI(self-identity);LF(familiarity with logos); SUB-L(subjective knowledge of logos); TRU(trust); PI(purchase intention)

#### 4.3 Model Testing- Hierarchical Regression Analysis & Mediation Analysis

After the correlation analysis was conducted, the hierarchical regression analysis was furtherly executed. It was done to enable the researcher to sequentially determine the impact of the independent variables on the dependent variable (Burns & Burns, 2008). Based on the outcomes of the correlation analysis, it can be assumed that a linear relationship between both, purchase intention variable and the independent variables except perceived behavioural control (products availability concern) and trust exist among the group of purchasers. On the other hand, the trust which was not correlated in the purchasers' group showed the significant positive correlations with the purchase intention variable in the group of those who do not purchase organic dairy products. Moreover, still in the group of non-purchasers, both of perceived behavioural control price and availability concerns, self-identity, and familiarity with and subjective knowledge of organic dairy products' logos or certifications did not inter-related with purchase intention (outcome variable). Therefore, to examine to what extent the independent variables are correlated in predicting purchase intention on a significant level, a hierarchical regression and linear regression analysis were conducted for both groups of the organic dairy product purchasers and the non-purchasers. In which the detailed overview of both groups' results can be found in table 9 and 10. Besides, the mediation analysis using PROCESS tool by Hayes was used to test the hypothesis of past-experience that indirectly influences purchase intention which the result can be seen in figure 3 and 4. Lastly, table 11 will display the hypotheses that were tested during the analysis and whether they can be supported or not.

#### 4.3.1 Multiple regression predicting the intention to (continue) purchasing organic dairy products

In this part, the outcomes of the hierarchical regressions of both groups, the purchasers and the non-purchasers of organic dairy products will be presented. In this study, three models were analysed on each group. The first model of this present study showed the original Theory of Planned Behaviour (TPB) that consisted of Attitudes toward purchasing organic dairy products (personal benefit -health concern and external benefit- environment and animal welfare concerns), Injunctive and Descriptive norm, and Perceived Behavioural Control related to Price and Availability. On the second model, the study added two common added variables of extended TPB which are moral obligations and self-identity. Finally, the researcher checked whether the proposed variables in this present study's model that involved familiarity with and subjective knowledge of organic dairy products' logos/certification and trust on organic dairy products have an influence on purchase intention as the dependent variable.

Before the proposed theory of planned behaviour (TPB) extension was conducted, the original of TPB was firstly tested among two groups (the purchasers and the non-purchasers of organic dairy products) (see table 9 and table 10).

On the group 1 (purchasers of organic dairy products), it is shown that original TPB's variables explained 40.5% variance in the variable of purchase intention (Adj.  $R^2= 0.405$ ,  $F(6,102)= 13.261$ ,  $p<.001$ ). The initial analysis revealed that organic dairy products' purchasers intention are influenced by the variables of attitudes towards purchasing organic dairy products with concern on personal benefit (health concern) with  $\beta=.32$ ,  $p < .001$ , attitudes towards purchasing organic dairy products' concerning external benefit (environment and animal welfare concerns) with beta coefficient score 0.246,  $p< .001$ , and descriptive norms ( $\beta=.213$ ,  $p < .05$ ). On the other group (non-purchasers), the initial model's variables described 25.2% variance on purchase intention (Adj.  $R^2= 0.252$ ,  $F(6,93)= 6.561$ ,  $p<.001$ ). Slightly similar with the first group, both attitudes towards purchasing organic dairy products concerning on personal benefit (health concern) and external benefits (environmental and animal welfare) significantly influence purchase intention with the beta scores of  $\beta=.202$ ,  $p < .05$  and  $\beta=.270$ ,  $p < .001$  respectively. However, in this group, instead of the descriptive norms, the injunctive norms played a role in predicting consumers' intention to purchase organic dairy products with a beta coefficient score of 0.202 and significant score  $<0.05$ .

After that, the extended of TPB model was tested into the two groups, with the addition of moral obligations, self-identity, familiarity with and subjective knowledge of logos or certifications, and trust. The modified model has a good fit (see table 9 and 10). The hierarchical analysis of the modified model shows

that on the purchasers' group, the purchase intention is influenced by attitudes towards purchasing organic dairy products (personal benefit- health concern) with  $\beta=.285$ ,  $p < .001$ ; descriptive norm ( $\beta=.177$ ,  $p < .05$ ); and moral obligations ( $\beta=.189$ ,  $p < .05$ ). Therefore, the hypothesis 1a, 4a, and 7a are supported. Moreover, on the group 2 (non-purchasers), the independent variables that influence purchase intention of the consumers are attitudes towards purchasing organic dairy products (personal benefit-health concern) with beta coefficient score 0.204,  $p<.05$  and moral obligations ( $\beta=.419$ ,  $p < .001$ ). Hence, hypothesis 1b and hypothesis 7b are proven.

The addition of the proposed TPB extension slightly increased the adj.  $R^2$  values change for the models tested with the data specifically for purchasers (adj.  $R^2= 0.013$ ) and non -purchasers of organic dairy products (adj.  $R^2=0.08$ ). These findings support that TPB extension with moral obligations and self-identity can increase the model's explanatory power (Annunziata, Ianuario, & Pascale, 2011; Beldad & Hegner, 2018; Deirdre Shaw et al., 2000).

**Table 9** Results of the hierarchical regression analysis from organic dairy products purchasers

|  | $\beta$ | $t$    | $p$             | df (reg,res) | F      | Adj. $R^2$ |
|--|---------|--------|-----------------|--------------|--------|------------|
| <i>Model 1</i>   |         |        | 0.000           | (6,102)      | 13.261 | 0.405      |
| Attitude - Personal Benefit (Health Concern)               | 0.320   | 3.663  | <b>0.000</b>    |              |        |            |
| Attitude - External Benefit (Environment & Animal Welfare) | 0.246   | 2.932  | <b>0.004</b>    |              |        |            |
| Injunctive Norm  | 0.142   | 1.500  | 0.137           |              |        |            |
| Descriptive Norm   | 0.213   | 2.414  | <b>0.018</b>    |              |        |            |
| Perceived Behavioural Control - Price                      | 0.134   | 1.516  | 0.133           |              |        |            |
| Perceived Behavioural Control- Availability                | -0.162  | -1.849 | 0.067           |              |        |            |
| <i>Model 2</i>   |         |        | 0.000           | (8,100)      | 10.574 | 0.415      |
| Attitude - Personal Benefit                                | 0.295   | 3.367  | <b>0.001</b>    |              |        |            |
| Attitude- External benefit                                 | 0.196   | 2.193  | <b>0.031</b>    |              |        |            |
| Injunctive Norm  | 0.115   | 1.207  | 0.230           |              |        |            |
| Descriptive Norm   | 0.195   | 2.204  | <b>0.030</b>    |              |        |            |
| Perceived Behavioural Control - Price                      | 0.138   | 1.572  | 0.119           |              |        |            |
| Perceived Behavioural Control- Availability                | -0.145  | -1.645 | 0.103           |              |        |            |
| Moral Obligations  | 0.180   | 1.919  | <b>0.058</b>    |              |        |            |
| Self Identity  | -0.045  | -0.530 | 0.597           |              |        |            |
| <i>Model 3</i>   |         |        | 0.000           | (11,97)      | 8.047  | 0.418      |
| Attitude - Personal Benefit                                | 0.285   | 3.229  | <b>0.002***</b> |              |        |            |
| Attitude- External benefit                                 | 0.167   | 1.838  | 0.069           |              |        |            |
| Injunctive Norm  | 0.115   | 1.202  | 0.232           |              |        |            |
| Descriptive Norm   | 0.177   | 1.987  | <b>0.050*</b>   |              |        |            |
| Perceived Behavioural Control - Price                      | 0.147   | 1.652  | 0.102           |              |        |            |
| Perceived Behavioural Control- Availability                | -0.151  | -1.668 | 0.099           |              |        |            |
| Moral Obligations  | 0.189   | 1.991  | <b>0.049*</b>   |              |        |            |
| Self Identity  | -0.050  | -0.577 | 0.565           |              |        |            |
| Familiarity with logos or certifications                   | 0.152   | 1.768  | 0.080           |              |        |            |
| Subjective Knowledge of logos or certifications            | -0.044  | -0.481 | 0.632           |              |        |            |
| Trust  | 0.029   | 0.383  | 0.703           |              |        |            |

Notes

Outcome variable = Purchase Intention

reg: regression score; res:residual score

N=109,\*\*\* $p<0.001$ , \*\* $p<0.01$ , \* $p<0.05$

**Table 10** Results of the hierarchical regression analysis from organic dairy products non-purchasers

|  | $\beta$ | $t$    | $p$             | df (reg,res) | F     | Adj. R <sup>2</sup> |
|--|---------|--------|-----------------|--------------|-------|---------------------|
| <i>Model 1</i>   |         |        | 0.000           | (6,93)       | 6.561 | 0.252               |
| Attitude - Personal Benefit (Health Concern)               | 0.202   | 1.992  | <b>0.049</b>    |              |       |                     |
| Attitude - External Benefit (Environment & Animal Welfare) | 0.270   | 2.846  | <b>0.005</b>    |              |       |                     |
| Injunctive Norm  | 0.202   | 2.007  | <b>0.048</b>    |              |       |                     |
| Descriptive Norm   | 0.076   | 0.735  | 0.464           |              |       |                     |
| Perceived Behavioural Control - Price                      | 0.096   | 1.001  | 0.319           |              |       |                     |
| Perceived Behavioural Control- Availability                | -0.106  | -1.127 | 0.262           |              |       |                     |
| <i>Model 2</i>   |         |        | 0.000           | (8,91)       | 7.077 | 0.329               |
| Attitude - Personal Benefit                                | 0.234   | 2.396  | <b>0.019</b>    |              |       |                     |
| Attitude- External benefit                                 | 0.167   | 1.765  | 0.081           |              |       |                     |
| Injunctive Norm  | 0.086   | 0.859  | 0.392           |              |       |                     |
| Descriptive Norm   | -0.059  | -0.560 | 0.577           |              |       |                     |
| Perceived Behavioural Control - Price                      | 0.108   | 1.185  | 0.239           |              |       |                     |
| Perceived Behavioural Control- Availability                | -0.023  | -0.249 | 0.804           |              |       |                     |
| Moral Obligations  | 0.383   | 3.484  | <b>0.001</b>    |              |       |                     |
| Self Identity  | 0.058   | 0.689  | 0.492           |              |       |                     |
| <i>Model 3</i>   |         |        | 0.000           | (11,88)      | 5.471 | 0.332               |
| Attitude - Personal Benefit                                | 0.204   | 2.041  | <b>0.044*</b>   |              |       |                     |
| Attitude- External benefit                                 | 0.142   | 1.487  | 0.141           |              |       |                     |
| Injunctive Norm  | 0.075   | 0.748  | 0.457           |              |       |                     |
| Descriptive Norm   | -0.043  | -0.406 | 0.686           |              |       |                     |
| Perceived Behavioural Control - Price                      | 0.095   | 1.032  | 0.305           |              |       |                     |
| Perceived Behavioural Control- Availability                | -0.027  | -0.293 | 0.771           |              |       |                     |
| Moral Obligations  | 0.419   | 3.725  | <b>0.000***</b> |              |       |                     |
| Self Identity  | 0.052   | 0.588  | 0.558           |              |       |                     |
| Familiarity with logos or certifications                   | 0.049   | 0.480  | 0.632           |              |       |                     |
| Subjective Knowledge of logos or certifications            | -0.064  | -0.592 | 0.555           |              |       |                     |
| Trust  | 0.165   | 1.798  | 0.076           |              |       |                     |

*Notes*

Outcome variable = Purchase Intention

reg: regression score; res:residual score

N=100, \*\*\*p&lt;0.001, \*\*p&lt;0.01, \*p&lt;0.05

## 4.3.2 Mediation Analysis of Past Experience on Purchase Intention through Attitudes towards Purchasing Organic Dairy Products

In order to check whether the variable of past-experience with products acts as indirect effect to purchase intention through attitudes towards purchasing organic dairy products (personal benefit- health concern), the study performed the PROCESS tool as the mediation analysis by Hayes (Field, 2009).

