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THE MODERATING ROLE OF AGE IN THE INFLUENCE OF HEALTH CONSCIOUSNESS AND PRICE PERCEPTION ON PURCHASE INTENTION OF ORGANIC FOOD

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Abstract: In response to growing environmental concerns and increasing awareness of sustainable consumption, organic food has emerged as a promising alternative to conventional products. This study investigates the influence of health consciousness and price perception on the purchase intention of organic food, with age as a moderating variable. Grounded in the Theory of Planned Behavior (TPB), this research employs a quantitative, causal-associative approach using a sample of 122 organic food consumers in Badung Regency, Bali—an area characterized by high purchasing power and demographic diversity. Data were collected through structured questionnaires and analyzed using multiple regression and Moderated Regression Analysis (MRA). The findings reveal that both health consciousness and price perception have a positive and significant effect on consumers' purchase intention toward organic food. However, age does not moderate the relationship between health consciousness and purchase intention, nor does it moderate the effect of price perception on purchase intention. These results suggest that regardless of age, consumers are increasingly motivated to choose organic food when they perceive it as beneficial to their health and reasonably priced. The study highlights the potential for expanding the organic food market beyond demographic boundaries and provides insights for marketers and policymakers to design inclusive strategies that promote healthy and sustainable food choices.
Keywords: health consciousness, price perception, purchase intention, organic food, age moderation, consumer behavior, sustainable consumption, Theory of Planned Behavior.

INTRODUCTION

As time progresses, human life continues to undergo significant changes, particularly regarding environmental issues. The Indonesian Ministry of Environment and Forestry (2023) reports an increase in climate change, greenhouse gas effects, soil, air, and water pollution, and ozone layer depletion. These issues are largely a consequence of excessive consumption during the era of industrialization and economic expansion (Khan & Mohsin, 2017). Environmental problems like these require public awareness and a shift toward more sustainable and health-conscious

lifestyles, including daily consumption patterns such as switching to organic food products (Adrian & Irawan, 2020).

According to the National Standardization Agency (2016), organic food refers to agricultural products cultivated on organic farms that apply ecosystem-preserving management practices and are produced without synthetic or artificial chemicals. These methods promote food safety and human health. Organic food production typically employs natural techniques, such as green manure for soil enrichment and crop rotation for pest and disease control (Desai & Malik, 2021). As organic products are free from chemical pesticides, they reduce the risk of exposure to harmful toxins (Durbul et al., 2021).

With growing awareness about environmental sustainability, the organic food industry is experiencing a positive trend in Indonesia. The country holds promising potential to become a leading producer of organic food (Najib et al., 2020). The 2024 FiBL (Research Institute of Organic Agriculture) survey data ranks Indonesia as the sixth-largest holder of organic farmland in Asia. The number of organic producers in Indonesia rose to 22,709 in 2022 (Willer et al., 2024:167). According to Indonesia's Organic Agriculture Statistics (2023), organic food trade increased from 491.4 tons in 2019 to 7,795.9 tons in 2022.

The government has sought to boost organic food demand through programs such as 'Go Organic' (Aji et al., 2019). However, unhealthy food consumption patterns remain a significant challenge in Indonesia (BKP, 2019). In 2022, the National Agency of Drug and Food Control (BPOM) discovered 5,791 processed food products containing pharmaceutical chemicals. The consumption of chemically contaminated foods may lead to severe health problems such as cancer, reproductive disorders, diabetes, and immune issues (BPOM, 2022). This underscores the importance of adopting healthier dietary habits, with organic food serving as a viable alternative in the Indonesian market.

Despite its promising outlook, Indonesia's actual growth in organic food consumption remains limited relative to its potential (Najib et al., 2020). According to the Ministry of Trade, Indonesia accounts for only 0.4% of the global organic market share (Ditjen PKH, 2022). In 2021, per capita consumption of organic food in Indonesia stood at only USD 0.06 (Global Organic Trade, 2021). These figures highlight the relatively small domestic market for organic products in comparison to other countries. Additionally, organic products are generally more expensive than

conventional alternatives and are often perceived as belonging to a premium market segment (Najib et al., 2021).

