

THE EFFECT OF ENVIRONMENTAL FRIENDLINESS FANATICISM OF STUDENTS TOWARDS PURCHASE INTENTION AND PURCHASE DECISION OF ORGANIC FOOD

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Abstract: Organic food (OF) market is claimed as the fastest growing market in 20th century. Therefore, there are much research about finding factors that affect purchase intention towards OF, one of them is the Food Choice Questionnaire (FCQ), by which it is easy to assess nine distinct food choice motives and one important domain which is represented in FCQ is food choice based on ethical reasons. However, environmental protection or ecological motives is the most important motive to consume organic food. This study aims to see how fanaticism towards eco-friendly would affect the purchase intention and decision of organic food from the student's perspective. This study uses 250 respondents from agricultural universities in Indonesia and Thailand, picked by purposive sampling method. This study found that fanaticism towards environmental friendliness affects purchase intention of organic food and purchase intention, simultaneously affects the purchase decision significantly in both countries. The moderating effect of price only affects the effect purchase intention on purchase decision of organic food in Indonesia. This happens because Thailand and Indonesia have different fanatic score and level of household monthly income. This study is helped by SmartPLS 3.0 to run the SEM-PLS and VALS Survey to analyze characteristics of respondents.

Keywords: environment-friendly fanaticism, organic food, purchase intention, purchase decision, VALS Survey

Abstrak: Pasar makanan organik (OF) diklaim sebagai pasar dengan pertumbuhan tercepat di abad ke-20. Oleh karena itu, banyak penelitian tentang faktor-faktor yang mempengaruhi minat beli terhadap OF, salah satunya adalah Food Choice Questionnaire (FCQ), dimana FCQ ini membuat mudah untuk peneliti menilai sembilan motif pemilihan makanan yang berbeda. Satu domain penting yang terwakili dalam FCQ adalah pilihan makanan berdasarkan alasan etis. Perlindungan lingkungan atau motif ekologis merupakan motif terpenting dalam mengkonsumsi makanan organik berdasarkan penilaian ethical reason dalam FCQ. Penelitian ini menggunakan masing-masing 250 responden dari perguruan tinggi berbasis pertanian di Indonesia dan Thailand. Studi ini menemukan bahwa fanatisme terhadap keramahan lingkungan mempengaruhi minat beli pangan organik, dan minat beli secara simultan berpengaruh signifikan terhadap keputusan pembelian di kedua negara. Pengaruh moderasi harga hanya berpengaruh pada pengaruh niat beli terhadap keputusan pembelian pangan organik di Indonesia. Hal ini terjadi karena Thailand dan Indonesia memiliki skor fanatik dan tingkat pendapatan bulanan rumah tangga yang berbeda. Penelitian ini dibantu oleh SmartPLS 3.0 untuk menjalankan SEM-PLS dan VALS Survey untuk menganalisis karakteristik responden.

Kata kunci: fanatisme terhadap eco-friendly, keputusan pembelian, makanan organik, minat beli, survey VALS

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INTRODUCTION

Organic food (OF) market is claimed as the fastest growing market in 20th century (Hamm and Gronefeld, 2004). Global sales of organic products have reached US \$46.1 billion in 2007 (Willer and Kilcher, 2009) with the growth of the global market revenue of 43 percent between 2002 and 2005 Sahota (2007). This happens because nowadays, consumer tends to look for healthy food (Siregar et al. 2019) and GMO (genetical modification organism) free (Chrysosoidis and Krystallis, 2005; Davis et al. 1995). Therefore, there is much research about finding the factors that affect purchase intention towards OF to be implemented by OF companies. Steptoe, Pollard and Wardle (1995) developed the Food Choice Questionnaire (FCQ), by which, it is easy to assess nine distinct food choice motives and one important domain which is represented in FCQ is food choice based on ethical reasons (Lindeman and Vaananen, 2000). The Ethical Concern subscale of FCQ includes three items, one of them addresses political approval of the country of the food's origin, one labeling the country of the food's origin, and one environmental protection. However, environmental protection or ecological motives is the most important motive to consume organic food (Lindeman and Vaananen, 2000) and it also has the strongest impact on attitude of organic food for consumers. Based on past researches, this research aims to know the impact of environment-friendly fanaticism towards purchase intention. Fanaticism can lead to brands, products, services, actors/actresses, athletes, consumption of certain products and experiences (Deveci and Ercis, 2017).

The effect of purchase intention on purchase decision of OF is also measured in this study. Hansen et al (2004) and Lee and Lee (2013) stated that the chance for a purchase to be actualized is higher if the purchase intention is strong. Consumers make actual purchases if driven by positive buying interest in consumers (Wu et al. 2011). Regarding Liang (2015), purchase intention and purchase decision towards OF can be changed when different scenarios of price are included as a variable. Therefore, this research includes price as moderating variable. This research used SEM-PLS as analyzing tools with 250 respondents in each country based on amount of indicators asked in the questionnaire (Ferdinand, 2014).

Indonesia and Thailand have been picked as objects of this study are because of some reasons; both countries are included in the top 10 largest organic farming land in the Asia Pacific, which is the biggest and largest market of OF in the world. Thailand and Indonesia, at the same time, are included as the top 5 countries in the world that account for plastic bags trash to the ocean (BBC News- World, 2018). As the issue of this environmental harassment is increasing, both countries join campaigns to save the world by saving nature. Indonesia joins campaign called "no plastic straw movement" and it has been all over the internet as reported by Google Trends 2018. Besides, Indonesia also has committed to reducing its marine litter by 70 percent by 2025 (United Nations- Environment Department, 2018).