According to the mediation analysis, the past-experience with organic dairy products variable positively influences the intention of the purchasers to purchase organic dairy products through attitudes towards purchasing organic dairy products on personal benefit perceived in health concern as well as the attitudes towards purchasing organic dairy products on external benefits (environment and animal welfare concerns). Therefore, these findings confirm the previous studies that mentioned that past-experience acts as an indirect predictor of the desired behaviour through the attitudes (Ajzen, 1991; Roddy et al., 1996).





#### 4.4 Overview Hypothesis Tested

This section will provide with the overview of the supported and rejected hypothesis according to the study's findings.

**Table 11** Overview Hypothesis Tested

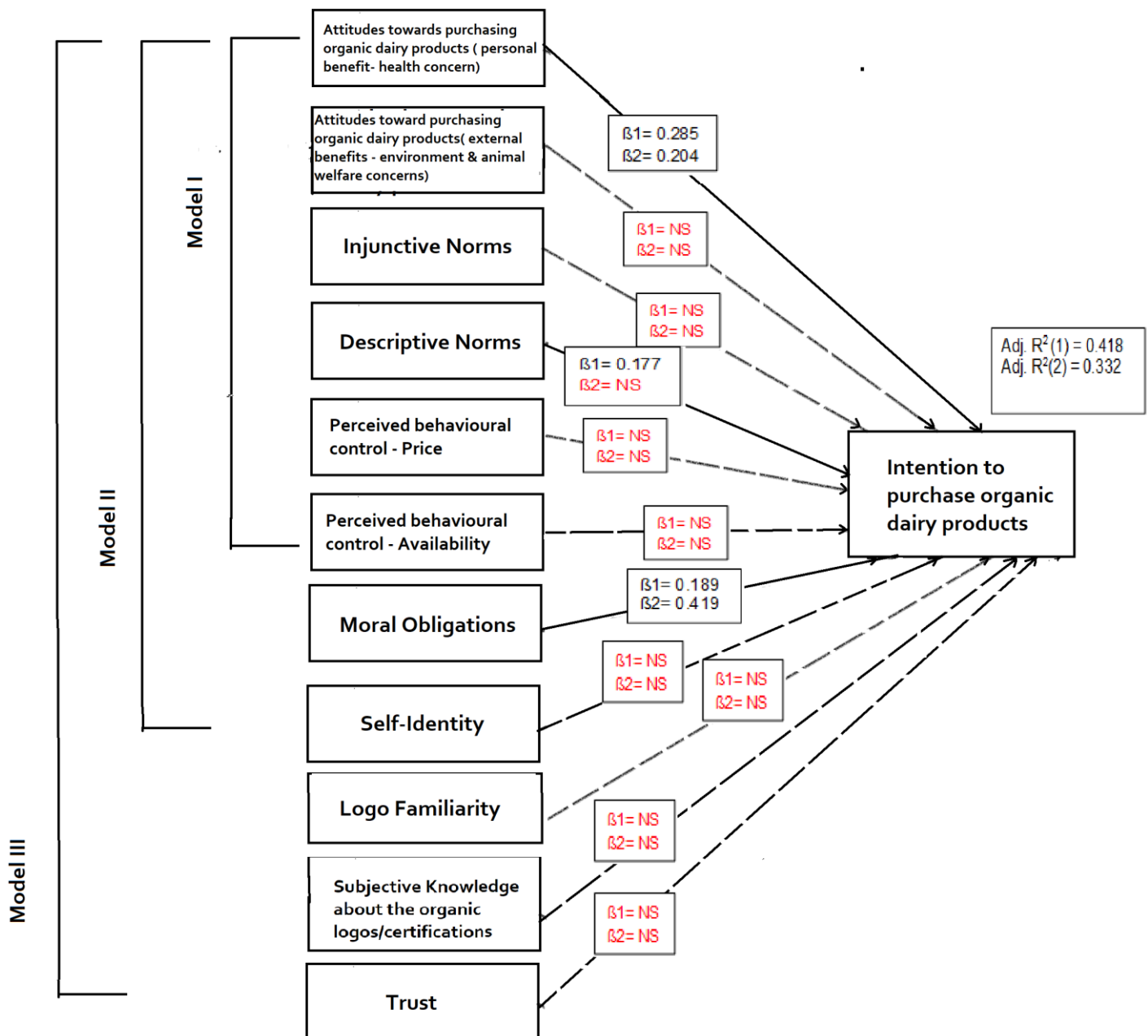
| <b>Hypothesis</b>   | <b>Group 1</b>   | <b>Group 2</b>   |
|---|------------------|------------------|
| <b>H1: Attitudes towards purchasing organic dairy products on personal benefit (health concern) positively influence purchase intention of organic dairy products</b>                       | Supported        | Supported        |
| <b>H2: Attitudes towards purchasing organic dairy products on external benefit (environment + animal welfare concern) positively influence purchase intention of organic dairy products</b> | Not Supported    | Not Supported    |
| <b>H3: Injunctive norms positively influence purchase intention of organic dairy products.</b>  | Not Supported    | Not Supported    |
| <b>H4: Descriptive norms positively influence purchase intention of organic dairy products</b>  | <b>Supported</b> | Not Supported    |
| <b>H5: Perceived Behavioural Control on Price related positively influence purchase intention of organic dairy products</b>   | Not Supported    | Not Supported    |
| <b>H6: Perceived Behavioural Control on Availability related positively influence purchase intention of organic dairy products</b>  | Not Supported    | Not Supported    |
| <b>H7: The feeling of moral obligations positively influences the purchase intention of organic dairy products.</b>   | <b>Supported</b> | <b>Supported</b> |

**Table 11** Overview Hypothesis Tested

| <b>Hypothesis</b>   | <b>Group 1</b>   | <b>Group 2</b> |
|---|------------------|----------------|
| <b>H8: Self Identity positively influences purchase intention of organic dairy products</b>   | Not Supported    | Not Supported  |
| <b>H9: Logo familiarity positively influences purchase intention of organic dairy products</b>  | Not Supported    | Not Supported  |
| <b>H10: Subjective knowledge on logos positively influences purchase intention of organic dairy products</b>  | Not Supported    | Not Supported  |
| <b>H11: Trust positively influences purchase intention of organic dairy products</b>  | Not Supported    | Not Supported  |
| <b>H12A: past-experience with organic dairy products on purchase intention is mediated by attitudes towards organic dairy product on personal benefit (health concern)</b>                          | <b>Supported</b> | Not available  |
| <b>H12B: past-experience with organic dairy products on purchase intention is mediated by attitudes towards organic dairy product on external benefit (environment and animal welfare concerns)</b> | <b>Supported</b> | Not available  |

#### 4.5 Relational Model

To close this chapter, a relational model will be presented. Figure 5 represents the results of the purchaser group and the non-purchaser group with its beta values and variance scores.



**Figure 5** Relational Model

Note:  $\beta_1$  = Beta value for group 1 (purchasers);  $\beta_2$  = Beta value for group 2 (non-purchasers); Adj. R<sup>2</sup> (1) = Variance score of group 1 (purchasers); Adj. R<sup>2</sup> (2) = Variance score of group 2 (non-purchasers).

## 5. Discussion

This study focuses on two main objectives. First, it would like to explore to what extent the variables from the extended Theory of Planned Behaviour predict the intention of Indonesian students at universities in The Netherlands to purchase organic dairy products. Secondly, this study observes the role of past-experience with organic dairy products in influencing consumers' purchase intention through the attitudes towards organic dairy products both on personal and external benefits.

After the validity and reliability of the scales were measured, all respondents who participated in the online survey were divided into two groups, based on their past-behaviour. Group 1 can be categorised as the purchasers and group 2 as the non-purchaser ones. The next paragraphs will present the discussion of this study's findings more comprehensively and also compare the results to the existing literature. The limitations regarding this study will also be presented as well as the recommendations for the future related research. The chapter will be ended with an overall conclusion of the whole study.

### 5.1 Discussion of Findings

#### 5.1.1 The Direct Effect Results of The Extended Theory of Planned Behaviour Model towards Purchase Intention

It was determined that the extended theory of planned behaviour model proposed in this present study, showed slightly significant improvement as additional explanatory power in the regression model within both groups. However, this section will discuss the findings in more comprehensively and relate it to the possible previous studies.

The current study found that the variables of attitudes towards purchasing organic dairy products on personal benefit (health concern), descriptive norms, and moral obligations have significant positive influence on the intention of consumers to purchase organic dairy products (except for non-purchasers' group, in which descriptive norms does not have an effect at all). Furthermore, the variable of past-experience with the products among purchasers' group shows a significant indirect impact towards purchase intention mediated by the attitudes towards purchasing the products with the personal benefit (health concern). Meanwhile, the other initiated additional variables such as familiarity with and subjective knowledge of organic dairy products' logos or certifications, and trust, in actual fact, do not give any predictions at all into the respondents' intention of purchasing organic dairy products.

Along with the finding, the attitudes towards purchasing organic dairy products on personal benefit (health concern) turned out as a predictor that has a significant positive influence on purchase intention for both groups (purchasers and non-purchasers). Earlier is known from the correlation analysis result; the

variable has a positive relationship with the outcome variable, purchase intention. The finding confirmed the previous studies that stated that people' intention for buying organic products could be predicted from their attitudes towards their behaviour to purchase such products (Fotopoulos & Krystallis, 2002; Tarkiainen & Sundqvist, 2005; Vermeir & Verbeke, 2006). In a study by Tarkiainen & Sundqvist (2005), it was shown that when people think that buying organic bread is positive, they will intend to buy the products. Furthermore, the study about the organic foods in Greece by Fotopoulos & Krystallis (2002) stated that health played as an important role in organic food choice among people who obtained higher education levels. This study also supports the evidence from previous observation by Hutchins and Greenhalg (1992) that mentioned more than 93% people in their study chose health as their concern in consuming organic foods while only less than 30% who stated they went for an environmentally friendly case for their reason.

A possible explanation for this finding might be, that when the people think by performing an action of buying organic dairy products has personal benefit, especially in health advantage for them, they incline to consider consuming such products. It is also due to the fact, that the participants of this present study are those who obtain higher education (all of them are acquiring universities degrees). Particularly, in accordance with a prior study by Fotopoulos & Krystallis (2002), they are the people who have more concern about health-conscious, impacted from their characteristics which are more active in seeking information of what it is going on in life in general. Furthermore, as they also live in the Netherlands where they get more exposure to the products from social environment, as well as the grocery stores in their surroundings, it would also possibly give a stimulus on later how they see the behaviour of purchasing organic foods, especially dairy products which comes as a well-known trend and habit among Dutch people.

The moral obligations is the next variables that has not only positive correlations on the outcome of purchase intention, both on purchasers and non- purchasers' groups, but also shows significant positive influence on purchase intention. It is encouraging to compare this finding with those found by Ajzen (1991), Honkanen, Verplanken, & Olsen (2006), Ozcaglar-Toulouse, Shiu, & Shaw (2006) and Shaw, Shiu, & Clarke (2000) who found that moral obligations plays a significant part in predicting consumers' intention to perform ethical consumption behaviour. Shaw, Shiu, & Clarke (2000) found that the addition of a measure of ethical obligation was significant in the explanation of behavioural intention to purchase ethically produced foods. It is because when consumers intend to buy ethical products, it is not only derived by solely self-interested motives, rather strongly influenced by moral concerns and considerations of the consumers' norms internalisation. Furthermore, Honkanen, Verplanken, & Olsen (2006) stated the

moral norms becomes activated when a person is aware of harmful consequences to others caused by a state of the environment, and when the person ascribes responsibility to him/herself for changing the condition. In which, it is also consistent with a finding from Ozcaglar-Toulouse et al. (2006) that mentioned when it is faced into purchasing fair trade products, consumers are more emotive and reflective rather than using their rational economic approaches.

