

Abstract

Not only women, having a baby, aged 30-45, environmentally conscious, urban people with high income and high education level, but awareness toward the environment and maintain a healthy lifestyle also grow in college-aged students. The student is a potential buyer in the future; however, this group is under-research. This study addresses student behavior on organic food purchasing in Indonesia and Switzerland by seeing student value, knowledge, and attitude toward organic food purchasing. The discussion of organic food product consists of dairy, fruits-vegetables, and meat and shaped compound data. The online questionnaire was designed and spread among the students in i3L Indonesia and FHNW Switzerland. An amount of 98 participants had collected, with 64 data respondents from Indonesia and 34 from Switzerland. The survey was embarked on July 16th and closed on July 31st, 2020.

The results point that value is a strong predictor toward attitude on organic food and followed by knowledge. Attitude has a strong significant correlation toward organic food purchasing. Based on product category, value toward attitude on organic fruits-vegetables and dairy purchasing has a strong relationship compare to attitude on organic meat purchasing. For knowledge, the outcomes point resemblance equal between two countries; knowledge has a weak tendency correlation toward the attitude of organic food. While income has no significant effect on attitude, it has a weak correlation with organic food purchasing.

The findings support the prior research that some students were not looking at the price but its value. The value becomes a strong variable predictor that leads students to consume organic food; value toward the possible harmful effects of non-organic food and the social environment became the main reason to purchase organic food. Finally, more information about the long-term benefit to humans and the environment and the product itself by lecture must be augmented. It can shape student value and knowledge toward the organic food product.

Keywords:

Value, knowledge, attitude, organic food purchasing, food categories, income, Indonesia, Switzerland.