Najib et al. (2020) also noted that the organic food market is currently concentrated in major cities, especially among consumers with middle-to-upper income and higher education levels, such as in Bali. This is supported by the Bali Provincial Government's vision of Nangun Sat Kerthi Loka Bali, which promotes organic agriculture through programs like SIPADU, organic fertilizer subsidies, development of organic villages, and organic farming certification (Parwata, 2019). These regulations reinforce the organic food ecosystem in Bali, positioning it as a promising growth hub.

Badung Regency, as a center of tourism and economic activity in Bali, presents an interesting case for examining organic food consumption patterns. The region boasts the highest Gross Regional Domestic Product (GRDP) in Bali, totaling IDR 75,098 billion (BPS, 2024). According to purchasing power parity data, Badung consistently surpasses the provincial average, with IDR 17,628 compared to the Bali average of IDR 14,146 in 2022 (BPS Badung, 2022). This indicates a higher purchasing power that may support the consumption of value-added products like organic food.

The Head of the Badung Agriculture Office, I Wayan Wijana, stated that Badung holds promising potential for organic agricultural commodities. Currently, most organic product marketing in Badung targets international tourists, but there is growing interest in expanding this market to domestic tourists (BRIN, 2023). Given the region's strong purchasing power and diverse organic commodity offerings, Badung is a strategic location for studying consumer behavior regarding organic food, especially the factors influencing purchase intention.

According to the consumer behavior model (Kotler & Keller, 2016), three factors influence purchasing decisions: psychological, individual characteristics, and social factors. Zhuang et al. (2021) note that consumer purchase intention represents the manifestation of purchasing behavior and can thus be explained using the consumer behavior model. Additionally, the Theory of Planned Behavior (Ajzen, 1991) suggests that purchase behavior is influenced by intention, which reflects one’s interest in a product or service (Zhang et al., 2020).

Ajzen’s Theory of Planned Behavior (1991), derived from the Theory of Reasoned Action (Ajzen & Fishbein, 1977), examines how individual, social, and non-volitional determinants affect behavioral intentions. The theory includes three

components—attitude, subjective norms, and perceived behavioral control—that lead to the formation of behavioral intention and ultimately actual behavior. This framework is particularly useful in analyzing consumer intentions, including organic food purchasing behavior (Ahmed et al., 2020).

Previous studies have identified various factors influencing organic food consumption, including environmental concerns, health benefits, food safety, quality, nutrition, availability, and premium pricing (Rana & Paul, 2017). Singh & Verma (2017) found that knowledge, subjective norms, availability, health consciousness, price perception, and socio-demographic variables also play important roles.

As awareness of the negative health effects of chemicals and pesticides grows, consumers have become more selective about their food choices (Pandey, 2023; Sapbamrer & Chittrakul, 2022; Zheng et al., 2022). Health consciousness has emerged as a major factor in purchasing decisions for organic food (Dudziak & Kocira, 2022; Minh & Nhan, 2020). According to Michaelidou and Hassan (2008, in Adrian & Irawan, 2020), health consciousness involves motivation to improve, maintain, and enhance quality of life through healthy living practices. Consumers perceive organic food as healthier, safer, and more environmentally friendly (Van Huy et al., 2019).

Qi & Ploeger (2021) and Rana & Paul (2017) argue that health-conscious individuals tend to have a more positive attitude toward organic food. Kranjac (2018) found that Serbian consumers chose organic food to maintain health, believing it contained fewer chemicals. These consumers also exhibited high awareness of personal health, environmental protection, and animal welfare. However, Michaelidou & Hassan (2008, in Adrian & Irawan, 2020) found no significant effect of health consciousness on purchase intention.