Therefore, in linking the previous studies' findings with this present study, which focused more into the intention to purchase organic dairy products among Indonesian students who study at universities in the Netherlands, the author thinks the result is likely to be related to the good willing of the participants as the consumers to contribute to the better environment and the animal welfare when they think to choose the products. It seems possible because although the attitudes towards purchasing organic dairy products with external benefits on the environment and animal welfare concerns do not show any influence in predicting their intention to purchase such products, the result still shows the positive correlations between the two variables among the participants. Moreover, the feeling of moral norms might be assumed stronger than the attitudes itself; hence it vanishes the variable of the attitudes towards purchasing organic dairy products (external benefit – environment and animal welfare concerns) (Ozcaglar-Toulouse et al., 2006; D Shaw & Shiu, 2002a, 2002b). There is also other assumption that can be related to the facts that there is neither any significant result in correlations (relationship) nor regression (influence) between perceived behavioural control and purchase intention in this current study. It might be presumed that the consumers use more their conscience in which reflected from their moral obligation feeling when they are faced into the situation to choose organic dairy products.

Specifically, for the group of purchasers, another variable that becomes a predictor on consumer's intention to purchase organic dairy products is descriptive norms. It does not only have a positive correlation with purchase intention, but it also shows a significantly positive relationship in influencing people on their intention to purchase organic dairy products. The result confirms the previous findings that descriptive norms have a more significant effect on behaviour than the injunctive norms do. It is because 'descriptive norms specifies the behaviour of others while consumers may follow such norms without giving it much thought and relatively easy to accommodate without so much cognitive analysis' (R. B. Cialdini, 2003; Melnyk et al., 2010). Melnyk et al. (2010) confirmed that descriptive norms leads to a stronger effect on behaviour, in which social norms has a part as a relatively huge impact in predicting socially responsible behaviour. Moreover, in the study by Cialdini (2003), the descriptive norms was found to cause the predisposition of people to litter more in the setting of the littered environment. In which the most littering behaviour occurred when participants saw a model drops trash into a littered environment.

Therefore, for Indonesian students who study and live in the Netherlands, they might realise that their neighbourhood or surroundings are well-accommodated for organic dairy products market. It is due to the fact, that the products can be found in any common stores or supermarkets, in which, people are used to with the phenomena to conduct an ethical consumption (in this case is buying organic dairy products). Thereof, they have vast opportunity to witness more what it is happening in their environment (where the descriptive norm takes part in this case). In which they do not have to use cognitive thinking to analyse such ethical consumption behaviour, which will most likely incline the probability for them to purchase organic dairy products. As it is also argued that particular norm easily motivates the person by showing the typical or normal thing to do and what it is likely to be an effective and adaptive decision (Starr, 2009).

On the non- purchasers' group, the descriptive norms was found to have the positive correlations with the purchase intention on organic dairy products. This finding confirmed the study by Onwezen, Bartels, & Antonides (2014) that the additional variable of descriptive norms has the correlations on the behavioural intention. However, contrary to the expectation, this present study did not find the descriptive norms variable to have a significant influence on purchase intention among this group. In which, it contradicts the previous finding that the more people get exposed to the common behaviour in their surroundings, the more likely they conduct such behaviour (Starr, 2009). Therefore, there is a possible explanation why the descriptive norms has a positive relationship with purchase intention but not influencing it. It might be caused although the fact this group's participants are exposed on what trend that happens around them and aware on what ethical consumption that people in their surroundings do, they might still need to conduct a more cognitive analysis when they would like to decide to purchase organic dairy products. Although the mostly mentioned motives why people choose to consume organic food products are around health, environment, and animal welfare concerns (Brunsø et al., 2002; Sparks, Paul; Shepherd, 1992), they indeed have to internalise themselves with that kind of beliefs or values before intending to perform such behaviour. Otherwise, they would not pay so much attention and process well on what it is really going on or what people commonly do in their surroundings.

Nevertheless, besides the supported hypotheses, there are also some constructs which impacts are rejected in this present study.

For instance, the attitudes towards purchasing organic dairy products on external benefit (environmental and animal welfare concerns) does not have any significant influence to purchase intention on both the purchasers and non- purchasers' groups, although it shows positive correlations on both groups. Nonetheless, this result matches those observed in earlier studies from Schifferstein & Ophuist (1998),



Von Alvenslebe (1998), and Ekelund (1990) who mentioned that the health concern came as the strongest motive for the consumers when they choose to consume organic foods compared to other motives (including environment and animal welfare concerns). Furthermore, this present study's finding also somewhat confirms Suharjo, Ahmady, & Ahmady (2016) who stated the external benefit with environmental and animal welfare concerns did not reveal as the motives to purchase the organic foods among Indonesians, due to the fact that they associate more the products into the healthiness value. A possible explanation for this, might be due to the significant influence of moral obligations towards the purchase intention in both groups. According to previous studies, it was mentioned that when the additional variable of moral or ethical obligation is added on the theory of planned behaviour by Ajzen (1991), the explanatory power of the attitudes became less or even diminished (Ozcaglar-Toulouse et al., 2006; D Shaw & Shiu, 2002a, 2002b). Hence, in this case, the variable of moral obligations has diminished the explanatory power of the attitudes towards purchasing organic dairy products related to external benefit motives (the environment and animal welfare concerns).

The possible explanation of this result might be caused, the variable of moral obligations considered as the state where consumers are aware of harmful consequences to others caused by a state of the environment and when the person ascribes responsibility to him/herself for changing the condition (Honkanen et al., 2006), has stronger influence than the variable of the attitudes which is related to this kind of motives. Therefore, that is why the variable of attitudes towards purchasing organic dairy products (external benefit- environment and animal welfare concerns) vanishes.

The other rejected proposed hypothesis regarding the independent variable that has an influence on purchase intention is injunctive norms. Although the variable shows a positive relationship into purchase intention within purchasers and non- purchasers' groups, it does not present a significant positive to impact the intention of the consumers to purchase organic dairy products. The result has been unable to demonstrate that if one believes people whom he/she considers their opinions are worthy, he/she will most likely to do particular behaviour that they suggest in order to maintain the conformity (Ajzen, 1991; Arvola et al., 2008; Bamberg S., 2003; Beldad & Hegner, 2018; S. C. Grunert & Juhl, 1995; Yeon Kim & Chung, 2011). Furthermore, this finding is somewhat in accordance with the observes from Tarkiainen & Sundqvist (2005) and Melnyk et al. (2010), who found the variable of the injunctive norms does not have a significant direct predictor into purchase intention but into attitudes towards the behaviour instead. This result is likely to be related to the need to require more cognitive analysis understand of the moral rules of the society (what other people are likely to approve- injunctive norms) (R. B. Cialdini, 2003).

Hence, it seems possible that this result is due to the situation, when the consumers hear about the intention of purchasing organic dairy products from other people, they would like to reflect or question themselves about the kind of advantage that they will get in return. In which, it will take time for them to understand and value that kind of behaviour before they can decide to perform the behaviour afterwards. In other words, the possible indirect influence may happen within the variables of injunctive norms, attitudes towards purchasing organic dairy products, and purchase intention.

Contrary to the expectations, this study did not find the variables of perceived behavioural control in price and availability concerns to have a significant influence on purchase intention. In fact, it also did not even show any correlations on that dependent variable. However, the findings in this present study do not support previous researches that mentioned the perceived behavioural control in price and accessibility to get the products became the concerns of the consumers to consider choosing the organic products (Basha, 2014; Hill & Lynchehaun, 2002; Magnusson et al., 2001; Suharjo et al., 2016). Also it rejected the previous study involving Indonesian consumers in Indonesia which showed that price and availability of the products are indeed the main things to consider about when they would like to purchase organic (Suharjo et al., 2016). However, those motives do not appear to be the case in this study. As it turns out that the variables do not have any correlations even impact at all for Indonesian students (there is only a correlation between perceived behavioural control in price concern in purchasers' group) as consumers who live in The Netherlands.

There are two possible explanations for these results. First, the research participants who also act as consumers live in a country which can give easy access for them to consume organic dairy products because such products are easily found at various stores. In which, the products are available from the specialised stores that only sell organic food products to the common supermarkets that offer many cheap products. Secondly, according to the study's finding that the most amount of grocery expense that is spent by the participants ranged between 21-40 euros per week, it can be assumed that they have sufficient buying power for the organic dairy products. It is because, for many organic dairy products that are offered in common supermarket in The Netherlands, the price has no more than 40% price-gap with the non-organic ones. In which, according to the prior study, 40% is the maximum threshold where consumers think they are still able to consider purchasing organic dairy products in a price concern (Suharjo et al., 2016). Therefore, it might be the reasons why the consumers do not relate the two variables of perceived behavioural control, both in price and availability concerns become the factors in predicting their purchase intention on organic dairy products.

The hypothesis that includes self-identity as the independent variable that influences purchase intention is also rejected. This present study does not detect any evidence for the variable of self-identity to have influence into the intention of consumers to purchase organic dairy products on both groups. However, this result is contradicted with the result from Beldad & Hegner (2018). They confirmed that people who view themselves in a particular way would most likely behave in a manner that corresponds to their desired self-image. Furthermore, the finding is also different from the study from Shaw & Shiu (2002a, 2002b) who showed that ethical identity of an individual had been found to affect intention in the purchase of fair-trade groceries.

Nevertheless, the finding that shows the self-identity variable that does not give an impact towards purchase intention among the non-purchasers' group, has a similar result with the previous study by Ozcaglar-Toulouse et al. (2006). In their study, it was argued that the non-purchasers' group still need the support network of others who support their beliefs on purchasing fair-trade products while the other group has established the firmer attitudes towards the behaviour.

Therefore, in relation with this present study, it might be explained that although group one (purchasers' group) has shown the positive correlations between the self-identity and purchase intention, the variable of attitudes towards the behaviour itself acts stronger in how it can explain to influence the intention to purchase organic dairy products. Hence, the variable of self-identity itself vanishes when it competes with the attitudes. However, there is a possible explanation why the non-purchasers' group did not even show any relationship between the variables self-identity and purchase intention. It might be caused that they still need support for their beliefs regarding the concept of ethical consumption, especially in buying organic dairy products from external involvement, such as social influences. In which that might give an impact on their cognitive analysis regarding their values on the behaviour before they state their choice to perform such behaviour.

The familiarity with and subjective knowledge of organic dairy products' logos or certifications have become other independent variables which the hypotheses related to them are also rejected. Although there are significant positive correlations between familiarity with and subjective knowledge of logos or certifications and purchase intention in the purchasers' group, however, they do not bring any significant influence in the later hierarchical regression analysis. On the other hand, the variables do not even give both significant in correlations as well as influence into purchase intention in the group of non-purchasers.

These findings oppose the previous study by Solomon (2010) that mentioned the labelling or logo that acts as the information provider for consumers might have an impact on consumers' purchase decision

by influencing consumers' perception and judgement (as cited in Zander, 2014). As one of the communication tools that consumers can associate if the product is organic, the results also contradict the study by Janssen & Hamm (2011, 2012), which stated that consumers would choose organic products that have organic logos or certifications which they are aware on and perceived familiar. Nevertheless, the results Grunert et al. (2014) and Hoogland et al. (2007) who said that the consumer's knowledge of what stands behind sustainable logos or certifications has little impact on their purchase intention.

In line with this present study, there are several possible explanations for these results. First, for the group of purchasers, they might not consider relating the external cue such as a communication tool of a product (logos or certifications) for their decision to buy organic products. It is because this group already base their intention to purchase such products indeed on their personal beliefs towards the behaviour. Moreover, the reason why the author assumes that their intention comes from their internal perceptions is due to the other related findings. It was determined that the significant predictors among this group are their whole attitudes towards purchasing organic dairy products (personal benefit- health concern), social influence (descriptive norms), the moral value that they feel and believe in purchasing the products, and the experience that they have got earlier with the products (indirect predictor). Therefore, such external cue from the product does not necessarily impact their decision to buy organic products when they already have strong motives related to internal belief about the behaviour.

On the other hand, for the non- purchasers' group, these findings are somehow predictable as they only get impacts to have the intention to buy organic dairy products when they think that performing such behaviour is favourable for themselves, in the matter of their health benefit perception, and when they feel morally obliged to do so. Hence, when they still have not got that kinds of motives, they perhaps would not even bother to pay attention into such products itself and not to look into more details regarding the logos or certifications that can serve as information provider which may influence their purchase decision (Solomon, 2006 as cited in Zander, 2014).

