

The Influence of Product Attributes on Organic Vegetable Purchase Decisions of Young Consumers Through Delivery Services

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Abstract. The growing awareness of health and environmental concerns has led to an increase in the consumption of organic vegetables, especially among young consumers. This study aims to identify key factors influencing their purchasing behavior and provide insights for improving business service strategies. Data were collected from 162 purposively selected students at Brawijaya University and analyzed using Structural Equation Modeling (SEM) with WarpPLS. The results indicate that product actuality has the strongest influence on purchasing behavior (effect size = 0.229, $p < 0.05$), followed by delivery service (0.153, $p < 0.05$). Delivery service is significantly affected by product actuality, quality, health issues, appearance, freshness, and taste, as well as curiosity and prestige (all $p < 0.05$). Mediating effects are also significant for product actuality and appearance ($p < 0.1$). These findings highlight the importance of ensuring authentic products and optimizing delivery services to enhance business performance in the organic market segment.

Keywords: delivery service; organic vegetables; purchasing behavior; young consumers

INTRODUCTION

Various health problems have brought about significant changes in society, particularly in the concept of lifestyle. Health problems that arise become significant issues circulating in society, thereby increasing public awareness of the importance of maintaining both human and environmental health, one of which is by adopting a healthy lifestyle. The increase in the growth of staple food purchases and also health costs is evidence that the trend of a healthy lifestyle is increasing (Peruzzi et al., 2023). This makes the public's attention focused on organic farming (Chrysanthini et al., 2017).

The increase in demand for organic food in the Indonesian organic market shows a 5% annual growth, with a sales value of 10 billion rupiah (Hidayati et al., 2014). One of the popular organic food products is organic vegetables. This is evidenced by the increase in the total area of organic farming in Indonesia in 2018, which was 251,630.98 Ha, while in 2017 it was 208,042.06 Ha, which means an increase of 17.32% (Bakrie et al., 2019). Organic vegetables have many health benefits and higher vitamin and mineral content than non-organic vegetables because they are produced without using chemicals

(Hardiyanti et al., 2022). In addition, organic vegetables also have a cleaner and fresher appearance as well as a special label given by organic vegetable producers, thus increasing consumer buying interest. Therefore, organic vegetables are among the most sought-after organic agricultural products because they align with the emerging concerns of human health, environmental sustainability, and technological advancements. According to the Indonesian Statistics Agency (2022), internet usage among Indonesians increased by 66.48% in 2022, up from 62.10% in 2021. This has triggered a digital transformation in the lives of Indonesian people. The digital transformation also changes how consumers access and purchase organic food products, encouraging businesses to adapt their marketing strategies to online-based platforms.

Along with the development of technology, people have become accustomed to things that are fast and instant. This also affects marketing strategies for the business world. The organic vegetable business has also made progress in improving services to consumers, such as the availability of delivery services. Delivery services are a solution that enables consumers to make



purchases without direct contact with sellers ([Wiharsono et al., 2022](#)). Therefore, delivery services are one of the marketing strategies that are widely used today to increase consumer purchasing behavior. According to the Gojek website (2019), one of the delivery service companies reported a two-fold increase, reaching more than 50 million transactions throughout Southeast Asia every month in the last six months of 2019. The increase in the use of delivery services tends to foster a consumptive behavior and time-saving orientation, characteristics commonly associated with the younger generation.

Young consumers are a crucial segment to study because they are highly adaptable to digital transformation and place a strong emphasis on health and convenience in their consumption behavior. The younger generation also has a tendency to save time ([Prabowo & Nugroho, 2019](#)). In addition, the characteristics of young consumers who place health aspects as the highest aspect in purchasing decisions ([Peruzzi et al., 2023](#)). Therefore, this study aims to identify the factors that influence organic vegetable purchasing behavior among young consumers, with delivery service as a mediating variable. Specifically, it seeks to answer the question of factors that drive young consumers' purchasing behavior of organic vegetables through delivery services.

Research on organic vegetable purchasing behavior has been conducted by several previous researchers, such as Rejeki ([2022](#)), Novanda ([2020](#)), Susanti et al. ([2018](#)), Habibah et al. ([2023](#)), Suardika et al. ([2014](#)). In these studies, they only looked at the factors of purchasing behavior using the SEM-PLS method, and the main actors of purchases by young consumers have not been determined, while in this study, researchers will focus on young consumers who have a high interest in buying organic farming using the SEM-PLS method, and adding a mediating variable of delivery services. This study contributes to the existing literature by integrating digital transformation, delivery service, and young consumers' behavior into

a single analytical framework.

Based on the description above, the researcher observes that several factors influence the attitude of young consumers toward purchasing organic vegetables, particularly when accompanied by delivery services. The characteristics of young consumers in purchasing organic vegetables and the availability of delivery services will be an interesting topic for discussion. Therefore, it is necessary to conduct research on the factors that influence the behavior of young consumers purchasing organic vegetables, with the mediation variable of delivery services.