Although health-conscious consumers are often motivated to buy organic food, other factors, particularly price, frequently guide their attitudes and intentions (Eberle et al., 2022). Perceived price reflects how consumers view the value they receive. Their perception of whether a price is high, low, or fair significantly affects their purchase intentions and satisfaction (Schiffman & Wisenblit, 2015:136). Organic food is typically priced higher than conventional food due to environmentally friendly production methods and higher labor input (Kesse-Guyot et al., 2022). As a result, organic food is often perceived as exclusive and expensive (Sumarwan et al., 2022).

Few consumers are willing to pay a premium for organic food (Durbul et al., 2021). However, Curvelo et al. (2019) found that price did not affect purchase intention among Brazilian organic food consumers, who prioritized economic value. Malissiova et al. (2022) reported that Greek consumers preferred organic food despite higher prices.

Demographic factors, particularly age, also influence consumer purchasing behavior (Malissiova et al., 2022). Different motivations drive organic food purchasing patterns across age groups (Tandon et al., 2021). Moon (2021) identified age as a key demographic variable affecting consumer relationships with environmentally friendly brands. Younger consumers tend to be more eco-conscious and supportive of the organic industry. Surprisingly, Kranjac (2018) found that older Serbian consumers purchased less organic food despite being more vulnerable to health issues. Conversely, Misra et al. (1991, in Gundala & Singh, 2021) found that older individuals were more willing to buy organic food for health reasons.

Cranfield and Magnusson (2003, in Gundala & Singh, 2021) reported that younger consumers were willing to pay 6% more to ensure pesticide-free food. Meanwhile, Malissiova et al. (2022) found that Greek consumers over age 50 had the highest monthly frequency of organic food purchases. Each age group experiences different internal and external influences on their organic food purchasing behavior.

Given these phenomena, research gaps, and a preliminary survey of 30 organic food consumers in Badung Regency, this study focuses on the relationship between health consciousness and price perception on purchase intention, with age as a moderating variable. Previous studies integrating these three variables remain limited (Anggreiawan & Fadli, 2022), and this study aims to address that gap. Furthermore, preliminary findings reveal unique consumer characteristics in Badung, particularly across different age groups, offering opportunities to explore organic food purchase intention dynamics in greater depth. This study is expected to contribute to the development of marketing strategies and policy formulation for organic food in the region.

METHOD

This research uses a quantitative approach with a causal associative method to examine the effect of health consciousness and price perception on organic food purchase intention, with age as a moderating variable. This approach aims to

systematically test causal relationships between variables. The study focuses on organic food consumers in Badung Regency, Bali, chosen for their high purchasing power and demographic diversity. Primary data were collected through questionnaires distributed to 122 respondents selected via purposive sampling based on age and education level. The research instruments were tested for validity and reliability and met scientific measurement standards (Sugiyono, 2023).

Data were collected through both online and offline surveys using Likert-scale (1–5) statements. The variables included health consciousness (X1), price perception (X2), purchase intention (Y), and age as a moderating variable (Z), with indicators adapted from theories by Schiffman & Kanuk, Gould, and Kotler & Keller. Data analysis employed multiple regression with a Moderated Regression Analysis (MRA) approach to assess age's moderating role. Statistical analysis included descriptive statistics, validity and reliability tests, and classical assumption tests such as normality, multicollinearity, and heteroscedasticity (Schiffman & Kanuk, 2007; Kotler & Keller, 2012; Ghozali, 2021).

Regression models were tested using F-tests and t-tests to determine simultaneous and partial effects between variables and evaluated using the coefficient of determination (R^2). If the interaction variables between health consciousness and age, and between price perception and age are significant, then age functions as a moderator. If not significant, the independent variables have a direct effect on purchase intention. The findings are expected to provide empirical insight into how internal and external factors influence consumer behavior toward organic food, particularly in the socio-economic context of Badung Regency (Utama, 2016; Sugiyono, 2023; BPS Badung, 2022).