Lastly, trust that was assumed to have a positive impact on purchase intention needs its hypotheses to be also rejected. The group of non- purchasers still shows a positive relationship between trust and purchase intention while the purchasers' group does not. The findings have been unable to demonstrate that consumers are more inclined to buy the products which are produced ethically if they trust the organisation (producers) and their claims (logos) (Andorfer & Liebe, 2013). Furthermore, the result of this present study also did not support the idea of trust which becomes an aspect of motivation that encourages or even barrier consumers' willingness to buy the organic products (Winarno, 2009 as cited in Suharjo et al., 2016).

However, there are several possible explanations regarding this result for both groups. In the first group (purchasers), not only the variable of attitudes towards purchasing organic dairy products (health-benefit) presents significant influence towards purchase intention, in fact, the variable of self-identity also shows a positive correlation into the outcome variable although it does not act as a predictive variable. These findings are likely to be related that the purchasers' group have already established firmer belief towards purchasing organic dairy products as their motives. Hence, they may not take the trust into account as the cues to help them to decide their intention to purchase such products later.

Meanwhile, for the group of non-purchasers that surprisingly shows positive correlations between trust and purchase intention, might be due to their lack of a positive relationship of self-identity with the behavioural intention. Although it is shown that the attitudes have relationships as well as a direct impact (for the attitudes towards purchasing organic dairy products with personal belief or motive in health concern) towards purchase intention among this groups; it turns out that the self-identity that can be an additional motive with personal belief related to the behaviour does not show any positive correlations towards purchase intention as the dependent variable. Overall, this finding may be in line with the study by Taniguchi (2014) who showed that trust has a significant relationship with attitudes towards the behaviour. In which, relating to this present study, the groups of non-purchasers may first need to use trust to be furtherly analyse cognitively to value their attitudes, before they can decide their intention to purchase organic dairy products.

#### 5.1.2 The Indirect Effect Result of The Past-Experience with Products towards Purchase Intention Mediated by The Attitudes towards Purchasing Organic Dairy Products (personal benefit in health concern)

This section of findings' discussion will try to explain the research question number two regarding the role of past-experience among the purchasers' group. The present study found that the experience with the products indeed indirectly influences purchase intention through attitudes towards purchasing organic products with personal benefit value (health concern) and external benefits motive (environment and animal welfare concerns).

This result accords with the observation from Roddy, Cowan, & Hutchinson (1996) that showed the previous experience with the product could act as an indirect predictor for purchase intention variable. They mentioned that the consumers who had used organic products earlier and had a positive experience on it tend to have more positive attitudes towards the behaviour. It is also in line with Ajzen (1991) who stated that the individuals generate either a favourable or unfavourable evaluation or appraisal from the consequences of the behaviour that they did, in which it would impact on the attitude towards the

behaviour itself. Therefore, the result of this study corroborates his argument that the past-experience contributes to the formation of variables in the Theory of Planned Behaviour (indirect predictor) which is not an additional variable to the model.

To the author's argument, there is a relation that can be linked from the first direct model between several independent variables and a dependent variable to explain this finding. It could be seen that both groups of participants hold the kind of motives, which are more into personal values such as attitudes towards purchasing organic dairy products with personal benefit specified in health concern and moral obligations. Therefore, the factor of past-experience which indeed relates into the evaluation of the products, once after performing the behaviour is reflected as self-evaluation which will impact how they will see that kind of behaviour later (attitudes). In which it will give the inclination on how they likely to perform the behaviour as a result.

## 5.2 Implications

### 5.2.1 Theoretical Implications

To the author's far knowledge, there are many past research studies focused on organic food products consumption. Nevertheless, the research that focuses explicitly on organic dairy products is far less many. Therefore, the present study combined various predictors that were used in past research to introduce a new model.

There are many studies that investigated the extended Theory of Planned Behaviour, such as embedding moral obligations and self-identity into the model (Ozcaglar-Toulouse et al., 2006; D Shaw & Shiu, 2002a, 2002b; Deirdre Shaw et al., 2000). However, the author also combined a few variables such as familiarity with and subjective knowledge of logos or certifications (K. G. Grunert et al., 2014; Hoogland et al., 2007; Janssen & Hamm, 2011, 2012; Mceachern & Warnaby, 2008; Zander, 2014), trust (Andorfer & Liebe, 2013; Brunsø et al., 2002; K. G. Grunert et al., 2001; Nuttavuthisit & Thøgersen, 2017; Suharjo et al., 2016; Torjusen et al., 2004; Yiridoe et al., 2005; Zagata & Lostak, 2012), and past experience with the products (Ajzen, 1991; D'Souza et al., 2006; Roddy et al., 1996) in order to see whether there would be a novelty result in predicting consumers' purchase intention in organic dairy products.

In accordance with the results, the variables of perceived behavioural controls both in price and product availability concerns that usually become an issue in organic products consumptions (Andorfer & Liebe, 2012; Hill & Lynchehaun, 2002; Magnusson et al., 2001; Suharjo et al., 2016); turns out not having any correlations even impact in predicting consumers' intention to purchase organic dairy products in this study. Instead, the factors such as attitude towards purchasing the products (personal benefit- health

concern), descriptive norms, and moral obligations have significant roles in predicting the intention of consumers to purchase organic dairy products among the purchasers' group. On the other hand, the result for the non-purchasers shows attitudes towards purchasing the products (personal benefit- health concern) and moral obligation become predictors towards the purchase intention.

Moreover, the variable of past-experience with products which was intended to be observed only among the purchasers group, presents itself as the predictor which indirectly effects purchase intention through the variable of both the attitudes towards purchasing organic dairy products with personal benefit motive in health concern as well as external benefits (environment and animal welfare concerns).

The outcomes that were obtained in this study could be interpreted that the sample; Indonesian students who live in The Netherlands; are most likely only get influenced by the personal belief that they have and the external influence from their social environment to shape their decision to have the intention to purchase organic dairy products. Instead, the additional variables that were expected to be significant in predicting their intention towards the behaviour, such as familiarity with and subjective knowledge of logos or certifications and trust do not show their explanatory power.

#### 5.2.2 Practical Implications

It is certain that the result does not show so much difference between the group of purchasers and the non-purchasers. This can be seen from both groups' mean scores which were presented under the median value of 3 on the purchase intention scale (mean score of the group 1= 2.35 and mean score of the group 2= 2.91). Therefore, this can be assumed that the research participants do not have very big intention to purchase organic dairy products, even for the group who was categorised as the purchasers.

The finding is in line with the previous study by Suharjo et al. (2016) who mentioned that Indonesian consumers with A level expenditure who relatively are high in education and consume a lot of organic products, did not translate to the higher level of performing the behaviour of purchasing the products. It is because although that kind of consumers can afford it with fewer challenges, their doubts on the benefits of the products have prevented them from consuming it. Therefore, the explanation from a study by Suharjo et al. (2016) could be the arguments why this present study's sample which is Indonesians has a similar result.

Nevertheless, the present research's findings should be utilised to draw some practical implications that could be implemented for more effective marketing and communication approaches, especially in organic dairy products sales among diaspora (especially students) in the Netherlands.

As the results between both groups are not so different, the implications of the present study's findings are expected to show any organic dairy products' companies' marketing communication team, to focus more in educating consumers from this type of market segmentation. The team can share how such products have better contributions for health, environment, and animal welfare. It is because the variables of attitudes towards purchasing organic dairy products with personal benefit motive in health concern and moral obligations become the motives that present to influence both groups of purchasers and non-purchasers' intention to purchase such products. It is argued that the information is known to have a critical role in forming consumers' attitudes toward ethical products and their intention to purchase (De Pelsmacker & Janssens, 2007). Furthermore, the strategy can be utilised in order to maintain the feeling to buy ethical products is the right thing and needed to be followed by the certain values increment (Ortberg, Gorsuch, & Kim, 2001).

Moreover, especially in targeting the market segmentation that has experienced in purchasing organic dairy products, marketing communications team can also involve other few consumers who regularly purchase organic dairy products, to share about the benefits that they believe by consuming organic dairy products in their product promotion events. It is due to the variable of descriptive norms that turns out to be a predictor towards purchase intention among this group.

Lastly, the communications team also can use samples of organic dairy products for this targeted market group. It is because this group values the personal experience of consuming the products as their cue to help them to shape their values (attitudes) into purchasing organic dairy products before they intend to perform the behaviour.

### 5.3 Limitations and Future Research Directions

Despite several findings that are presented in this study which contribute to the topic of consumer behaviour regarding organic dairy products consumption, some limitations emerged during the process of this research. These limitations will be further explained in the following paragraphs. In addition, future research recommendations will also be given as these limitations could help to improve future research in this area of study.

Firstly, the unavoidable limitation of this research is that it suffered from a high drop rate. A total of 319 people took part in the current study, however, only 209 data of the respondents that were used for further analysis. It means 110 people needed to be excluded from the data analysis which makes up almost 34% of the original group of participants who started the questionnaire. Nonetheless, online surveys are likely to have high dropout rates which possible reasons will be discussed in the following paragraphs.



The potential explanation might be that the survey was perceived to be too long so that people just quit after a few pages because they were under time pressure or bored by filling the survey. Moreover, the other reason that the author might assume is because of the technical problem, that was encountered on the first day by few participants who accessed the survey through their mobile phones. It was found out that the graphics on the question related to familiarity with logos or certifications did not show up on a few participants' mobile phones; hence, they decided to quit the survey immediately. However, on the same day, the research conductor who was assisted by the support team of 'Qualtrics' solved the problem caused by the graphics size incompatibility with some mobile phones. In addition, one of the participants who met this challenge communicated the researcher that she found out the solution by tilting her phone so that the graphics could be seen. Therefore, the author solved the problems by fitting the right size of the graphics as well as putting the note "Tilt your mobile phones if the graphics were not shown" on that question accordingly. Nonetheless, although it was done, some participants might not truly pay attention to the note and kept withdrawing from the survey.

Furthermore, to overcome the boredom of the participants in filling the survey, it is reasonable to give a reward such as the vouchers or coupons that can be won after they complete the survey. However, for future research, more time should be planned, and the reward should be obviously something to be well-thought from the researcher to motivate the voluntary participants to complete the survey.

In related to the findings of this present study, several recommendations may be conducted to make the upcoming studies more interesting.

First, the author thinks that the variables of past-experience can be furtherly observed by testing if it has a direct influence towards purchase intentions. It is because of the previous studies by Conner & Armitage (1998), Tonglet, Phillips, & Read (2004), and Kim & Chung (2011) who showed that past-experience had a significant impact in predicting ethical behaviour such as recycling behaviour, purchasing fair trade products, and purchasing organic cosmetics.

Secondly, regarding the variable of trust, it is still possible to conduct more investigation to see whether it will give different result into the purchase intention when they are divided into two; personal trust and system trust (Sassatelli & Scott, 2001; Torjusen et al., 2004). It is because when it comes to trust, there might be certain perceptions from the consumers toward the products in related to the producers as well as the label or logos on the products itself. In which Torjusen et al. (2004) stated that consumers might have the perception about the producers' motives to produce such 'ethical' products, whether it is for interest in profit or the production of good food.

On the other hand, the study by K. G. Grunert et al. (2001) showed the organic label could influence consumer's intention to purchase organic products only if they trust that the logos or certifications really carry the values of the products. Such as the beliefs of the products that are better for health, environment, and animal-friendly. Therefore, the distinction between trust might be interesting to be analysed further for the future studies regarding organic dairy products with a similar type of target population.

Also, it might be interesting to see more deeply on why the variable of injunctive norms does not really impact purchase intention among Indonesian students who study at universities in the Netherlands. In actual fact, Indonesian mostly pay more attention to what other people whom they value their opinions are worthy become matter in their decision process to purchase. In which it is related into conformity in the collectivist culture (highly developed in East Asia) which put more interest on interdependence, emotional control, as well as collective desires and needs (Wika & Juneman, 2013). Therefore, to combine the theory of collectivism from Hofstede (2001) might be interesting to be furtherly observed to get a better picture of how the variable of the injunctive norm can impact the behavioural intention.