Thailand also joins campaigns regarding reducing plastic bags to prove its concern for the environment and animal welfare. As reported by United Nation Environment in 2018, Thailand has done FL recycling since 2010, and with UN ESCAP launched a policy in Bangkok to not allow the use of plastic straw and single-use plastic. Thailand also signed a memorandum of understanding with private sector companies to reduce 50 percent of its waste in the ocean.

The decreasing of OF market growth in the world needs to be analyzed since the growth of world population is increasing rapidly. The increasing world population should affect the demand for food. The demand for OF also should be increasing as mentioned in some studies before. This decreasing of OF market growth becomes a problem of this study. This study aims to know how to make the increasing of OF market growth by analyzing its strength. One of the strength OF has is its ethics towards environment that doesn't harm environment and animals. This study uses the fanaticism (Marimaa, 2011) of environmental friendliness of consumers as independent variable, to analyze whether it affects purchase intention of OF or not (H1. Fanaticism affects purchase intention of OF) and how this simultaneously affects purchase decision of OF (H2. Purchase intention affects purchase decision of OF). It also uses price as moderating variable to see how to purchase intention affects purchase decision of OF (H3. Price as moderating variable affects purchase intention towards purchase decision of OF).

METHODS

This research takes place in agriculture university in Thailand and Indonesia from January 2019 to March 2019. The type of data used in this study are primary data and secondary data. Primary data is obtained through a closed questionnaire technique with six-Likert-scale to answer the questions on the closed questionnaire and an opened questionnaire given to 250 respondents from Thailand and 250 respondents from Indonesia who are bachelor degree students of agricultural universities. Secondary data sources are obtained from supporting data through literature studies, marketing textbooks and electronic books, research methods, and national and international journals.

Sampling Method

According to Firdaus and Farid (2008), the requirements for adequate numbers of respondents to be used in SEM analysis amounted to between 100 and 200 respondents. While, according to Ferdinand (2014), minimum sample needed in SEM is five times the indicators analyzed in the research. This research uses 43 indicators so that the minimum amount of sample needed is 43 times 5 equal 215 each country. All the samples are picked by purposive sampling method which has category (1) the samples are bachelor/magister degree students (2) actively use the eco-friendly product in daily activities (3) have bought organic food product at least once.

Data processing is done using Microsoft Excel 2010, SPSS and SmartPLS 3.0 to run the structural equation modelling (SEM). SEM combines two separate statistical methods; factor analysis and simultaneous equation models (Hair, 2014; Ghozali, 2016). The variables shown in SEM are latent variables and manifest variables. The latent variables consist of exogenous and endogenous variables. Exogenous constructs independent variables while endogenous constructs dependent variables. Whereas, the manifest variable or indicator variable is manifested in the form of a six-Likert-scale question.

This study uses quantitative data analysis, which means the data used in this study can be calculated with a number of certain units or expressed by numbers. This analysis includes data processing, organizing data and finding results. The components used in the general SEM model in this study consist of the exogenous variables in Table 1.

SEM analysis consists of two equation models namely structural equation models and measurement equation models. The research model of this study is an equation of the structural model, which can be seen in Figure 1.

Value, Attitude, and Lifestyle (VALS) Survey is used in this study to know better about respondents' characteristics and figure out about marketing strategies needed. VALS segments US adults into eight distinct types or mindsets using a specific set of psychological traits and key demographics that drive consumer behavior. The US Framework, a graphic representation of VALS, illustrates the eight types and two critical concepts for understanding consumers: primary motivation and resources. The combination of motivations and resources determines how a person will express himself or herself in the marketplace as a consumer.

The decreasing of OF market growth in the world also happens in the Asia Pacific region, the largest market of OF and largest area of organic farming land in the world. This gives threats to the market of OF. Industrialized organic agriculture can be the issue of this decreasing phenomenon. Organic food that is claimed environmental friendly (EF) because it doesn't contain pesticides and doesn't harm animals and environment, can't help the growth even though EF campaign is now widely spreaded by medias worldwide. In contrast, Indonesia as the 4th largest organic farming land in Asia- Pacific region experiences increasing of OF market growth for the last 5 years, while Thailand, as the 8th organic farming land in Asia Pacific region experiences decreasing. Even though Indonesia and Thailand also support several EF campaigns, the trends of market growth in two countries are different. This research aims to analyze the effect of EF fanaticism towards purchase intention and how to purchase intention affects purchase decision with price as moderating variable. Framework of this study can be seen in Figure 2.

RESULTS

The result of this study can be seen in Figure 3 and Figure 4 (Thailand). Some characteristics of fanaticism towards environment friendliness (EF) affect purchase intention of organic food significantly. Thailand and Indonesia have different results about which variables affect purchase intention significantly. The difference is shown in Table 2.