RESULTS AND DISCUSSION

Inferential Statistical Analysis Results

Moderated regression analysis

Table 1. Results of MRA (Moderated Regression Analysis) Analysis

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,275	.990		3,309	.001
	Health Awareness	.373	.076	.327	407	.000
	Price Perception	.701	.078	.607	9,039	.000
	Age	.010	.342	.001	.030	.976

2	(Constant)	3,148	1,068		2,947	.004
	Health Awareness	.389	.079	.341	438	.000
	Price Perception	.692	.078	.599	8,850	.000
	Age	.020	.344	.003	.057	.955
	X1*Z Interaction	-.299	.262	-.077	-1.141	.256
	X2*Z Interaction	.279	.256	.071	1,087	.279

a. Dependent Variable: Purchase Intention

Source: Data attached to the author's thesis (data processing results), 2025

Based on the results of the MRA analysis as presented in Table 1, the following structural equations can be made.

$Y = 3.148 + 0.389X1 + 0.692X2 + 0.020Z – 0.299X1Z + 0.279X2Z$

Before further analysis, the regression equation needs to be tested using the classical assumption test. The goal is to re-confirm that the regression model is BLUE (Best, Linear, Unbias Estimator) and therefore produces accurate predictions.

Classical assumption test

1) Normality test

Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			122
Normal Parametersa,b	Mean		.0000000
	Standard Deviation		1.37003443
Most Extreme Differences	Absolute		.064
	Positive		.036
	Negative		-.064
Test Statistics			.064
Asymp. Sig. (2-tailed)c			.200d
Monte Carlo Sig. (2-tailed)e	Sig.		.260
	99% Confidence Interval	Lower Bound	.248
		Upper Bound	.271

Source: Data attached to the author's thesis (data processing results), 2025

2) Multicollinearity test

Table 3. Multicollinearity Test Results

Coefficientsa

Model	Collinearity Statistics

		Tolerance	VIF
1	Health Awareness	.407	2,457
	Price Perception	.424	2,356
	Age	.928	1,078
	X1*Z Interaction	.428	2,337
	X2*Z Interaction	.453	2,210

a. Dependent Variable: Purchase Intention

Source: Data attached to the author's thesis (data processing results), 2025

Based on the analysis results shown in Table 3, all variables, namely health awareness, price perception, age, interaction of health awareness with age, and interaction of price perception with age have tolerance values above 0.10 and VIF below 10. These values indicate that there are no symptoms of multicollinearity in the regression model, so that the model can be declared suitable for use in testing the relationship between variables.

3) Heteroscedasticity test

Table 4. Results of Heteroscedasticity Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,072	.418		7,345	.000
	Health Awareness	-.057	.034	-.225	-1,677	.096
	Price Perception	-.065	.033	-.255	-1,950	.054
	X1*Z Interaction	.159	.109	.234	1,459	.147
	X2*Z Interaction	-.105	.107	-.154	-.979	.329

a. Dependent Variable: ABS_RES

Source: Data attached to the author's thesis (data processing results), 2025

Based on the regression analysis results shown in Table 4, it is known that no variables have a significance value below 5 percent. Because all significance values are greater than 0.05, it can be concluded that the model does not experience symptoms of heteroscedasticity.

Model feasibility test

Table 5. Results of Model Feasibility Test (F Test)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1329,693	3	443,231	133,039	.000b
	Residual	393,126	118	3,332		
	Total	1722,820	121			
2	Regression	1334,559	5	266,912	79,745	.000c
	Residual	388,261	116	3,347		
	Total	1722,820	121			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Age, Health Awareness, Price Perception

c. Predictors: (Constant), Age, Health Awareness, Price Perception, X2*Z Interaction, X1*Z Interaction

Source: Data attached to the author's thesis (data processing results), 2025

Based on Table 5, it can be seen that the significance value in model 1 and model 2 is 0.000, less than 0.05, so the model built is worthy of follow-up.