Furthermore, the other norm named descriptive norms should also be taken into accounts as the results are found different for the group of purchasers and non- purchasers. The future study might want to see the circle of social interactions of the participants; such as with whom the participants do have more social interactions. It is because they might be spending more time for filling their social interactions with other Indonesian in Indonesian communities in The Netherlands and have less deep social interactions with other nationalities because they feel more comfortable and have a strong sense of belonging with people who come from same culture, habits, and thinking like them (Turner & Tajfel, 2004).

Then, it might also be interesting to see from which study major of the participants who have more intention into purchasing organic dairy products and what underlie their motives on it. It is because there are many possible factors, in which one of them might be their knowledge which is gained from the nature of their study that may shape their decision to conducts such behaviour.

Lastly, the future continuation study might want to observe deeply on milk as one of the organic dairy products that was most chosen among the participants. Hence, hopefully, that will generate more detailed and comprehensive results to investigate what motivates consumers to purchase organic milk.

#### 5.4 Conclusion

The consumption of organic dairy products showed the inclination graph over the years. This is in line with the general steady growth of sustainable consumption in all kind of sectors like for example organic

foods in general. Nevertheless, particular research in the field of organic dairy products is lacking. For this purpose, the present research was conducted to provide insights into this niche of organic dairy products consumption among the diaspora community in order to develop effective and tailored marketing strategies for the two groups of consumers.

After analysing the results of the present research, comparing them to previous research, and giving practical and theoretical implications, the final conclusion with a focus on the research questions can be drawn. Those research questions were “To what extent do the variables of the Theory of Planned Behaviour, moral obligation, self-identity, familiarity with and subjective knowledge of organic dairy products’ logos or certifications, and trust influence the intention to purchase organic dairy products among Indonesian students who study at universities in The Netherlands?”; and “To what extent is the potential effect of past-experience with organic dairy products on purchase intention mediated by the attitudes towards purchasing organic dairy products among Indonesian students who study at universities in The Netherlands who have purchased the products?”.

To answer the first question, it can be concluded that, for the organic dairy products purchaser, attitude towards purchasing organic dairy products with personal benefit motive in health concern, descriptive norms, and moral obligations influence positively the intention to continue purchasing organic dairy products. Besides, related to question number two, the past experience with the product can act as an indirect predictor to purchase intention through the attitude towards purchasing organic dairy products with both personal benefit motive in health concern and external benefits in the environment and animal welfare concerns.

For the non-purchaser, the variables of attitudes towards purchasing organic dairy products with personal benefit motive in health concern and moral obligations play roles in predicting the intention to purchase organic dairy products. Therefore, it is reasonable for marketers to distinct between purchasers and non-purchasers and to try to positively embed the influential factors mentioned above in future marketing attempts.

## References

- Ajzen, I. (1991). The theory of planned behavior. *Org Behav Human Decision Proc*, 50(1991), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2006). Constructing a TpB Questionnaire : Conceptual and Methodological Considerations, 2002.
- Ajzen, I. (2013). Theory of Planned Behaviour Questionnaire. *Measurement Instrument Database for the Social Science*, 2–9. <https://doi.org/http://dx.doi.org/10.13072/midss.649>
- Andorfer, V. A., & Liebe, U. (2012). Research on Fair Trade Consumption—A Review. *Journal of Business Ethics*, 106(4), 415–435. <https://doi.org/10.1007/s10551-011-1008-5>
- Andorfer, V. A., & Liebe, U. (2013). Consumer behavior in moral markets. On the relevance of identity, justice beliefs, social norms, status, and trust in ethical consumption. *European Sociological Review*, 29(6), 1251–1265. <https://doi.org/10.1093/esr/jct014>
- Andorfer, V. A., & Liebe, U. (2015). Do information, price, or morals influence ethical consumption? A natural field experiment and customer survey on the purchase of Fair Trade coffee. *Social Science Research*, 52, 330–350. <https://doi.org/10.1016/j.ssresearch.2015.02.007>
- Annunziata, A., Ianuario, S., & Pascale, P. (2011). Consumers' attitudes toward labelling of ethical products: The case of organic and fair trade products. *Journal of Food Products Marketing*, 17(5), 518–535. <https://doi.org/10.1080/10454446.2011.618790>
- Arvola, A., Vassallo, M., Dean, M., Lampila, P., Saba, A., Lähteenmäki, L., & Shepherd, R. (2008). Predicting intentions to purchase organic food: The role of affective and moral attitudes in the Theory of Planned Behaviour. *Appetite*, 50(2–3), 443–454. <https://doi.org/10.1016/j.appet.2007.09.010>
- Ashforth, B. E., Harrison, S. H., & Corley, K. G. (2008). Identification in organizations: An examination of four fundamental questions. *Journal of Management*, 34(3), 325–374. <https://doi.org/10.1177/0149206308316059>
- Bamberg S. (2003). How does environmental concern influence specific environmentally related behaviors? A new answer to an old question. *Journal of Environmental Psychology*, 23(1), 21–32.
- Basha, M. B. (2014). Driving factors of purchase intention towards organic food: A conceptual study. *2014 4th International Conference on Engineering Technology and Technopreneuship (ICE2T)*. <https://doi.org/10.1109/ICE2T.2014.7006211>
- BBC News. (2015). A Nation of Tall Cheese-Eaters. *BBC News, Magazine*. Retrieved from <https://www.bbc.com/news/magazine-34380895>
- Belanda, P. P. I. (2018). *Data Mahasiswa di Belanda per Jenjang Akademik Tahun 2018*. Den Haag.

Retrieved from ppibelanda.org

- Beldad, A., & Hegner, S. (2018). Determinants of Fair Trade Product Purchase Intention of Dutch Consumers According to the Extended Theory of Planned Behaviour. *Journal of Consumer Policy*, 1–20. <https://doi.org/10.1007/s10603-018-9384-1>
- Bentler, P. M., & Speckart, G. (1979). Models of Attitude-Behavior Relations. *Psychological Review*, 86(5), 452–464.
- Berger, C. (2015). *Ethical Consumerism What influences people to purchase Fair Trade labelled products ?* Enschede: University of Twente.
- Bissonnette, M. M., & Contento, I. R. (2001). Adolescents' Perspectives and Food Choice Behaviors in Terms of the Environmental Impacts of Food Production Practices : Application of a Psychosocial Model. *Journal of Nutrition Education*, 33(2), 72–82.
- Blom, M. (2014). Country report - Netherlands. Retrieved September 5, 2018, from <https://www.organic-europe.net/country-info/netherlands/country-report.html>
- Bray, J., Johns, N., & Kilburn, D. (2011). An Exploratory Study into the Factors Impeding Ethical Consumption. *Journal of Business Ethics*, 98(4), 597–608. <https://doi.org/10.1007/s10551-010-0640-9>
- Brunso, K., Fjord, T. A., & Grunert, K. G. (2002). *Consumers' food choice and quality perception* (No. 77). Aarhus.
- Bryman, A., & Bell, E. (2007). *Business research Methods (2nd Ed)*. Oxford: Oxford University press
- Burns, R. P., & Burns, R. (2008). *Business research methods and statistics using SPSS*. Sage Publications Inc.
- ChartsBin statistics collector team. (2011). Current Worldwide Total Milk Consumption per capita. Retrieved from <http://chartsbin.com/view/1491>
- Chryssochoidis, G. (2000). Repercussions of consumer confusion for late introduced differentiated products. *European Journal of Marketing*, 34(5/6), 705–722. <https://doi.org/10.1108/03090560010321992>
- Cialdini, R. B. (2003). Crafting Normative Messages to Protect the Environment Social Psychology Crafting Normative Messages to Protect. *Current Directions in Psychological Science*, 12(4), 105–109. <https://doi.org/10.1111/1467-8721.01242>
- Cialdini, R., Raymond, R., & Carl, K. (1990). A focus theory of normative conduct: recycling the concept of norms to reduce littering in public places. *Journal of Personality and Social Psychology*, 58(6), 1015.
- Code, U. S. (2005). Federal Organic Foods Production Act Of 1990.
- Conner, M., & Armitage, C. J. (1998). Extending the Theory of Planned Behavior: A Review and Avenues

- for Further Research\n. *Journal of Applied Social Psychology*, 28(15), 1429–1464.  
<https://doi.org/10.1111/j.1559-1816.1998.tb01685.x>
- D'Souza, C., Taghian, M., Lamb, P., & Peretiatkos, R. (2006). Green products and corporate strategy: an empirical investigation. *Society and Business Review*, 1(2), 144–157.  
<https://doi.org/10.1108/17465680610669825>
- Dahm, M. J., Samonte, A. V., & Shows, A. R. (2009). Organic Foods: Do Eco-Friendly Attitudes Predict Eco-Friendly Behaviors? *Journal of American College Health ISSN:*, 58(3), 195–202.  
<https://doi.org/10.1080/07448480903295292>
- David, W., & Ardiansyah. (2017). Organic agriculture in Indonesia: challenges and opportunities. *Organic Agriculture*, 7(3), 329–338. <https://doi.org/10.1007/s13165-016-0160-8>
- Davies, A., Titterington, A. J., & Cochrane, C. (1995). Who buys organic food?: A profile of the purchasers of organic food in Northern Ireland. *British Food Journal*, 97(10), 17–23.  
<https://doi.org/10.1108/00070709510104303>
- De Leeuw, A., Valois, P., Morin, A. J. S., & Schmidt, P. (2014). Gender Differences in Psychosocial Determinants of University Students' Intentions to Buy Fair Trade Products. *Journal of Consumer Policy*, 37(4), 485–505. <https://doi.org/10.1007/s10603-014-9262-4>
- de Magistris, T., & Gracia, A. (2008). The decision to buy organic food products in Southern Italy. *British Food Journal*, 110(9), 929–947. <https://doi.org/10.1108/00070700810900620>
- De Pelsmacker, P., & Janssens, W. (2007). A model for fair trade buying behaviour: The role of perceived quantity and quality of information and of product-specific attitudes. *Journal of Business Ethics*, 75(4), 361–380. <https://doi.org/10.1007/s10551-006-9259-2>
- Dettmann, R. L., & Dimitri, C. (2009). Who's buying organic vegetables? Demographic characteristics of U.S. consumers. *Journal of Food Products Marketing*, 16(1), 79–91.  
<https://doi.org/10.1080/10454440903415709>
- Directorate-General for Agriculture and Rural Development. (2013). Report on the Results of the Public Consultation on the Review of the EU Policy on Organic Agriculture, (September), 3. Retrieved from [https://ec.europa.eu/agriculture/organic/sites/orgfarming/files/docs/body/of-publication-executive-summary\\_en.pdf](https://ec.europa.eu/agriculture/organic/sites/orgfarming/files/docs/body/of-publication-executive-summary_en.pdf)
- Ekelund, L. (1990). Vegetable Consumption and Consumer Attitudes Towards Organically Grown Vegetables- The Case of Sweden. *Acta Horticulturae*, (259), 163–172.  
<https://doi.org/10.17660/ActaHortic.1990.259.14>
- Fennis, B. M., & Stroebe, W. (2016). *The Psychology of Advertising* (Vol. Second edi). London: Psychology Press. Retrieved from <http://ezproxy2.utwente.nl/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=nlebk>