Table 1. Dimension of exogenous variables and indicators

Variable	Sub Variable	Definition	Indicator	Source
Fanaticism	Enthusiasm (X1)	a high level of intensity, interests, activities, desires and joys. Awareness to not being negative because of OF.	time spend on exploring EF campaign (x11), money spend on EF stuff (x12), product EF bought (x13), awareness of being “too much” (x14)	Redden and Steiner (2000)
	Zeal (X2)	the desire to pursue something or to support someone or an object, or to achieve a certain goal	supporting EF campaign (x21), achieve goals with EF (x22), purchasing EF stuff (x23)	Redden and Steiner (2000)
	Excessive (X3)	inappropriate attitude, things that are exaggerated, and frenzied	get angry at someone who insulted EF campaign (x31), scold at someone who insulted EF campaign (x32), scold someone who insulted environment (x33)	Redden and Steiner (2000)
	Cult (X4)	seeing only from one point of view, dogmatic (arrogant), incorrigible, closed mind, uncompromising and rigid in certain provisions	EF is the only way to save the world (x41), everyone who doesn't support EF campaign is uneducated person (x42), always support EF forever (x43), everyone who supports EF campaign is a good person (x44)	Chung et al. (2008), Redden and Steiner (2000)
	Devotion (X5)	loyalty and devotion consider not simply the frequency of participation, such as usage or purchase patterns, but involves emotional attachments such as feelings of passion and love, intimacy and dedication	Frequency OF : usage EF products (x51), purchase EF products (x52), get angry at someone who insulted environment (x53), advise someone who insulted environment (x54), support EF campaign even no one does (x55)	Chung et al. (2008)
	Inertia behaviour (X6)	Addiction and obsessive-compulsive behaviors that are intrusive to individuals and ultimately cause harm to them or others	feel compelled to buy EF stuff (x61), feel need to buy EF stuff even it's useless (x62), borrow money to buy EF stuff (x63), feel exhausted when someone insulted environment (x64), not feeling safe when using or doing something non EF (x65)	Chung et al. (2008)
	Self satisfaction (X7)	Someone consumes something because of the pleasure he gets from something. A fanatic person can consume something without thinking as long as it gives him satisfaction	Get bored doing EF campaign (x71), get bored with EF stuff (x72), spend last source to support EF campaign and buy EF stuff (x73), enjoy supporting Efin daily life (x74)	Chung et al. (2008)
	Price (X8)	Value that is paid by consumer to be exchanged with value from a product	Still buy OF even it's more expensive than regular food (x81), not buying OF because it's more expensive than regular food (x82)	Pride and Ferrel (2014), Kotler and Keller (2008)
Purchase Intention (Y1)		Purchase Intention is something that represents consumers who have the possibility, will, plan or are willing to buy a product or service in the future	Very likely to choose: organic vegetables (y11), organic rice (y12), organic fruit (y13), organic meat (y14), organic processed food (y15).	Hidayati et al. (2013), Putra et al. (2016)
Purchase Decision (Y2)		Purchase decision is an activity whether or not a market target buying the product. This occurs when there are several alternatives.	Consuming OF nowadays (z11), buy OF very soon (z12), willing to spend money for OF (z13), there are many alternatives, but OF is the one that bought (z14), will buy OF again in future (z15), OF is the first choice when it comes to food (z16), OF is the most safe food (z17), recommend OF to others (z18).	