METHODS

The research approach employed in this study is quantitative. According to Creswell ([2014](#)) a quantitative approach is an approach to test objective theory by testing the relationship between research variables. This approach was chosen to explain the behavior of young consumers purchasing organic vegetables through delivery services. This study aims to explore the relationship between existing variables, including product actuality, quality, and health problems, product appearance, freshness, and taste, as well as curiosity and prestige, and their influence on the purchasing behavior of organic vegetables among young consumers through delivery services.

The research was conducted at Brawijaya University, Malang. This research will be conducted from November 2023 to February 2024. Brawijaya University was chosen as the research location because it is easily accessible, allowing for more efficient use of research time. The determination of the research location is also based on the assumption that Brawijaya University students are part of the young generation who are familiar with purchasing organic vegetables through delivery services.

The sampling method to be used in this study is non-probability purposive sampling. This non-probability technique was chosen because not all members of the Brawijaya

University student population can be sampled in this study. Purposive sampling is a sampling technique characterized by specific characteristics (Ani et al., 2022). Purposive sampling was chosen because only students from Brawijaya University who met the criteria were eligible to answer the questionnaire. The respondent criteria in this study were Brawijaya University students aged 15-24 years who had an interest (positive attitude or intention to purchase) or had purchased organic vegetables. According to Solimun et al. (2017) and Safitri et al. (2024), the rule of thumb in SEM-PLS is 5 - 10x the number of indicators. The study comprises 27 indicators, resulting in a total of $6 \times 27 = 162$ respondents. In this case, the researcher follows Ulum & Tirta (2014), which states that SEM-PLS ranges from 30-100 people.

This study utilizes primary data, with data collection techniques employed through the distribution of online questionnaires. The distribution of questionnaires was conducted directly to respondents who met the specified criteria. The research instrument, in the form of a questionnaire, contains a number of questions regarding each variable that are completed directly by respondents and can only be completed once. The questionnaire was validated through expert judgment and reliability tests, with all indicator loadings exceeding the acceptable threshold (≥ 0.7).

The analysis method employed in this study is Structural Equation Modeling using Partial Least Squares (SEM-PLS), which utilizes WarpPLS 7.0 software. The use of SEM-PLS aims to test the relationship between latent constructs and their indicators, as well as to directly measure errors. The latent variables and their indicators were derived from theoretical concepts and prior studies on consumer behavior toward organic products. In this structural model, the exogenous variables used are Product actuality (X1), quality and health problems (X2), product appearance (X3), freshness and taste (X4), curiosity and prestige (X5). While the endogenous variable used is Organic

Vegetable Purchasing Behavior by young consumers (Y2), the intervening variable used is delivery services (Y1).

RESULTS AND DISCUSSION

Organic vegetables are agricultural products that are produced without using chemicals. According to Hardiyanti et al. (2022), organic vegetables have many health benefits and higher vitamin and mineral content than non-organic vegetables because they are produced without chemicals. Therefore, public attention is focused on organic vegetables as a healthier intake than non-organic vegetables.

The subjects of this study are young consumers, who are assumed to be a generation with a time-saving orientation, a desire for instant gratification, and a high level of consumptiveness and hedonism. Therefore, this study also researched the variable of delivery services, which acts as a mediating variable. According to Peruzzi et al. (2023), the young generation is a generation that prioritizes health aspects when making purchasing decisions. This is what underlies the researcher to conduct research with young consumer subjects. Brawijaya University students serve as research subjects, representing the young generation. Brawijaya University students were chosen because they are assumed to be young consumers who understand the meaning of organic vegetables and have the intention to purchase or have already purchased them.

1. Convergent Validity

The loading factor results show that all indicators have a loading factor value greater than 0.7, indicating that they meet the level of validity and are considered valid. The most considerable loading factor value is shown by indicators X3.1 and X3.2, which are 0.967, and the lowest loading factor value is demonstrated by the indicator X1.5, which is 0.817. This study has an AVE value > 0.5 . This indicates that the measured latent variables can explain variations in the

indicators used to represent the construct. Therefore, it can be concluded that the construct in the latent variables of the study is considered valid.

2. Discriminant Validity

Loading factor value has a value >0.7 , and each latent variable indicator has a value greater than the cross-loading value on other variables. For example, indicator X1.1 has a Loading factor value of 0.825 while the cross-loading value of quality and Health problems is 0.101, product appearance -0.105, freshness and taste -0.116, curiosity and prestige 0.072, delivery service -0.013, and characteristics of young consumers in making purchases 0.089. Therefore, it can be concluded that the measurement of discriminant validity using the cross-loading value can be said to be valid. The AVE root value is also known, and the discriminant validity of this study is good.