&AN=1131937&site=ehost-live

- Field, A. (2009). *Discovering statistics using SPSS* (3rd ed.). Sage Publications Ltd.
- Fotopoulos, C., & Krystallis, A. (2002). Organic product avoidance: Reasons for rejection and potential buyers' identification in a countrywide survey. *British Food Journal*, *104*(3/4/5), 233–260. <https://doi.org/10.1108/00070700210425697>
- Fredricks, A. J., & Dossett, D. L. (1983). Attitude-Behavior Relations : A Comparison of the Fishbein-Ajzen and the Bentler-Speckart Models. *Journal of Personality and Social Psychology*, *45*(3), 501–512.
- Geurts, M., van Bakel, A. M., van Rossum, C. T. M., de Boer, E., & Ocké, M. C. (2017). Food consumption in the Netherlands and its determinants. *National Institute for Public Health and the Environment*, 1–69.
- Gil, J. M., Gracia, A., & Sa, M. (2000). Market segmentation and willingness to pay for organic products in Spain. *Market Segmentation and Willingness to Pay for Organic Products in Spain*, *3*, 207–226.
- Govindasamy, R., & Italia, J. (1999). Predicting willingness-to-pay a premium for organically grown fresh produce. *Journal of Extension*, *30*, 44–53. Retrieved from <http://ageconsearch.umn.edu/bitstream/27385/1/30020044.pdf>
- Grunert, K. G. (2005). Food quality and safety : consumer perception and demand. *European Review of Agricultural Economics*, *32*(3), 369–391. <https://doi.org/10.1093/eurrag/jbi011>
- Grunert, K. G., Bech-larsen, T., & Bredahl, L. (2001). Three issues in consumer quality perception and acceptance of dairy products. *International Dairy Journal*, *10*(2000), 575–584.
- Grunert, K. G., Hieke, S., & Wills, J. (2014). Sustainability Labels on Food Products : Consumer Motivation , Understanding and Use. *Journal of food Policy*, *44*, 177–189. <https://doi.org/10.1016/j.foodpol.2013.12.001>
- Grunert, S. C., & Juhl, H. J. (1995). Values, environmental attitudes, and buying of organic foods. *Journal of Economic Psychology*, *16*, 39–62.
- Hagger, M. S., & Chatzisarantis, N. L. D. (2005). First- and higher-order models of attitudes, normative influence, and perceived behavioural control in the theory of planned behaviour. *British Journal of Social Psychology*, *44*(4), 513–535. <https://doi.org/10.1348/014466604X16219>
- Haines, R., Street, M. D., & Haines, D. (2008). The influence of perceived importance of an ethical issue on moral judgment, moral obligation, and moral intent. *Journal of Business Ethics*, *81*(2), 387–399. <https://doi.org/10.1007/s10551-007-9502-5>
- Hainmueller, J., Hiscox, M. J., & Sequeira, S. (2015). Consumer demand for fair trade: Evidence from a multistore field experiment. *Review of Economics and Statistics*, *97*(2), 242–256.
- Hansen, L. G. (2001). Modelling Demand for OrganicProducts – Implications for theQuestionnaire.

Retrieved from <http://orgprints.org/65/>

- Harper, G. C., & Makatouni, A. (2002). Consumer perception of organic food production and farm animal welfare. *British Food Journal*, 104(3/4/5), 287–299. <https://doi.org/10.1108/00070700210425723>
- Hill, H., & Lynchehaun, F. (2002). Organic milk: attitudes and consumption patterns. *British Food Journal*, 104(7), 526–542. <https://doi.org/10.1108/00070700210434570>
- Hofstede, G. (2001). Culture's Consequences: Comparing Values, Behaviors, Institutions, and Organizations Across Nations. *Culture's Consequences: Comparing Values, Behaviors, Institutions, and Organizations Across Nations*. Retrieved from [https://digitalcommons.usu.edu/unf\\_research/53](https://digitalcommons.usu.edu/unf_research/53)
- Honkanen, P., Verplanken, B., & Olsen, S. O. (2006). Ethical values and motives driving organic food choice. *Journal of Consumer Behaviour*, 5, 420–430. <https://doi.org/10.1002/cb>
- Hoogland, C. T., De Boer, J., & Boersema, J. J. (2007). Food and sustainability : Do consumers recognize , understand and value on-package information on production standards ? *Appetite*, 49, 47–57. <https://doi.org/10.1016/j.appet.2006.11.009>
- Horowitz, B. (2006). More universtiy students call for organic, "sustainable" food. *USA Today*, p. 1b.
- Hutchins, R.K. and Greenhalg, L.A. (1997), ``Organic confusion: sustaining competitive advantage'', *British Food Journal*, Vol. 99 No. 9, pp. 336-8
- Hughner, S., Mcdonagh, P., Prothero, A., li, C. J. S., & Stanton, J. (2007). Who are organic food consumers ? A compilation and review of why people purchase organic food. *Journal of Consumer Behaviour*, 2007, 94–110. <https://doi.org/10.1002/cb>
- Janssen, M., & Hamm, U. (2011). Consumer perception of different organic certification schemes in five European countries. *Organic Agriculture*, 1(1), 31–43. <https://doi.org/10.1007/s13165-010-0003-y>
- Janssen, M., & Hamm, U. (2012). Product labelling in the market for organic food : Consumer preferences and willingness-to-pay for different organic certification logos. *Food Quality and Preference*, 25(1), 9–22. <https://doi.org/10.1016/j.foodqual.2011.12.004>
- Kaiser, H. F. (1974). An index of factorial simplicity. *Psychometrika*, 39(1), 31-36.
- Kock, N., & Lynn, G. (2012). Lateral collinearity and misleading results in variance-based SEM: An illustration and recommendations. *Journal of the Association for Information Systems*, 13(7)
- Kultar, S. (2007). *Quantitative Social Research Methods*. Sage Publications India Pvt Ltd. New Delhi: Sage Publications India Pvt Ltd. <https://doi.org/10.1017/CBO9781107415324.004>
- Kyriakopoulos, K., & Ophuis, P. A. M. O. (1997). A Pre-Purchase Model of Consumer Choice for Biological Foodstuff. *Journal of International Food & Agribusiness Marketing*, 84(4), 37–53. <https://doi.org/10.1300/J047v08n04>
- Larson, N., & Story, M. (2009). A review of environmental influences on food choices. *Annals of*



- Behavioral Medicine*, 38(SUPPL.), 56–73. <https://doi.org/10.1007/s12160-009-9120-9>
- Magnusson, M. K., Anne Arvola, Ulla-Kaisa Koivisto, Lars, H., & Sjöden, Å. P.-O. (2001). Attitudes towards organic foods among Swedish consumers. *British Food Journal*, 103(3), 209–227. <https://doi.org/10.1108/00070700110386755>
- Magnusson, M. K., Arvola, A., Hursti, U. K. K., Åberg, L., & Sjöden, P. O. (2003). Choice of organic foods is related to perceived consequences for human health and to environmentally friendly behaviour. *Appetite*, 40(2), 109–117. [https://doi.org/10.1016/S0195-6663\(03\)00002-3](https://doi.org/10.1016/S0195-6663(03)00002-3)
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). an Integrative Model of Organizational Trust. *Academy of Management Review*, 20(3), 709–734. <https://doi.org/10.5465/AMR.1995.9508080335>
- Mceachern, M. G., & Warnaby, G. (2008). Exploring the relationship between consumer knowledge and purchase behaviour of value-based labels. *International Journal of Consumer Studies*, 137, 414–426. <https://doi.org/10.1111/j.1470-6431.2008.00712.x>
- Melnyk, V., Herpen, V. E., & Trijp, V. J. C. M. (2010). The Influence of Social Norms in Consumer Decision Making: A Meta-Analysis. *Advances in Consumer Research*, 37(2001), 463–464. Retrieved from <http://www.narcis.nl/publication/RecordID/oai:library.wur.nl:wurpubs/400105>
- Nasir, V. A., & Karakaya, F. (2014). Underlying Motivations of Organic Food Purchase Intentions. *Agribusiness*, 30(2008), 290–308. <https://doi.org/10.1002/agr>
- Nasution, R. A., Tarigan, M. M., & Dhewanto, W. (2010). Consumer attitude and intention to buy organicFood as a result of brand extension: An experimental approach. In *2010 International Conference on Management Science and Engineering, ICMSE 2010*. <https://doi.org/10.1109/ICMSE.2010.5719850>
- Nuttavuthisit, K., & Thøgersen, J. (2017). The Importance of Consumer Trust for the Emergence of a Market for Green Products: The Case of Organic Food. *Journal of Business Ethics*, 140(2), 323–337. <https://doi.org/10.1007/s10551-015-2690-5>
- Ogden, D. T., Ogden, J. R., & Schau, H. J. (2004). Exploring the Impact of Culture and Acculturation on Consumer Purchase Decisions: Toward a Microcultural Perspective. *Academy of Marketing Science Review*, 3(03), 1–22.
- Onwezen, M. C., Bartels, J., & Antonides, G. (2014). The self-regulatory function of anticipated pride and guilt in a sustainable and healthy consumption context. *European Journal of Social Psychology*, 44(1), 53–68. <https://doi.org/10.1002/ejsp.1991>
- Ortberg, J. C., Gorsuch, R. L., & Kim, G. J. (2001). Changing Attitude and Moral Obligation : Their Independent Effects on Behavior. *Journal for the Scientific Study of Religion*, 40(3), 489–496.
- Ozcaglar-Toulouse, N., Shiu, E., & Shaw, D. (2006). In search of fair trade: Ethical consumer decision making in France. *International Journal of Consumer Studies*, 30(5), 502–514.

<https://doi.org/10.1111/j.1470-6431.2006.00532.x>

- Ozguven, N. (2012). Organic Foods Motivations Factors for Consumers. *Procedia - Social and Behavioral Sciences*, 62, 661–665. <https://doi.org/10.1016/j.sbspro.2012.09.110>
- Panjaitan, T. W. S., & Sutapa, I. N. (2010). Analysis of green product knowledge, green behavior and green consumers of Indonesian students (case study for universities in Surabaya). In *2010 IEEE International Conference on Industrial Engineering and Engineering Management* (pp. 2268–2272). IEEE. <https://doi.org/10.1109/IEEM.2010.5674276>
- Paul, J., & Rana, J. (2012). Consumer behavior and purchase intention for organic food. *Journal of Consumer Marketing*, 29(6), 412–422. <https://doi.org/10.1108/07363761211259223>
- Pinckaers, M. (2016). *The Dutch Food Retail Market*. Retrieved from [https://gain.fas.usda.gov/Recent GAIN Publications/Retail Foods\\_The Hague\\_Netherlands\\_12-14-2016.pdf](https://gain.fas.usda.gov/Recent%20GAIN%20Publications/Retail%20Foods_The%20Hague_Netherlands_12-14-2016.pdf)
- Pinckaers, M. (2018). *The Organic Market in the Netherlands*. The Hague.
- Pivato, S., & Misani, N. (2008). The impact of corporate social responsibility on consumer trust : the case of organic food. *Business Ethics: A European Review*, 17(1), 3–12.
- Reja, U., Manfreda, K. L., & Hlebec, V. (2003). Open-ended vs . Close-ended Questions in Web Questionnaires. *Developments in Applied Statistics*, 19(1), 160–117.
- Rivis, A., & Sheeran, P. (2003a). Social influences and the theory of planned behaviour: Evidence for a direct relationship between prototypes and young people's exercise behaviour. *Psychology and Health*, 18(5), 567–583. <https://doi.org/10.1080/0887044032000069883>
- Rivis, A., & Sheeran, P. (2003b). Social Influences and the Theory of Planned Behaviour: Evidence for a Direct Relationship Between Prototypes and Young People's Exercise Behaviour. *Psychology & Health*, 18(5), 567–583. <https://doi.org/10.1080/0887044032000069883>
- Rizwan, M., Hassan, M., & Kalsoom, U. (2017). Influence of Acculturation on The Brand Selection of The South Asian Diaspora in The UK. *Journal of Business Studies -*, 13(2), 148–160.
- Roddy, G., Cowan, C. A., & Hutchinson, G. (1996). Consumer attitudes and behavior to organic foods in Ireland. *Journal of International Consumer Marketing*, 9(2), 41.
- Rummel, R.J. (1970). *Applied factor analysis*. Evanston, IL: Northwestern University Press
- Sassatelli, R., & Scott, A. (2001). Novel Fod, New Markets and Trust Regimes: Responses to the erosion of consumers ' confidence in Austria , Italy and the UK. *European Societies*, 3(2), 213–244. <https://doi.org/10.1080/146166901200543339>
- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research Methods for Business Students* (5th ed.). Essex: Pearson Education Limited.
- Schifferstein, H. N. J., & Ophuist, P. A. M. O. (1998). Health- related determinants of Organic Food Consumption in The Netherlands Data collection. *Food Quality and Preference*, 9(3), 119–133.