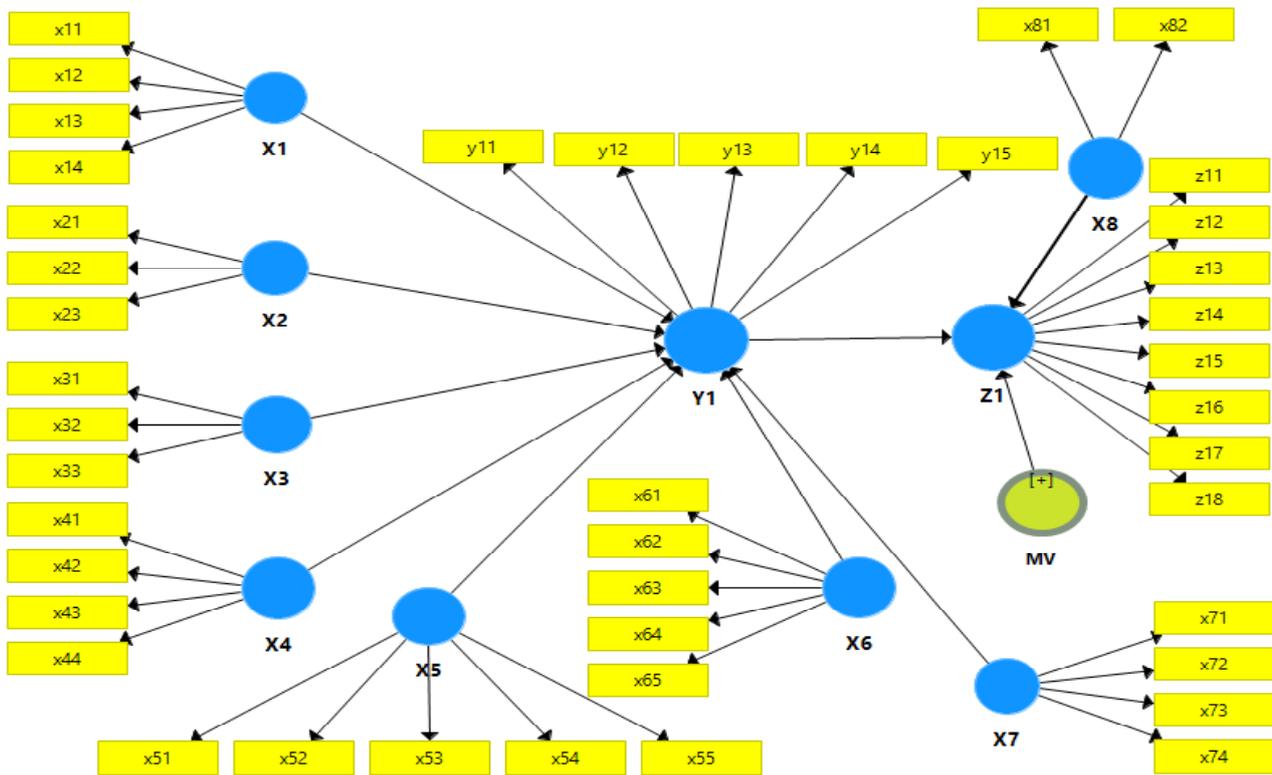


Figure 1. Research model

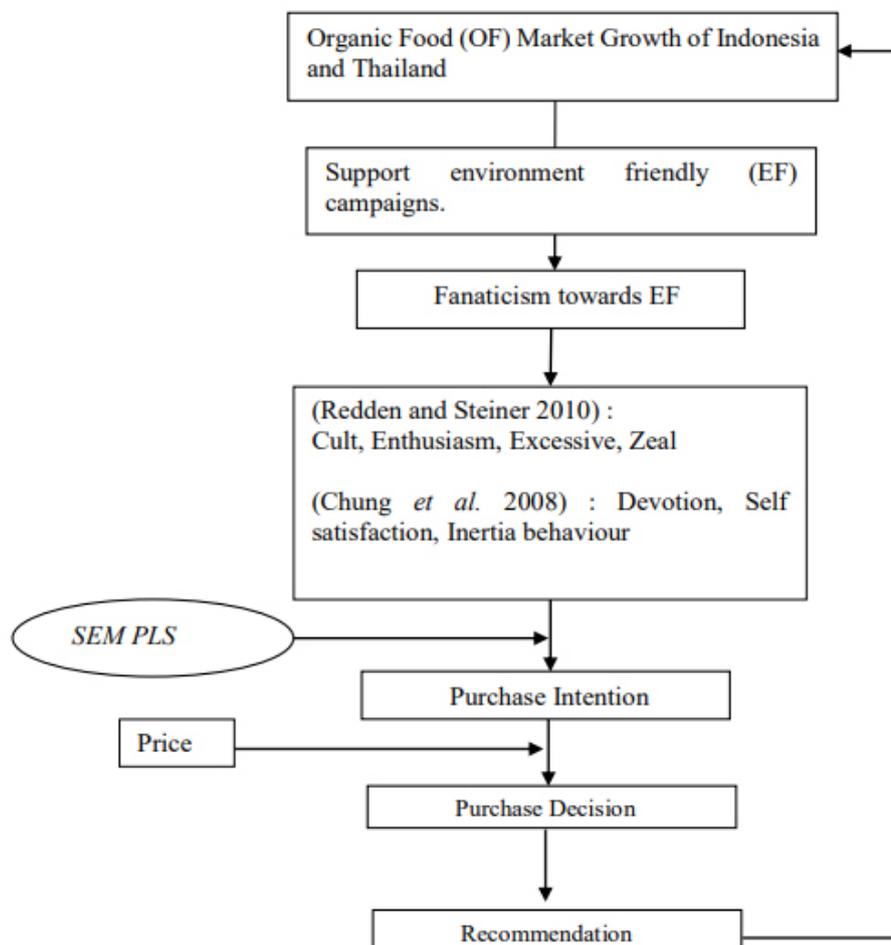


Figure 2. Research framework

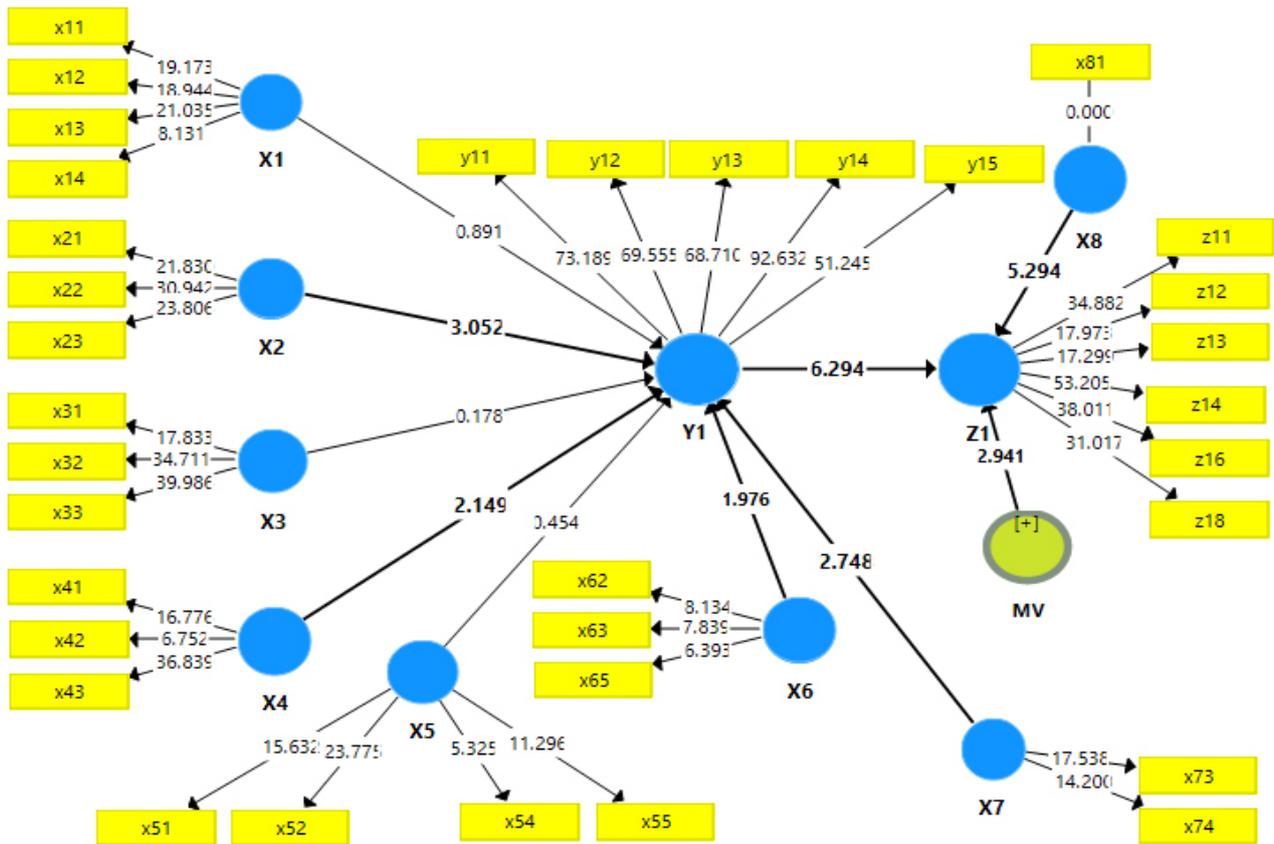


Figure 3. Model and significant variables (Indonesia)

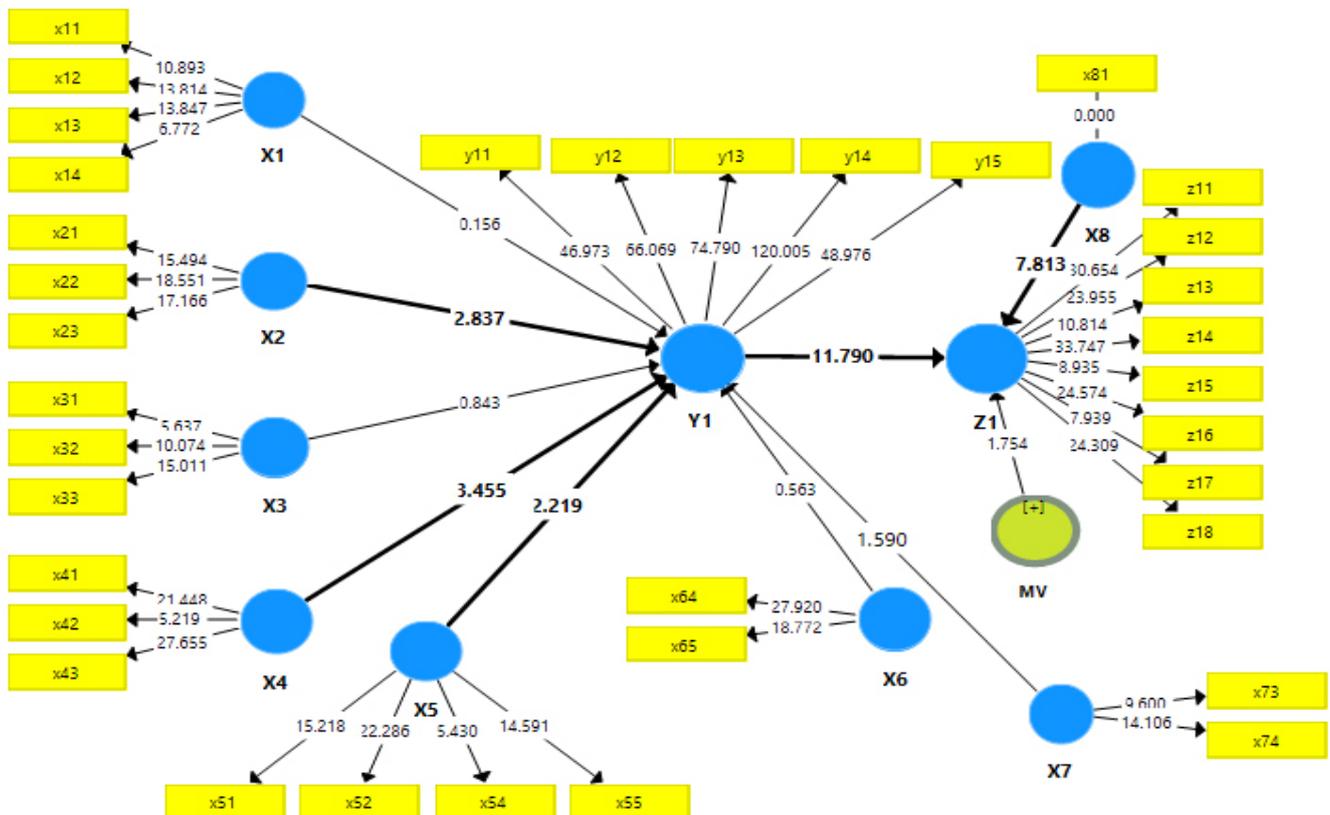


Figure 4. Model and significant variables (Thailand)

Table 2. Measurement of significant variables

	Indonesia		Thailand	
	T-Statistic	Hypothesis	T-Statistic	Hypothesis
Cult (X4) → Purchase Intention (Z1)	2.149	Significant	3.455	Significant
Devotion (X5) → Purchase Intention (Z1)	0.454	Not Significant	2.219	Not Significant
Enthusiasm (X1) → Purchase Intention (Z1)	0.891	Not Significant	0.156	Not Significant
Excessive (X3) → Purchase Intention (Z1)	0.178	Not Significant	0.843	Not Significant
Inertia Behaviour (X6) → Purchase Intention (Y1)	1.976	Significant	0.563	Significant
Moderating Effect (MV) → Purchase Decision	2.941	Significant	1.754	Significant
Price (X8) → Purchase Decision (Z1)	5.294	Significant	7.813	Significant
Purchase Intention (Y1) → Purchase Decision (Y1)	6.294	Significant	11.790	Significant
Self Satisfaction (X7) → Purchase Intention (Y1)	2.748	Significant	1.590	Significant
Zeal (X2) → Purchase Intention (Y1)	3.052	Significant	2.837	Significant

