

# **Influence of Environmental Friendly Environment Consumption on Dissonance Reducing Buying Behavior Organic Food Materials**

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**Abstract:** *This study aims to find out and describe how perceived the intention of environmentally friendly consumption of dissonance reducing the buying behavior of organic food ingredient in today's society. Data analysis in this study with simple regression using t-test and f-test each has a significant level of intention variable (X) effect on dissonance reducing the buying behavior of organic food material (Y). While the value of correlation or relationship R of 0.623 there is a relationship between variables X with variable Y. From the value of the output obtained value termination coefficient is the value of R Square of 0.388 which means the influence of independent variables or intention to the dependent variable dissonance reducing buying behavior organic foodstuff 38, The remaining 8% of 61.2% is influenced by other variables not included in this research model such as Healthy Living Pattern.*

**Keywords:** *Intention, Buying Behavior, Organic*

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## **I. Introduction**

The development of the era progressed, many changes that occurred both in the behavior of society and technology. The more technological progress the more sophisticated and we are required to be able to follow these developments. Currently, we are presented with many conveniences in many ways including in terms of choosing food and groceries. Now there are a lot of fast food vendors in online and offline stores. It all effects and affects the pattern of everyday life in society. Frequent consumption of food or fast food ingredients makes a lot of influence on health because food or fast food ingredients use little chemical preservatives. From here began to grow a sense of community care about the importance of health and healthy lifestyle. Positive associative between environmental concerns with the decision to buy environmentally friendly products can mean that the higher consumer awareness of the environment (Wibowo, 2011). It caused a change in the selection of groceries that originally used fast food now turned to more natural food ingredients ie hydroponic food. Food is not only seen as a source of calories, protein, and mineral but more than that. According to Wibowo (2011) The greater the consumer's belief that their opinions will be the source of reference by the social group, the pre-decision making the stage of purchasing will be more environment-oriented that leads to greater consumer confidence that the decision to buy environmentally friendly products is appropriate.

The overall awareness of food products among people is increasing and their attitudes toward purchasing intentions are positive (Basha, et al 2015). Consumers in developing countries are interested in buying organic food, which is quite popular in developed countries (Rana & Paul 2017). With more convenient purchasing channels and increased consumer income, green food consumption intentions are more likely to bring green food consumption behavior (Zhu, et.al 2012).

Then the interesting thing to investigate is any influence the intention of environmentally-friendly consumption of dissonance reducing the buying behavior of organic foodstuffs.

There are several factors that influence consumer behavior that engages in eco-friendly consumer behavior (demography and psychography), environmental awareness, external influences (advertising, media and communications, reference groups) (Cruzz, & Prabawani, 2017). According to Zhu et al (2012) Rethinking the role that consumption plays in the quality of individual life and community development has become an important thing to overcome. Pieter et al (2014) define the consumption of environmentally friendly foods as a part of the scientific evidence for public authorities and companies to explore further and implement new food-grade labels.

According to theory, we should be able to predict the behavioral performance of intent to conduct behavior and from the control of perceived behavior. The intention, in turn, must be predictable from attitudes toward behavior, subjective norms and perceived behavior control. The behavioral intent is an indication of someone's readiness to perform a behavior. This readiness act can be operationalized by asking if people intend to engage in the behavior, and to rehearse, whether they are willing to engage in the behavior. (Ajzen, 2001)

TPB actually predicts intentions and behaviors quite well, researchers are turning their attention to more sophisticated questions, although immediate forward applications or new behaviors in new settings continue to appear in print. TPB is concerned with the prediction of intent. Behavioral, normative and control behaviors, attitudes, subjective norms and perceptions of behavioral control are assumed to feed and explain behavioral intentions whether the intention of predicting behavior depends in part on factors beyond the control of the individual, ie ignoring the methodological deficiencies, low intention-behavior relationships warning signs that indicate that we may reach a limit - the limit of reasoned action (Ajzen, 2011)

According to the theory, the intention to perform a behavior is influenced by the evaluation of the possible consequences of forming behavior, individual expectations reference, and potential catalyst or barriers to the behavior itself. In Ajzen, these beliefs shape attitudes toward behavior perceived behavioral control, and subjective norms (Ricci et al., 2013).

Purchasing Behavior Reduction Dissonance is a consumer buying behavior in situations that have high involvement character, but few brand differences between them. High consumer involvement in product purchases due to expensive, high-risk, and seldom purchased products (Hana, 2015: 39)

According to Solomon (1992: 42), *The Cognitive Dissonance Theory* is one of the most important approaches to behavior on the principle of consistency.