Test of coefficient of determination

Table 6. Results of the Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.879a	0.772	0.766	1,825
2	.880b	0.775	0.765	1,830

a. Predictors: (Constant), Age, Health Awareness, Price Perception

b. Predictors: (Constant), Age, Health Awareness, Price Perception, X2*Z Interaction, X1*Z Interaction

Source: Data attached to the author's thesis (data processing results), 2025

Based on the analysis results shown in Table 6, in model 1, the Adjusted R Square value was 0.766, meaning 76.6% of the variation in organic food purchase intention can be explained by the variables of health awareness, price perception, and age. However, after the interaction variable was included in model 2, the Adjusted R Square value actually decreased slightly to 0.765. This decrease indicates that the addition of the age x health awareness or age x price perception interactions did not improve the model quality.

Hypothesis testing

Hypothesis testing, or t-test, aims to determine the effect of independent variables on the dependent variable individually. The t-test can be seen through the significance of each variable in the moderated regression model. The results of the hypothesis test are explained by referring to the data presented in Table 4.

1) **The influence of health awareness on the intention to purchase organic food**

   Based on the regression analysis results in Table 1, a positive health awareness coefficient of 0.389 was obtained with a significance value of 0.000 (≤0.05), thus H0 was rejected and H1 was accepted. This indicates that health awareness has a positive and significant effect on organic food purchase intention. The standardized beta value of 0.341 indicates a relatively strong effect.

2) **The influence of price perception on the intention to purchase organic food**

   The price perception coefficient in Table 6 shows a positive value of 0.692 and a significance value of 0.000 (≤0.05), thus H0 is rejected and H2 is accepted. This means that price perception has a positive and significant effect on organic food purchase intention. The standardized beta of 0.599 indicates that price perception is a strong predictor in this model.

3) **Age moderates the influence of health awareness on organic food purchase intention**

   The test results shown in Table 6 show that the interaction variable between health awareness and age (X1*Z) has a negative coefficient of 0.299 with a significance value of 0.256 (>0.05), so H0 is accepted and H3 is rejected. This result means that age is unable to act as a moderating variable. In other words, the influence of health awareness on the intention to purchase organic food does not differ significantly between the young and old age groups. The test results show that the values of β2 and β3 are not significant, so the moderating variable is a type of homologous moderator, namely a variable that has the potential to be a moderating variable.

4) **Age moderates the influence of health awareness on organic food purchase intention**

   Based on the test results in Table 6, the interaction coefficient value between price perception and age (X2*Z) was obtained which was positive at 0.279 with a significance value of 0.279 (>0.05), so that H0 was accepted and H4 was rejected. This finding can be interpreted as meaning that age is not able to significantly moderate the influence of price perception on organic food purchase intention. The test results show that the values of β2 and β3 are not significant, so the moderating variable is a type of homologizer moderator, namely a variable that has the potential to be a moderating variable.

Discussion

The Influence of Health Consciousness on Purchase Intention

The findings of this study indicate that health consciousness has a positive and significant effect on the purchase intention of organic food in Badung Regency. This supports the Theory of Planned Behavior (TPB) framework (Ajzen, 1991), particularly the attitude toward behavior variable. Attitude toward a behavior reflects an individual's evaluation of an action; in line with the theory, a positive attitude leads to the intention to act. In this case, awareness of the importance of health fosters a positive attitude toward the consumption of organic food, which is perceived as safer and healthier compared to conventional or non-organic food.

The Influence of Price Perception on Purchase Intention

The regression analysis results show that price perception also has a positive and significant effect on the purchase intention of organic food in Badung Regency. This finding suggests that the more positively consumers perceive the price of organic food—as fair, affordable, and commensurate with its benefits—the stronger their intention to purchase the product. Consumers in Badung Regency are generally not deterred by the price factor, provided the product is perceived to offer added value.