- Selm, M. V. A. N., & Jankowski, N. W. (2006). Conducting Online Surveys. *Quality and Quantity*, 40(3), 435–456. <https://doi.org/10.1007/s11135-005-8081-8>
- Shaw, D., & Shiu, E. (2002a). An Assessment of Ethical Obligation and Self Identity in Ethical Consumer Decision Making: A Structural Equation Modelling Approach . *International Journal of Consumer Studies*, 26(December), 280–293.
- Shaw, D., Shiu, E., & Clarke, I. (2000). The Contribution of Ethical Obligation and Self-identity to the Theory of Planned Behaviour: An Exploration of Ethical Consumers. *Journal of Marketing Management*, 16(8), 879–894. <https://doi.org/10.1362/026725700784683672>
- Shaw, D., & Shiu, E. M. K. (2002b). The role of ethical obligation and self-identity in ethical consumer choice. *International Journal of Consumer Studies*, 26(2), 109–116. <https://doi.org/10.1046/j.1470-6431.2002.00214.x>
- Sleddens, E. F. C., Kroeze, W., Kohl, L. F. M., Bolten, L. M., Velema, E., Kaspers, P., ... Brug, J. (2015). Correlates of dietary behavior in adults: an umbrella review. *Nutrition Reviews*, 73(8), 477–499. <https://doi.org/10.1093/nutrit/nuv007>
- Soyez, K., Francis, J. N. P., & Smirnova, M. M. (2012). How individual , product and situational determinants affect the intention to buy and organic food buying behavior : a cross-national comparison in five nations. *Der Markt*, 51(July 2011), 27–35. <https://doi.org/10.1007/s12642-011-0073-8>
- Sparks, Paul; Shepherd, R. (1992). Self-Identity and the Theory of Planned Behavior : Assesing the Role of Identification with " Green Consumerism ". *Social Psychology Quarterly*, 55(4), 388–399.
- Starr, M. A. (2009). The social economics of ethical consumption: Theoretical considerations and empirical evidence. *Journal of Socio-Economics*, 38(6), 916–925. <https://doi.org/10.1016/j.socec.2009.07.006>
- Stets, J. E., & Biga, C. F. (2003). Bringing Identity Theory into Environmental Sociology. *Sociological Theory*, 21, 398–423. <https://doi.org/10.1111/j.1365-3040.2007.01761.x>
- Strong, C. (1997). The problems of translating fair trade principles into consumer purchase behaviour. *Marketing Intelligence & Planning*, 15(1), 32–37. <https://doi.org/10.1108/02634509710155642>
- Suharjo, B., Ahmady, M., & Ahmady, M. R. (2016). Indonesian Consumers ' Attitudes towards Organic Products. *Advances in Economics and Business*, 4(3), 132–140. <https://doi.org/10.13189/aeb.2016.040303>
- Sunderer, G., & Rössel, J. (2012). Morality or economic interest? The impact of moral motives and economic factors on the purchase of fair trade groceries. *International Journal of Consumer Studies*, 36(2), 244–250. <https://doi.org/10.1111/j.1470-6431.2011.01087.x>
- Tallontire, Anne, Rentsendorj, Erdenechimeg and Blowfield, M. (2001). *Ethical consumers and ethical*

- trade: a review of current literature (NRI Policy Series 12) (12).*
- Taniguchi, Y. (2014). The Level of Trust and the Consumer Attitude toward Organic Vegetables : Comparison between Japanese and German Consumers. In *Building Organic Bridges* (pp. 13–15).
- Tarkiainen, A., & Sundqvist, S. (2005). Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *British Food Journal*, 107(11), 808–822. <https://doi.org/10.1108/00070700510629760>
- Testa, F., Iraldo, F., Vaccari, A., & Ferrari, E. (2015). Why Eco-labels can be Effective Marketing Tools: Evidence from a Study on Italian Consumers. *Business Strategy and the Environment*, 265(December 2013), 252–265. <https://doi.org/10.1002/bse.1821>
- The World Factbook. (2018). Retrieved September 5, 2018, from <https://www.cia.gov/library/publications/the-world-factbook/geos/nl.html>
- Thøgersen, J. (2010). Country Differences in Sustainable Consumption : The Case of Organic Food, 30(2), 171–185. <https://doi.org/10.1177/0276146710361926>
- Tonglet, M., Phillips, P. S., & Read, A. D. (2004). Using the Theory of Planned Behaviour to investigate the determinants of recycling behaviour: A case study from Brixworth, UK. *Resources, Conservation and Recycling*, 41(3), 191–214. <https://doi.org/10.1016/j.resconrec.2003.11.001>
- Torjusen, H., Sangstad, L., & Jensen, K. O. D. (2004). *European Consumers ' Conceptions of Organic Food : A Review of Available Research*. Oslo.
- Turner, H. T. J., & Tajfel, J. (2004). Social Identity Theory of Intergroup Behaviour. S. *Worchel-WG Austin Francesco Rovai*.
- Vermeir, I., & Verbeke, W. (2006). Sustainable food consumption: Exploring the consumer “attitude - Behavioral intention” gap. *Journal of Agricultural and Environmental Ethics*, 19(2), 169–194. <https://doi.org/10.1007/s10806-005-5485-3>
- Von Alvenslebe, R. (1998). Ecological Aspects of Food Demand : The Case of Organic Food in Germany Buyer Types for Organic Food in Germany. *AIR-CAT 4th Plenary Meeting: Health, Ecological and Safety Aspects in Food Choice*, 4(1), 68–79.
- Widjajanto, D.W. and Miyauchi, N. (2002). Organic Farming and Its Prospect in Indonesia. *Bulletin of the Faculty of Agriculture, Kagoshima University*, 52, 57–62.
- Wier, M., & Calverley, C. (2002). Market potential for organic foods in Europe. *British Food Journal*, 104(1), 45–62. <https://doi.org/10.1108/00070700210418749>
- Wika, A., & Juneman, A. (2013). Impulsive buying, cultural values dimensions, and symbolic meaning of money: A study on college students in Indonesia ' s capital city and its surrounding. *International Journal of Research Studies in Psychology*, 2(4), 35–52.
- Willer, H., & Lernoud, J. (2018). *The World of Organic Agriculture Statistics and Emerging Trends 2018*.

*FiBL & IFOAM Organics International I.* <https://doi.org/10.4324/9781849775991>

- Wu, P. C. S., Yeh, G. Y. Y., & Hsiao, C. R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal*, 19(1), 30–39. <https://doi.org/10.1016/j.ausmj.2010.11.001>
- Yadav, R., & Pathak, G. S. (2016). Intention to purchase organic food among young consumers: Evidences from a developing nation. *Appetite*, 96, 122–128. <https://doi.org/10.1016/j.appet.2015.09.017>
- Yeon Kim, H., & Chung, J. (2011). Consumer purchase intention for organic personal care products. *Journal of Consumer Marketing*, 28(1), 40–47. <https://doi.org/10.1108/07363761111101930>
- Yiridoe, E. K., Bonti-Ankomah, S., & Martin, R. C. (2005). Comparison of consumer perceptions and preference toward organic versus conventionally produced foods: A review and update of the literature. *Renewable Agriculture and Food Systems*, 20(04), 193–205. <https://doi.org/10.1079/RAF2005113>
- Yong, A. G., & Pearce, S. (2013). A Beginner's Guide to Factor Analysis: Focusing on Exploratory Factor Analysis. *Tutorials in Quantitative Methods for Psychology*, 9(2), 79–94. <https://doi.org/10.20982/tqmp.09.2.p079>
- Yussefi, M., & Willer, H. (2007). *The World of Organic Agriculture Statistics and Emerging Trends 2007*.
- Zagata, L., & Lostak, M. (2012). In Goodness We Trust. The Role of Trust and Institutions Underpinning Trust in the Organic Food Market. *Sociologia Ruralis*, 52(4), 470–487. <https://doi.org/10.1111/j.1467-9523.2012.00574.x>
- Zander, K. (2014). A Green Leaf !? Consumers' Knowledge and Perception of the Mandatory EU Organic Logo. *Proceedings in Food System Dynamics*, 220–228.

# Appendix

## 1. Survey Questionnaire

UNIVERSITY OF TWENTE

*Intro.*

**Kepada partisipan yang terhormat,**

Saya, Chariskha Lidwyanthi, berterima kasih karena Anda telah mengambil bagian dalam survey terkait pandangan mahasiswa mengenai perilaku konsumsi secara etis dan niat pembelian. Penelitian ini saya lakukan sebagai bagian dari master tesis saya pada jurusan *Marketing Communications*, University of Twente.

Tujuan dari penelitian ini adalah untuk mengetahui faktor-faktor apa sajakah yang mendasari niat individu untuk membeli produk olahan susu organik.

Partisipasi dalam survei ini akan memakan waktu sekitar 10-15 menit.

Sebelum memulai, saya akan menjelaskan hal-hal berikut:

- Partisipasi dalam survei ini bersifat anonim.
- Tidak ada jawaban yang benar atau salah dan semua jawaban murni pendapat anda sendiri.
- Data hasil penelitian ini akan dijaga kerahasiaannya dan digunakan untuk tujuan ilmiah
- Partisipasi bersifat sukarela dan tidak ada sanksi apapun jika ada yang hambatan untuk melanjutkan partisipasi dalam penelitian

Jika Anda memiliki pertanyaan mengenai penelitian ini, Anda dapat langsung menghubungi saya pada email [chariskhalidwyanthi@student.utwente.nl](mailto:chariskhalidwyanthi@student.utwente.nl)

Terima kasih atas kerja sama Anda!

Salam,  
Chariskha Lidwyanthi

Silahkan klik tanda ' --> ' untuk memulai.

*Informed Consent.*

**Setelah membaca penjelasan dan ketentuan penelitian di atas secara seksama. Apakah Anda bersedia menyetujui ketentuan penelitian ini?**

- Setuju  
 Tidak Setuju

Penyelesaian Survei  
0% 100%



**1. Jenis kelamin**

- Pria  
 Wanita

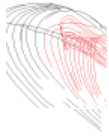
**2. Umur (hanya angka)**

**3. Apa jenjang pendidikan yang sedang Anda tempuh saat ini?**

- Bachelor's Degree  
 Master's Degree (untuk post-graduate dapat memilih opsi ini)  
 Doctoral Degree (untuk post-doctoral dapat memilih opsi ini)  
 Lainnya, tolong sebutkan

**4. Apa bidang studi Anda saat ini?**

- Education
- Art & Humanities
- Social Sciences, Journalism, and Information
- Business, Administration and Law
- Natural Sciences, Mathematics and Statistics
- Information and Communication Technologies
- Engineering, manufacturing and Construction
- Agriculture, Forestry, Fisheries, and Veterinary
- Health and Welfare
- Service



**5. Sudah berapa lama Anda tinggal di Belanda?**

- 0 - 6 bulan
- 7 - 12 bulan
- 13 - 18 bulan
- 19 - 24 bulan
- 25 - 30 bulan
- 31 - 36 bulan
- lebih dari 36 bulan

6.

**Apakah Anda memiliki peran utama untuk berbelanja kebutuhan makanan sehari-hari?**

- Iya
- Tidak, tolong sebutkan siapa orang yang berkewajiban untuk berbelanja kebutuhan makanan sehari-hari

7.

**Berapa rentang biaya pengeluaran per minggu Anda untuk berbelanja kebutuhan makanan sehari-hari?**

- 0-20 euro
- 21-40 euro
- 41-60 euro
- 61- 80 euro
- 81- 100 euro

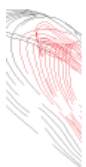


**. Produk olahan susu pada penelitian ini termasuk susu, yoghurt, keju, mentega, krim dan makanan pencuci mulut berbahan dasar olahan susu**

8.

**Silahkan pilih salah satu opsi yang sangat cocok dalam mendeskripsikan Anda sebagai konsumen**

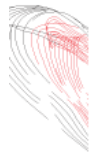
- Seorang konsumen yang secara sengaja hanya membeli produk olahan susu organik dibandingkan produk olahan susu non-organik.
- Seorang konsumen yang membeli produk olahan susu organik dan juga tetap membeli produk olahan susu non-organik.
- Seorang konsumen yang pernah membeli produk olahan susu organik sebelumnya, namun belum melakukan pembelian pada produk tersebut dalam 30 hari.
- Seorang konsumen yang kadang-kadang membeli produk olahan susu organik tanpa berpikir mengenai produk tersebut
- Seorang konsumen yang membeli produk olahan susu yang tidak memperdulikan apakah produk tersebut organik atau non-organik
- Seorang konsumen yang tidak membeli produk olahan susu organik dan mungkin tidak akan membeli produk tersebut di kemudian hari



9.