Indonesia and Thailand show different variables of fanaticism significantly affect purchase intention of organic food (OF). There are 4 variables of fanaticism that affect purchase intention of OF in Indonesia; zeal (x2), cult (x4), inertia behaviour (x6) and self-satisfaction (x7). Meanwhile, in Thailand, there are only 3 variables of fanaticism that affect purchase intention of OF significantly; zeal (x2), cult (x4), and devotion (x5). Zeal and cult are variables that Indonesia and Thailand have in common that affect purchase intention of OF significantly. This can happen because both countries participated in some EF campaigns and have a spirit to implement them. In Indonesia, this phenomena of zeal (the desire to pursue and support someone or something; spirit) can happen because many of EF campaigns are spreaded through social media; such as Instagram, Twitter, etc. Based on APJJI (2018), social media users in Indonesia mostly come from the age range 19-34 (49.95%) which is in the same range with all the respondents' age (can be seen in Table 3). Respondents with high intensity of using social media must have been exposed to many campaigns and concerns regarding the environmental crisis and become fanatic towards EF. In Indonesia, the search history of stainless steel straw is also increasing by the end of 2018 (Google trends) means Indonesian citizens concern about environmental issues.

While, in Thailand, the citizen seems to pursue their goals becoming the most visited country in Southeast Asia. As reported by Agoda.com, one of the biggest sites for travelers, Thailand is the top-visited country in Asia by 2018. While pointing to research from Henkel et al. (2006), cleanliness is the most significant item when considering tourism destination based on international and Thai tourist perceptions. This can

be one of the reasons Thailand citizen is keeping the country's cleanliness (Henkel et al. 2006) and being as environmentally friendly as possible.

Zeal phenomena are also known because some cities in Indonesia and Thailand have supported campaigns with no single used plastic through their major regulations. One of them is major city in Indonesia, Bogor has released the regulation of forbidding single used plastic bags through Major Regulation No. 61 2018 and Bangkok, capital city of Thailand, has forbidden the use of single used plastic bags and straws as mentioned in catalogue from United Nation-Environment Department by 2018. These regulations show how both countries are in the spirit to support EF.

Self-satisfaction (x7) and inertia behaviour (x6) become 2 variables that significantly affect purchase intention of organic food in Indonesia. This can be caused by the fact that Indonesia is the most consumptive country in Southeast Asia (World Bank, 2017) that can lead to behaviour of self-satisfaction and inertia behaviour. The respondents who are fanatic towards EF become consumptive in buying and supporting EF stuff and campaigns. Purchase intention of OF is significantly affected by these two variables is because consumers' attitudes toward buying organic food are positive to the extent that they believe organic food is better for the environment or eco-friendly (Aertsens et al. 2009; Hughner et al. 2007; Thøgersen 2010; Torjusen et al. 2004).

Loyalty and emotional attachments can define devotion (Chung et al. 2008) that leads to fanaticism. These emotions towards EF campaigns or activities in Thailand can be influenced by their saintly emotional

attachments towards the King (Kim, 2015). As we know, Thailand government has signed some of memorandum of understanding about keeping the environment safe for plants and animals (Environment Department-UN, 2017), and this is one of its citizen's ways to support the government and the King.

All these characteristics of fanaticism towards EF can affect purchase intention of OF significantly because OF is known to be the choice of consumers because it is eco-friendly products (Olsen, 2006) and get positive attitude from consumers because of its ethic towards environment (Hsu and Chen, 2014). The answers to opened questions on questionnaire in this study also show that the image of organic food is eco-friendly and brand image is an important factor in purchase decision through purchase intention (Febriyanti, 2016).

This phenomena can be used by marketers of OF companies to increase the growth of OF sales. Marketers need to do repositioning OF not only as healthy food (Hsu and Chang, 2016), but also has value of environmental friendly to aim the consumers who are looking for healthy food and who are fanatic towards EF. Respondents of this study in both countries are categorized as Experiencers and Strivers based on VALS Survey. From this survey, consumers can be grouped as one or two types of costumer and make it easy for marketers to make marketing strategies based on their type. As Experiencers and Strivers group, the respondents in this study believe that friends are extremely important and they are very imitative.

Due to those types, the promotion using peer group, celebrity, or other reference groups as endorser will be the most effective way to promote OF in Indonesia and Thailand.

Both Indonesia and Thailand show that purchase intention affects purchase decision of organic food significantly. This result is proven from Kusumawardhani's past study (2018) about how to purchase intention significantly affects purchase decision. Kotler and Keller (2008) also stated the same theory. Table 2 shows that purchase intention affects purchase decisions positively (T-Statistic more than 1.96). This means, the stronger intention of purchasing something, the higher a chance of actual purchase occurs. This also gives the same result with Hansen et al (2004) and Lee (2013) past research.

Purchase decisions can occur after the consumers have intention to buy product after problem recognition, seeking information, and evaluation of alternatives (Kotler and Amstrong, 2008). In making purchases, consumers are likely to evaluate the revenue, prices and product value or benefit (Kotler and Amstrong, 2008). Organic food has value that all EF fanatics want: safe for environment (Sivathanu, 2015; Mia, 2009). OF gives no harm to environment and free chemical pesticide because in the process of planting, OF relies on animal and plant manures (Department for Environment Food and Rural Affairs the United Kingdom) that can make the intention of buying OF is stronger and the chance of actual purchasing is higher (Nugroho et al. 2015).