3. Reliability Test

A composite reliability value > 0.70 indicates that the research construct has high reliability. In addition to being seen from composite reliability, reliability testing is also seen from the Cronbach's alpha value. If a

construct has a Cronbach's alpha value > 0.60 , the variable used is said to be reliable (Solimun et al., 2017). In this case, it can be concluded that the variables of product actuality, quality and health problems, product appearance, freshness and taste, curiosity and prestige, delivery services, and characteristics of young consumers in purchasing behavior have good and reliable reliability.

4. Path Coefficient and Significance

Path Coefficients testing is carried out to determine the relationship between the variables contained in the study. Path Coefficients to see the direction of the relationship of each latent variable used in the study. While significance can be seen from the p-value results. According to Ganesh & Cave (2018), if a p-value of ≤ 0.10 is obtained, it is categorized as weakly significant. If the p-value is ≤ 0.05 , it is said to be significant, and if the p-value is ≤ 0.01 , it is said to have a high level of significance. The following are the results of the path coefficient and significance, as shown in Figure 1.

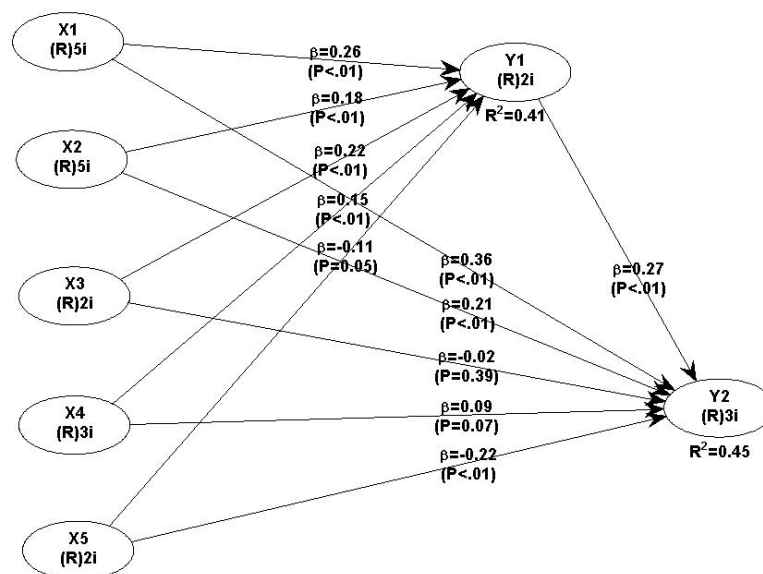


Figure 1. Path Coefficient and Significance

5. Hypothesis Testing

Table 1. Hypothesis Testing

No.	Variables	Path Coefficient	P-value	Information	
Direct Influence Effect					
1.	X1 → Y2	0.364	<0.001	Positive & Significant Strong	Accepted
2.	X2 → Y2	0.205	<0.001	Positive & Significant Strong	Accepted
3.	X3 → Y2	-0.019	0.385	Negative & Insignificant	Rejected
4.	X4 → Y2	0.093	0.073	Positive & Significant Weak	Accepted
5.	X5 → Y2	-0.219	<0.001	Negative & Significant Strong	Accepted
6.	X1 → Y1	0.260	<0.001	Positive & Significant Strong	Accepted
7.	X2 → Y1	0.179	0.003	Positive & Significant Strong	Accepted
8.	X3 → Y1	0.220	<0.001	Positive & Significant Strong	Accepted
9.	X4 → Y1	0.151	0.009	Positive & Significant Strong	Accepted
10.	X5 → Y1	-0.108	0.045	Negative & Significant	Accepted
11.	Y1 → Y2	0.269	<0.001	Positive & Significant Strong	Accepted
Indirect Influence Effects					
12.	X1 → Y1 → Y2	0.070	0.060	Positive & Significant Weak	Accepted
13.	X2 → Y1 → Y2	0.048	0.143	Positive & Insignificant	Rejected
14.	X3 → Y1 → Y2	0.059	0.095	Positive & Significant Weak	Accepted
15.	X4 → Y1 → Y2	0.041	0.183	Positive & Insignificant	Rejected
16.	X5 → Y1 → Y2	-0.029	0.259	Negative & Insignificant	Rejected