**Di mana Anda biasa membeli produk olahan susu organik? (Anda dapat menjawab lebih dari satu)**

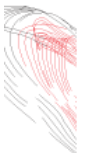
- Supermarket (contoh: Albert Heijn, Jumbo, Lidl, Aldi, Eme, dll.)
- Toko khusus produk organik ( contoh: Ekoplaza, Organic Food for You, dll.)
- Pasar
- Toko Online



**10. Apa jenis produk olahan susu organik yang biasa Anda beli? (Anda dapat menjawab lebih dari satu)**

- Susu
- Keju
- Mentega
- Yoghurt
- Krim
- Produk Olahan Susu Makanan Pencuci Mulut (contoh: es krim, mouse,pudding)

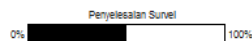
**11. Silahkan pilih tingkat persetujuan Anda pada pernyataan-pernyataan berikut:**



|  | Pengalaman dengan Produk Olahan Susu Organik |                       |                       |                       |                       |
|--|--|-----------------------|-----------------------|-----------------------|-----------------------|
|  | Sangat Tidak Setuju                          | Tidak Setuju          | Ragu-ragu             | Setuju                | Sangat Setuju         |
| Saya hanya memiliki pengalaman positif dengan produk olahan susu organik                           | <input type="radio"/>                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Produk olahan susu organik yang saya konsumsi sebelumnya memiliki kualitas yang baik               | <input type="radio"/>                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya tidak pernah dikecewakan dengan kualitas produk olahan susu organik yang pernah saya konsumsi | <input type="radio"/>                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

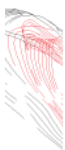
Anda telah menyatakan bahwa Anda tidak pernah memiliki pengalaman dengan produk olahan susu organik. Namun, saya akan menanyakan opini Anda terkait produk olahan susu organik melalui pertanyaan-pertanyaan selanjutnya.

Silahkan klik tanda "-->"



12.

**Silahkan pilih tingkat persetujuan Anda pada pernyataan-pernyataan di bawah ini**



|  | Sikap terhadap Pembelian Produk Olahan Susu Organik |                       |                       |                       |                       |
|--|---|-----------------------|-----------------------|-----------------------|-----------------------|
|  | Sangat Tidak Setuju                                 | Tidak Setuju          | Ragu-ragu             | Setuju                | Sangat Setuju         |
| Saya memiliki sikap yang positif terhadap pembelian produk olahan susu organik                                 | <input type="radio"/>                               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya pikir membeli produk olahan susu organik adalah hal yang penting untuk dilakukan                          | <input type="radio"/>                               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya pikir dengan mengonsumsi produk olahan susu organik akan bermanfaat terhadap kesehatan saya               | <input type="radio"/>                               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya pikir mengonsumsi produk olahan susu organik akan memberikan dampak positif terhadap lingkungan           | <input type="radio"/>                               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya pikir dengan mengonsumsi produk olahan susu organik merupakan cara untuk mendukung kesejahteraan binatang | <input type="radio"/>                               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



13.

Silahkan pilih tingkat persetujuan Anda pada pernyataan-pernyataan di bawah ini

Sikap terhadap Produk Olahan Susu Organik

|   | Sangat Tidak Setuju   | Tidak Setuju          | Ragu-ragu             | Setuju                | Sangat Setuju         |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Saya percaya produk olahan susu organik baik bagi kesehatan   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya pikir produk olahan susu organik memiliki rasa yang lebih enak daripada produk olahan susu non-organik                             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya pikir produk olahan susu organik baik untuk diri saya  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya percaya produk olahan susu organik memiliki dampak pengrusakan lingkungan yang lebih minim daripada produk olahan susu non-organik | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

14.

Silahkan pilih tingkat persetujuan Anda pada pernyataan-pernyataan di bawah ini

Norma Subjektif

|   | Sangat Tidak Setuju   | Tidak Setuju          | Ragu-ragu             | Setuju                | Sangat Setuju         |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Saya tahu bahwa kebanyakan orang yang saya kenal mengharapkan saya untuk membeli produk olahan susu organik           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya pikir kebanyakan orang yang saya hormai pendapatnya akan menyetujui jika saya membeli produk olahan susu organik | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya percaya kebanyakan orang yang memengaruhi perilaku saya berharap saya untuk membeli produk olahan susu organik   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya percaya bahwa kebanyakan orang yang saya kenal merekomendasikan saya untuk membeli produk olahan susu organik    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

15.

Silahkan pilih tingkat persetujuan Anda pada pernyataan-pernyataan di bawah ini

Norma Deskriptif

|  | Sangat Tidak Setuju   | Tidak Setuju          | Ragu-ragu             | Setuju                | Sangat Setuju         |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Orang-orang yang tinggal di lingkungan rumah saya membeli produk olahan susu organik                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Orang-orang di universitas tempat saya belajar membeli produk olahan susu organik                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Orang-orang di kota tempat saya tinggal saat ini membeli produk olahan susu organik                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya perhatikan bahwa membeli produk olahan susu organik adalah sebuah <i>trend</i>                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya pikir banyak orang lebih memilih produk olahan susu organik daripada produk olahan susu non-organik | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

16. Silahkan pilih tingkat persetujuan Anda pada pernyataan-pernyataan di bawah ini

Persepsi Kontrol Perilaku

|  | Sangat Tidak Setuju   | Tidak Setuju          | Ragu-ragu             | Setuju                | Sangat Setuju         |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Hal yang memungkinkan bagi saya untuk membeli produk olahan susu organik kapanpun saya mau   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya percaya, jika saya mau, saya dapat membeli produk olahan susu organik   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya mampu membayar lebih untuk membeli produk olahan susu organik, jika saya mau  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Produk olahan susu organik tersedia di supermarket / toko dekat lingkungan tempat saya tinggal                                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Produk olahan susu organik dapat dibeli di supermarket/toko di kota tempat saya tinggal saat ini                                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya tidak perlu menghabiskan banyak waktu untuk mencari toko yang menjual produk olahan susu organik kapanpun saya ingin membelinya | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya tahu di mana saya dapat membeli produk olahan susu organik  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

17. Silahkan pilih tingkat persetujuan Anda pada pernyataan-pernyataan di bawah ini

Kewajiban Moral

|   | Sangat Tidak Setuju   | Tidak Setuju          | Ragu-ragu             | Setuju                | Sangat Setuju         |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Saya merasa berkewajiban secara moral untuk membeli produk olahan susu organik  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Jika saya membeli produk olahan susu non-organik daripada produk yang organik, saya merasa memiliki hati nurani yang keliru | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya merasa membeli produk olahan susu organik kapanpun produk tersebut tersedia sebagai kewajiban moral                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |







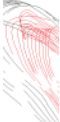

18.

Silahkan pilih tingkat persetujuan Anda pada pernyataan-pernyataan di bawah ini

Identitas Diri

|  | Sangat Tidak Setuju   | Tidak Setuju          | Ragu-ragu             | Setuju                | Sangat Setuju         |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Saya melihat diri saya sebagai seorang yang memerhatikan isu etis                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya melihat diri saya sebagai seorang yang memerhatikan kesehatan                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya melihat diri saya sebagai pemerhati lingkungan hidup                          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya melihat diri saya sebagai seorang yang peduli terhadap kesejahteraan binatang | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya melihat diri saya sebagai seorang konsumen yang beretika                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

19. Seberapa familiar/ kenal Anda dengan logo-logo di bawah ini  
(Silahkan miringkan layar jika gambar tidak muncul)

|   |   | Logo Familiarity      |                       |                       |                       |                       |
|---|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|   |   | Sangat Tidak Familiar | Tidak Familiar        | Ragu-ragu             | Familiar              | Sangat Familiar       |
|    |    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|   |    |                       |                       |                       |                       |                       |
|   |    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|    |   |                       |                       |                       |                       |                       |
|  |  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

20.

Silahkan pilih tingkat persetujuan Anda pada pernyataan-pernyataan di bawah ini

|   |   | Pengetahuan mengenai Logo |                       |                       |                       |                       |
|---|---|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|   |   | Sangat Tidak Setuju       | Tidak Setuju          | Ragu-ragu             | Setuju                | Sangat Setuju         |
|  | Saya mengetahui arti dari logo/sertifikasi yang dapat ditemukan pada kemasan produk olahan susu organik | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|   | Saya memiliki informasi yang cukup terkait maksud dari logo/sertifikasi produk olahan susu organik      |                           |                       |                       |                       |                       |
|   | Saya sadar terhadap nilai-nilai yang tertera pada logo/sertifikasi produk olahan susu organik           | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

21.

Silahkan pilih tingkat persetujuan Anda pada pernyataan-pernyataan di bawah ini

Kepercayaan Terhadap Logo/Sertifikasi Produk Olahan Susu Organik

|   | Sangat Tidak Setuju   | Tidak Setuju          | Ragu-ragu             | Setuju                | Sangat Setuju         |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Saya percaya terhadap logo/sertifikasi organik pada produk olahan susu organik  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya percaya logo/ sertifikasi organik merupakan simbol yang dapat dipercaya dalam memastikan produk olahan susu tersebut benar-benar organik | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya percaya logo/sertifikasi organik dapat dipercaya   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

22.

Silahkan pilih tingkat persetujuan Anda pada pernyataan-pernyataan di bawah ini

Kepercayaan Terhadap Produsen Produk Olahan Susu Organik

|  | Sangat Tidak Setuju   | Tidak Setuju          | Ragu-ragu             | Setuju                | Sangat Setuju         |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Saya percaya terhadap produsen yang memproduksi produk olahan susu organik   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya yakin bahwa produsen produk olahan susu organik jujur mengenai klaim organik pada produk mereka   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya percaya bahwa produsen dari produk olahan susu organik mengobservasi kebijakan-kebijakan dari institusi yang menyediakan sertifikasi logo organik | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

23.

Silahkan pilih tingkat persetujuan Anda pada pernyataan-pernyataan di bawah ini

Niat Pembelian

|  | Sangat Tidak Setuju   | Tidak Setuju          | Ragu-ragu             | Setuju                | Sangat Setuju         |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Saya berniat untuk membeli produk olahan susu organik di kemudian hari   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ketika saya membeli produk olahan susu nanti, saya akan membeli produk olahan susu organik                           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya akan berusaha untuk membeli produk olahan susu organik daripada produk olahan susu non-organik di kemudian hari | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |


24.




Silahkan pilih tingkat persetujuan Anda pada pernyataan-pernyataan di bawah ini

Niat Pembelian Kembali

|  | Sangat Tidak Setuju   | Tidak Setuju          | Ragu-ragu             | Setuju                | Sangat Setuju         |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|  Saya berniat untuk melanjutkan pembelian produk olahan susu organik di kemudian hari | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya tidak akan sungkan untuk melanjutkan pembelian produk olahan susu organik   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saya berencana untuk membeli produk olahan susu organik secara rutin di kemudian hari  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

## 2. Ethical Committee Approval

[BCE] Approval Ethics Committee Inbox x  

 **Universiteit Twente - Beoordeling Commissie Ethiek** <no-reply@utwente.nl> Wed, Sep 19, 12:41 PM   

to me, a.d.beldad, m.f.clifford, l.j.m.blikman, j.f.gosselt ▾

Dear researcher,

This is a notification from the web application form for intended research proposals **Ethics Committee** Behavioural Science.

Requestnr. : 18772  
Title : Influencing Factors of Purchase Intention Organic  
Date of application : 18-09-2018  
Researcher : . Chariskha Lidwyanthi  
Supervisor : A.D. Beldad  
Commission : J.F. Gosselt  
Usage of SONA : No

Your research has been **approved** by the **Ethics Committee**.