Table 3. Characteristic of respondents

Characteristic	Thailand	Indonesia
Gender	32% Male 68% Female	34% Male 66% Female
Age	68% 15-22 years old 32% 23-30 years old	99% 15-22 years old 1% 23-30 years old
Total household monthly income	1% THB* 10.000-30.000 47% THB* 30.001-50.000 19% THB* 50.001- 70.000 33% THB* 70.000 and more	35% Rp2.500.001 – Rp5.000.000 40% Rp5.000.001- Rp10.000.000 17% Rp10.000.001- Rp20.000.000 8% Rp20.000.001 and more
Marital Status	100% not married	100% not married
Latest formal education	100% Bachelor	100% Bachelor
VALS Survey (Psychological and demographic questions)	98% of Experiencers or Strivers	98% of Experiencers or Strivers

*assumption THB 1 = Rp450

Price (X8) as moderating variable gives different effect in the effect of purchase intention on purchase decisions in Indonesia and Thailand. Price as moderating variable affects the effect of purchase intention on purchase decision of organic food significantly in Indonesia (Nugroho et al. 2015). It can be seen in Table 2 that moderating variable has T-statistic value of 2.941 which is greater than 1.96 and categorized as significant effect. This means that different scenario of price of OF affects the effect of purchase intention on purchase decision. This result is the same with Liang (2015) past research that stated effect of purchase intention towards purchase decision can be changed when different price scenario is included as variable. The lack of trust from Indonesia's citizens also can be the reason. The moderating variable of price gives positive effect means that the higher the price is, the higher purchase activity will occur. This also similar to research by Marian and Thøgersen (2013) that stated when consumers lack trust, they actively seek external clues to increase the willingness to buy, and one of those external clues is price (Liang, 2015).

While, in Thailand, moderating variable doesn't affect the effect of purchase intention on purchase decision. Table 2 shows that T-statistic of moderating variable is 1.754 which is lower than 1.96 and it means moderating variable has no significant effect. This means that no matter how much the price is, as long as the consumer has intention to buy, then the purchasing will occur.

The different effects of moderating variables in both countries are caused by fanatic score and the monthly income of respondents. Indonesia has average fanatic score of 3.604 while Thailand has average fanatic score of 3.857. These scores indicate Thailand's respondents are more fanatic towards EF than Indonesia's. As mentioned in Chung et al. (2008), someone who is fanatic towards something/ someone is willing to spend the last resource such as time and money to support someone or to buy something he/ she is fanatic about, so price is not significant variable if she/ he already has intention to buy.

Besides fanatic score in each country and the monthly income in each country also affects the effect of moderating variable in this study. From Table 3, we can see that Thailand's respondents' monthly income is way higher than Indonesia's. This is related to the finding of Iqbal (2015) research, that level of income affects purchase decision of OF. It is because the

premium pricing of OF is accessible to the middle classes onwards (Iqbal, 2015).

Managerial Implications

Fanaticism is a psychological activity of an individual where she/ he likes individual figure, group, trends, artwork, certain idea, or value (Thorne and Bruner 2006). In this study, EF is the value. Results from Indonesia and Thailand show that fanaticism towards EF affects purchase intention of OF significantly positive. This means, more fanatic the person in both countries, the intention to buy OF is stronger. This phenomenon can be used by marketers of OF company to increase the growth of OF sale. Marketers need to do repositioning OF not only as healthy food but also has value of environmentally friendly to aim at the consumers who are looking for healthy food and who are fanatic towards EF. Respondents of this study in both countries are categorized as Experiencers and Strivers based on VALS Survey. From this survey, consumers can be grouped as one or two types of customer and make it easy for marketers to make marketing strategies based on their type. Both groups, Experiencers and Strivers are typically had motivations to achieve something and to express themselves. They need value to get in their lives, so it is a wise strategy to install the value of EF in OF and promote this value to customer by positioning the product as EF product.

More specifically, factors of fanaticism that significantly affect purchase intention are zeal, cult, devotion, inertia behaviour, and self-satisfaction. From these results, marketers of OF in Thailand and Indonesia can apply some strategies since zeal and cult of EF are factors that significantly affect purchase intention of OF in both countries. Since "zeal" of EF is a desire to support EF and desire to pursue something through EF, marketers or companies can make strategy from packaging and communication aspect; the packaging should not harm environment; no styrofoam, no non-degradable plastics to show customers that our product is supporting EF and match with the value they believe. This also should be communicated through the products' label so customers will be aware of the OF products' value in supporting EF. While, "cult" makes someone sees only from one point of view, dogmatic, close-minded, and rigid. They believe that the ones who support EF are a good, educated person and the ones who do not are vice versa. Thus, OF companies can distribute the product with a selective or exclusive distribution strategy.

Devotion to EF is the factor of fanaticism that significantly affects purchase intention of OF in Thailand. This is connected to the fact that Thailand is a country with high loyalty and emotional attachment to its king (Kim, 2015). Since devotion means feelings of love, beyond loyalty, and involves high emotional attachment, the people of Thailand have it all towards the king and the country. So, when the country has signed a memorandum, done a campaign regarding EF, the Thai also support as intense as they can to the programs. With this fact, company can apply programs that are in the same value as the government regarding EF or be a part of the program. For example, when single used plastic straw is forbidden in Bangkok, companies could join this campaign to pull customers. Inertia behaviour and self-satisfaction are pointing to consumptive behaviour. In Indonesia, these two factors affect purchase intention of OF significantly proved that students in Indonesia are relatively consumptive. This result is also supported by data from World Bank (2007) that Indonesia is the most consumptive country in ASEAN. Consumptive behaviour is good opportunity for companies because they can sell the products easily. OF companies can make use of these factors to sell OF products and relate the products to EF campaign to gain the customers who are consumptive. For example, the companies can make programs like serial gift, mysterious box, completing stuff that support EF campaign/ activities every time they buy OF products.