These findings support the TPB framework (Ajzen, 1991), as they demonstrate the interplay between attitude toward behavior and perceived behavioral control. When the price is perceived as fair and aligned with product value, a positive attitude is formed. Simultaneously, the belief that price is not a barrier strengthens perceived behavioral control. This encourages consumers to feel more capable and willing to purchase organic food products.

According to the descriptive data in Table 5, the average score for price perception was 4.07, which falls into the "good" category. The highest-rated statement was: “I believe that organic food with a higher price has better quality than conventional or non-organic food.” This shows that consumers in Badung Regency have a relatively positive perception of organic food prices, where higher prices are seen as justified by the quality offered.

Age as a Moderator of the Relationship between Health Consciousness and Purchase Intention

The results indicate that age does not moderate the effect of health consciousness on the purchase intention of organic food in Badung Regency. This

means that the influence of health consciousness on purchase intention is relatively similar among both younger and older consumers. No significant difference was found based on age group, suggesting that age does not statistically function as a moderating variable in this context.

Age as a Moderator of the Relationship between Price Perception and Purchase Intention

Moderation analysis also revealed that age does not moderate the relationship between price perception and purchase intention of organic food in Badung Regency. Based on the interaction test results presented in Table 6, the relationship between price perception and purchase intention does not differ significantly between younger and older age groups. Therefore, age does not significantly strengthen or weaken the effect of price perception on purchase intention.

This finding implies that both younger and older consumers in Badung Regency have relatively similar views on organic food pricing. Consumers tend to perceive the price as fair and aligned with the quality offered, regardless of age. This may stem from a shared positive perception of organic food as healthier, safer, and more ethical. The perceived value based on product quality and health benefits appears to outweigh the influence of age differences.

The direct influence of price perception on purchase intention was found to be positive and significant, as shown in Table 6. This underscores the strong impact of price perception on consumer purchase intention. As such, this influence is sufficiently dominant that age, as a moderating variable, does not significantly alter the relationship. In other words, both younger and older consumers exhibit a strong intention to purchase organic food, provided they perceive the price positively.

Previous research by Murad & Chowdhury (2023) supports this finding, revealing no significant age differences in organic food consumption. Similarly, Çelik & Gül (2023) found that purchase intention for organic food does not differ statistically between younger and older consumers. Additional support comes from Tan et al. (2022), who identified a positive attitude toward organic food as the primary predictor of purchase intention across age groups. These studies strengthen the argument that age does not significantly affect the relationship between price perception and purchase intention, as perceived product value and benefits are more influential across generations.

Based on the standardized beta coefficient values in Table 1, price perception (β = 0.509) has a stronger effect on purchase intention than health consciousness (β = 0.341). This finding indicates that price is the main consideration in shaping consumers' intention to purchase organic food in Badung Regency. It suggests that, although consumers may be aware of the health benefits, price appeal remains the dominant factor. Therefore, organic food marketers should emphasize value communication strategies, such as highlighting long-term health benefits and offering special pricing packages or educational campaigns explaining the reasons behind premium pricing.

CONCLUSION

Based on the results of the data analysis and discussion, several conclusions can be drawn:

1. Health consciousness has a positive and significant effect on the purchase intention of organic food in Badung Regency. The more aware consumers are about the importance of health, the higher their intention to purchase organic food.
2. Price perception has a positive and significant effect on the purchase intention of organic food in Badung Regency. Consumers who perceive the price of organic food as fair and proportionate to its quality are more likely to purchase it.
3. Age does not moderate the relationship between health consciousness and purchase intention of organic food. The influence of health consciousness on purchase intention does not differ significantly between younger and older age groups.
4. Age does not moderate the relationship between price perception and purchase intention of organic food. Consumers, regardless of age, exhibit similar responses to the influence of price perception on their intention to purchase.

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