According to Festinger, *Cognitive Dissonance Theory* is formed in three concepts: First, Someone prefers to be consistent with their cognitions and dislikes to be inconsistent with thoughts, beliefs, emotions, values, and attitudes. Second, dissonance is formed from psychological discrepancies, more than logical mismatches, which by increasing nonconformities will increase higher dissonance. Third, dissonance is a psychological concept that encourages a person to take action and expect measurable effects.

Hausknecht and Soutar (2000: 369-385) cognitive dissonance can be measured in three dimensions: Emotional (Emotional) relating to the psychological situation of the consumer after a purchase, in this case, the psychological condition of the consumer naturally asks whether the action is appropriate. The wisdom of Purchase and Concern Over the Deal, in relation to the decisions that have been made here the consumer questioned whether he had purchased an item that really fit what was needed. Concern Over the Deal relates to consumer disappointment whereby consumers tend to be less confident about the decisions they make.

## II. Materials And Methods

The design in this study was to determine whether there is the influence of green consumption intention to dissonance reducing the buying behavior of organic food. The intention of environmentally friendly consumption as the independent variable and dissonance reducing the buying behavior of organic food as the dependent variable.

The population in this study is the people who use organic food. Either buy in supermarkets or online stores that sell organic food. The sample in this study are consumers aged 18 years and above. The sample respondents in this study were chosen through the probability sampling approach, using the random sampling method. Each variable is measured by using a Likert scale with choice Strongly Disagree = 1, Disagree = 2, Agree = 3, Strongly Agree = 4, and Strongly Agree Once = 5.

Types and Sources Data in this study is data collected ie (1) Primary Data, which is a questionnaire distributed to people who shop at supermarkets or online stores that sell organic hydroponic foods in accordance with the specified sample. (2) Secondary Data, ie data or information obtained through literature study, theory, literature or records relating to organic hydroponic food ingredients.

## III. Results

This section describes the data presentation of the results taken from the questionnaire distribution of 50. The data is processed by the SPSS program and uses simple regression data analysis. By using T-test and F test. Regression analysis is used to test the hypothesis where correlation analysis indicates that positive behavior applies between the independent variable and dependent and to identify the relation of a variable.

**Table 1**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. An error of the Estimate
1	, 623 <sup>a</sup>	, 388	, 376	2.75708
a. Predictors: (Constant), Intention				

The magnitude of correlation or R is 0.623. From the output obtained coefficient of determination (R square) of 0.388.

**Table 2**

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression,	231.609	1	231.609	30.469	000 <sup>b</sup>
	Residual	364.871	48	7.601		
	Total	596.480	49			
a. Dependent Variable: Dissonance Behavior						
b. Predictors: (Constant), Intention						

Value F count = 30.469 with a significant level of 0.000 <0.05, then the regression model can be used to predict the variable of participation or in other words, there is an influence on the variable trust to the variable of participation

**Table 3**

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-29.382	10.135,		-2.899	006
	Goodwill,		533,097,	623	5,520,	000
a. Dependent Variable: Behavior Dissonance						

X regression coefficient of 0.533. The regression coefficient is positive, so the variable X influences the variable Y is positive.

#### IV. Discussion

The dependent or dependent variable is the dissonance reducing the buying behavior of organic food ingredients. Hypotheses tested by using simple linear regression and the results showed that the summery model explains the value of correlation or R relationship of 0.623 there is a relationship between variables X with variable Y. From the value of the output obtained value termination coefficient is the value of R Square of 0.388 which means the influence of variables free or intent to the dependent variable dissonance reducing buying behavior of organic food ingredients 38.8% the rest of 61.2% influenced by other variables not included in this research model, among others, Healthy Living Pattern.

From the t-test results if prob <5% then the independent variable can affect the dependent variable. With the result that the variable of intention shows the value of prob 0,0000 which means smaller 0,05 or 5%, hence intention variable have an effect on to dissonance reducing buying behavior of organic food (dependent). Similarly, the f-test that has a value of F arithmetic of 30.469 with a significant level of 0.000 <0.05 then the variable intent (X) effect on the variable dissonance reducing buying behavior organic food (Y). This is in line with Vlaeminck's research, et.al who says that many people are buying in supermarkets and using organic food because of eco-friendly factors.

#### V. Conclusions

Organic food ingredients among people are now very popular and are beginning to increase and consumers' attitudes towards intentions for consumption in the hope of participating in environmentally friendly even though that influence is not enough. Many factors and motivations behind consumer decision making to consume organic food include attitudes, behavior, subjective norms, emotional, confidence in the product that involves psychological consumers so that in the results show little influence of the intention of environmentally friendly consumption of the dependent variable.

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