The values that have been instilled in OF products shouldn't be saved by companies. These need to be promoted to let consumers and prospective consumers know about the new value of OF. Because, as Zeithaml (1988) and Septifani (2014) mentioned in their research, in purchase decision process, consumer affected by several variables and one of them is the value that is offered by the products. When the consumers are sure they will get the value they search for, they will interest to buy and lead to actualizing the purchase. In this study, the value of EF needs to be promoted as a value that consumers will get if they buy the OF. This value will affect consumers' intention to buy and lead to purchase decisions (Sivathanu, 2015; Septifani et al. 2014). As Experiencers and Strivers group, the respondents in this study believe that friends are extremely important, and they are very imitative. Due to those types, the promotion using peer group, celebrity, or other reference groups as an endorser will be the most effective way to promote OF in Indonesia and Thailand.

Even the product is well promoted by marketers or companies when prospective consumers can't access the products due to pricing problem, the strategy will be useless. In Indonesia, price still affects the effect of purchase intention towards purchase decision significantly (Liang, 2015). The consumers in Indonesia is willing to buy OF because the value offered as eco-friendly and healthy product, but lack in trust issue if the price is considered low (Suharjo, 2016). There are several ways to get out of this problem. While Indonesia's citizen is lacking in trust towards the products those labeled as "organic", the consumers begin to seek for extrinsic clues. One of extrinsic clues must be the focus in the high-price organic food scenario, e.g., by delivering information through the service personnel of the organic store to improve consumer awareness of organic food and thus raise their purchase intentions (Liang, 2015).

While in Thailand, respondents are not affected by the price when they are fanatic towards EF and have intention to buy OF. The fanaticism towards EF in Thailand is shown when the demand for 'safe' foods increases due to scares related to high levels of pesticide residues sometimes found on vegetables and fruits (Schobesberger et al. 2007). The main reasons for purchasing OF are that consumers expect them to be environmentally friendly and healthier. The main barrier to increase the market share of organic vegetables is that consumers do not clearly differentiate between the various 'pesticide safe' labels and the organic labels (Schobesberger et al. 2007). Informing consumers about unique characteristics of organic production methods, the strict inspection and required third-party certification might be a promising strategy to develop the market for OF in Thailand.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Most of the respondents are in the group of age 15-22 years old because the bachelor degree students that are aimed as respondents for this study belong to this group. From VALS survey, 98% of respondents from Thailand and Indonesia are both Experiencers and Strivers. Fanaticism towards EF affects purchase intention of OF significantly in both countries. There are 4 variables of fanaticism that affect purchase

intention of OF in Indonesia; zeal (x2), cult (x4), inertia behaviour (x6) and self-satisfaction (x7). Meanwhile, in Thailand, there are 3 variables of fanaticism that affect purchase intention of OF significantly; zeal (x2), cult (x4), and devotion (x5). All these characteristics of fanaticism towards EF can affect purchase intention of OF significantly because OF is known to be the choice of consumers because it is eco-friendly products and get a positive attitude from consumers because of its ethic towards environment.

When purchase intention occurs, there is a chance that the actual purchase happens. Both Indonesia and Thailand show that purchase intention affects purchase decision of organic food significantly and positively. This means, the stronger intention of purchasing something, the higher a chance of actual purchase occurs. In making purchases, consumers are likely to evaluate the revenue, prices and product value or benefit. Organic food has value that all EF fanatics want: safe for environment.

Price as moderating variable price affects the effect of purchase intention on purchase decision of organic food significantly only in Indonesia. This means that different scenario of price of OF affects the effect of purchase intention on purchase decision. While, in Thailand, the moderating variable doesn't affect the effect of purchase intention on purchase decision. This means that no matter how much the price is, as long as the consumer has intention to buy, then the purchasing will occur. The different effects of moderating variable in both countries are caused by fanatic score and the monthly income of respondents. In this study, Thailand has higher scores for both fanatic scoring and household monthly income, that's why moderating variable doesn't give any significant effect in Thailand.

Recommendations

Based on the results of this study, some recommendations are given to organic food marketers and companies. From a "products" point of view, organic food companies need to instill the value of environmentally friendly to their products and informing consumers about unique characteristics of organic production methods, the strict inspection and required third-party certification might be a promising strategy to develop the market. Companies need to emphasize the values of organic food by putting the information on the label, or promoting the repositioning of the products.

Repositioning is needed because OF is known for environmentally friendly and healthy, but only the "healthy" value that is carried in the image of OF. By emphasizing the EF value, companies and marketers can increase the market growth and expand the market of OF; not only for those who care about health but also for those who care about the environment.

Promoting the products also needed to increase the sales of OF. Not only promoting the products, but also the values that are instilled in the products. Promoting in an exact way is needed to minimize the marketing budget. Therefore, this study uses VALS Survey to know the respondents' characteristics as consumer groups in the market. The result of VALS Survey provides marketers to decide the most effective way to communicate with consumers based on the characteristics of each group. Based on this study, the respondents are experiencers and strivers. The most effective way to promote EF value in OF products for experiencers and strivers is by using celebrity, reference group, or peer group as endorser.

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