

1 INTRODUCTION

All people need food to support their activity throughout the day, and even all crosses ethnicities, cultures, gender, socioeconomic status, and ages (Beaudreault, 2009). However, nowadays, no one can deny that food also becomes a contributor to health disease (Toussaint-Samat, 2009). Knowing the utilization of chemical fertilizer, pesticide, and growth hormones in agriculture generates a negative impact on humans and the environment (Bernardes et al., 2015); people become more aware of a healthy lifestyle and try to keep their food pattern with natural food consumption.

Organic foods without chemical ingredients can be obtained from the organic farming practice. Organic farming is an activity that can keep environment sustainability, land, plant, animal, human, and ecological equilibrium because all of these occur in one component that is related to each other (McReynolds et al., 2017).

The organic food industry is increasing continuously and becoming wider in retail stores as the trend for natural eating appears (McReynolds et al., 2017). It indicated people who consume organic food augment continuously. The world progress of organic agriculture per 2016 found 178 countries of the whole world with natural activity. Every year organic food consumption runs into increasing. In 1999 the number of organic producers was 200,000 producers and grew in 2016 become 2,7 million producers. Besides, the organic market data in 2000 was 17,9 billion US dollars, and it was increment became 89,7 billion US dollars in 2016. The United States is the most abundant organic market worldwide in 2017, followed by Germany and France. Besides, Switzerland is the countries the highest per capita consumption of organic food, followed by Denmark and Sweden (FIBL & IFOAM Organic International, 2018).

Globalization has affected farming agriculture in Indonesia and people's perception of healthy food and environmental issues. Indonesian government by Farming Department had created programs to develop knowledge from society towards a healthy lifestyle such as "Go Organic 2010" with one of the agendas was socialized organic farming for consumers, farmers, market traders, and broader. Initially, people consume fruit and vegetable without considering whether the plant or fruits contained a hazardous chemical substance or not. This situation happened because food needed in Indonesia dominated by conventional food where unhealthy. Concurrent with the development of information for organic vegetables, now some people started to change their consumption from inorganic vegetables to organic vegetables. They believe that organic plant more saves to consume because without chemical substance in cultivation unless the progress of organic comestibles consumption in Indonesia was still limited as the expenditure towards organic food is merely doing by a specific segment, who realized healthiness and environment sustainability (Reza, Devi, & Hartono, 2014).

1.1 Background of the Study

Most organic food consumers are women, age 30 until 45 years old, having a baby and environmentally conscious (Dahm et al., 2009), and urban people with high incomes and high education levels (Zhang et al., 2008). However, recently, awareness of the environment also grows among younger people or college students. The previous research from the United States provides information that undergraduate Students in Mid-Size University Southeastern United States (Dahm et al., 2009), a student from Ohio State University (Beaudreault, 2009) and Southeastern Louisiana University (McReynolds et al., 2017) shows a positive attitude and action to consume organic foods. Undergraduate students from the Warsaw University of Life Science-SSGW in Poland also has a positive perception and willingness to buy a natural product because it was kind to the environment (Grzelak & Maciejczak, 2013).

In Indonesia, some researchers attempt to develop organic food as their object inquiry (Effendi, I., 2015; Priambodo & Najib, 2016; Reza et al., 2014; Sihombing, 2007). Many researchers conducted to know people as consumers in general, not including college-aged. In contrast, at the same time, environmental awareness also grows in the Y generation, or millennials, which leverage their behavior in the future to maintain their food pattern (Eles & Sihombing, 2016) and healthy lifestyle (McReynolds et al., 2017).

Research for the university-aged student as a consumer is still limited if compared with Europe, Australia, and the United States. It is crucial to study student as younger consumers to measure future consumer perceptions and face challenges by the industry (Nunez et al., 2014). By the finite study to college-aged students' consumers in this industry and inconsistency among consumers' statements and their real behavior (Chekima et al., 2017), then further research is needed to get a profound understanding of value and knowledge that will lead attitude toward actual behavior.

This research will add to the literature about student value, knowledge, and attitude towards actual behavior regarding organic food and fill the suggestion from prior research to inquiry the student as a potential buyer both today and in the future (Beaudreault, 2009; Coleman et al., 2011; Dahm et al., 2009; Eles & Sihombing, 2016; McReynolds et al., 2017; Nunez et al., 2014).

1.2 Problem Statement

Previous studies had shown that not only women having a baby, aged 30 – 45 years old, awareness to the environment (Dahm et al., 2009), urban people with high incomes and high education level (Zhang et al., 2008), but also environmental conscious occurs among college-aged student as a younger people that concern toward environmental issue (Beaudreault, 2009; Coleman et al., 2011; Dahm et al., 2009; Eles & Sihombing, 2016; McReynolds et al., 2017; Nunez et al., 2014) and maintain their healthy lifestyle (McReynolds et al., 2017). Despite now, the student is a potential buyer in the future (Dahm et al., 2009), but this group's inquiry is under-researched.

More inquiry is required to conceive college-aged student consumer perception and attitude toward buying decisions as a real behavior. Knowing their understanding can help offer valuable information for the producers, marketers, and institutions for organic nutrition's future education.

1.3 Purpose of the Study

The overall purpose of this quantitative research expected:

First, to identify the relationship between student value, knowledge, and attitude toward their actual behavior on organic food purchasing in the cross-cultural study.

Second, to fill in the gap regarding suggestions from the previous research.

Third, add the literature regarding student values, knowledge, and attitude toward organic food purchasing in the cross-cultural study.

1.4 Objectives and Research Questions

This research has conducted to examine the relation between value, knowledge, and attitudes that positively affect organic food purchasing, where student income or living allowance as an intervening variable. This research is formative and collaboration from the previous study by adding a new variable to be examined regarding the prior research suggestion.

The researcher utilizes the data to answer the following questions:

- 1.4.1 Does any significant relationship between student values toward student attitudes to purchasing organic food?
- 1.4.2 Does any significant relationship between student knowledge toward student attitude to buying organic food?
- 1.4.3 Does student income or living allowance have significant effects on their attitude to purchase organic food?

1.5 Limitations

This research has several limitations, which are:

First, the study is limited to the student at Indonesia International Institute for Life Science (i3L) Indonesia and the University of Applied Sciences and Arts Northwestern (FHNW) Switzerland, who participated in this research. Therefore, the inquiry results reflect the opinion from the student participants at i3L Indonesia and FHNW Switzerland campus.

Second, considering Indonesia's sample size, the predictive power of this study has a firm basic because the number of participants had filled the standard of Partial Least Square (PLS) tool. Nevertheless, the number of participants from FHNW Switzerland students who had filled the questionnaires was limited because of the holiday season and no extension time to gain more participants. It is considering a little predictive power.

Third, based on the research design, income, or living allowance becomes an intervening variable, where income is a variable to predict the student attitude toward organic food purchasing. The results require to be interpreted carefully regarding income as for the significance of diverse income between Indonesia and Switzerland. Thus, total revenue is challenging to compare between Indonesia and Switzerland as wages or living allowance and the prices for organic food. Therefore, the fixed income had not used in the questionnaire; however, income range as a self-rating scale that had applied.

Fourth, based on the survey, current occupation and income are diverse between Indonesia and Switzerland. In Switzerland, after adults (age 18/19), young people will lift their parents and work; conversely Indonesia, young people still stay with their parents and not work like students in Switzerland.

Fifth, each category's last query (dairy, fruits and vegetables, meat) tends to further measure the buying intention. Consequently, this question was not applied in analyzing as considered invalid; this research ran to know the organic food purchasing as actual behavior.