It can be seen from Table 1 above that the direct influence effect of the path coefficient on the product actuality variable (X1) is 0.36 on the Purchasing Behavior variable (Y2) with a p-value <0.01, then it is positively and

significantly related. It can be said that every one-unit increase in the product actuality variable (X1) will be followed by a 0.36-unit increase in the Purchasing Behavior variable (Y2). The path coefficient on the quality and

health problem variables (X2) is 0.21 on the Purchasing Behavior variable (Y2), with a p-value <0.01 , indicating that it is positively and significantly related. It can be said that every one-unit increase in the quality and health problem variables (X2) will be followed by a 0.21-unit increase in the Purchasing Behavior variable (Y2). The path coefficient on the product appearance variable (X3) is -0.02 for the Purchasing Behavior variable (Y2), with a p-value of 0.39; therefore, it is negatively related but not significantly so. It can be said that every one-unit increase in the product appearance (X3) will be followed by a decrease in the Purchase Behavior variable (Y2) of 0.02. What will attract consumers more is the label on the product packaging. Meanwhile, the indicators used in the product appearance variable only relate to intensive product marketing and the appeal of the product packaging. The path coefficient between the freshness and taste variable (X4) and the Purchase Behavior variable (Y2) is 0.09, with a p-value of 0.07, indicating a positive and significant relationship. It can be said that every one-unit increase in the freshness and taste variable (X4) will be followed by a 0.09-unit increase in the Purchase Behavior variable (Y2). The path coefficient on the curiosity and prestige variable (X5) is -0.22 to the Purchase Behavior variable (Y2) with a p-value <0.01 , so it is negatively and significantly related. It can be said that every one-unit increase in the curiosity and prestige variable (X5) will be followed by a decrease in the Purchase Behavior variable (Y2) of 0.22. The path coefficient on the delivery service variable (Y1) is 0.27 to the Purchase Behavior variable (Y2) with a p-value <0.01 , so it is positively and significantly related. It can be said that every one-unit increase in the delivery service variable (Y1) will be followed by a 0.22-unit increase in the Purchase Behavior variable (Y2).

The path coefficient on the product actuality variable (X1) is 0.26 to the delivery service variable (Y1) with a p-value <0.01 , so it is positively and significantly related. It can

be said that every one-unit increase in the product actuality variable (X1) will be followed by a 0.26-unit increase in the delivery service variable (Y1). The path coefficient on the quality and health problem variable (X2) is 0.18 to the delivery service variable (Y1) with a p-value <0.01 , so it is positively and significantly related. It can be said that every one-unit increase in the quality and health problem variable (X2) will be followed by a 0.18-unit increase in the delivery service variable (Y1). The path coefficient on the product appearance variable (X3) is 0.22 to the delivery service variable (Y1) with a p-value <0.01 , so it is positively and significantly related. It can be said that every one-unit increase in the product appearance variable (X3) will be followed by a 0.22-unit increase in the delivery service variable (Y1). The path coefficient on the freshness and taste variable (X4) is 0.15 to the delivery service variable (Y1) with a p-value <0.01 , so it is positively and significantly related. It can be said that every one-unit increase in the freshness and taste variable (X4) will be followed by a 0.15-unit increase in the delivery service variable (Y1). The path coefficient between the curiosity and prestige variable (X5) and the delivery service variable (Y1) is -0.11, with a p-value of 0.05, indicating a negative and significant relationship. It can be said that every one-unit increase in the product appearance variable (X3) will be followed by a decrease in the delivery service variable (Y1) of 0.11.

In the indirect effect test, the path coefficient on the product actuality variable (X1) is 0.070, leading to a positive and weakly significant relationship with the Purchase Behavior variable (Y2) through the delivery service (Y1), as indicated by a p-value of 0.060. The path coefficient for the quality and health problem variables (X2) is 0.048 on the Purchase Behavior variable (Y2) through the delivery service (Y1), with a p-value of 0.143, indicating a positive relationship that is not statistically significant. One factor influencing consumer

purchasing behavior is product experience. Consumers are more likely to trust a product and make a purchase if they know the exact condition of the product they are purchasing. The path coefficient for the product appearance variable (X3) is 0.059 on the Purchase Behavior variable (Y2) through the delivery service (Y1), with a p-value of 0.095, indicating a positive and weakly significant relationship. The path coefficient for the freshness and taste variable (X4) is 0.041 on the Purchase Behavior variable (Y2) through the delivery service (Y1), with a p-value of 0.183. This indicates a positive relationship that is not statistically significant. Product freshness is one of the factors that receives the highest rating as an influence on purchasing behavior. Therefore, consumers are more likely to make purchases in person rather than through delivery services. The path coefficient for the curiosity and prestige variables (X5) is -0.029 on the Purchasing Behavior variable (Y2) through delivery services (Y1), with a p-value of 0.259. This indicates a negative relationship that is not statistically significant. Face-to-face selling has a significant influence on product purchasing behavior. Similarly, consumers' sense of prestige leads to direct purchases to enhance their existing prestige.

CONCLUSION

This study highlights that the purchasing behavior of young consumers for organic vegetables is strongly influenced by product authenticity, quality, health considerations, and the convenience of delivery service. Producers should therefore ensure that organic vegetables remain authentic, high-quality, and aligned with consumers' health values to maintain trust and drive purchase intentions. Freshness and taste also play a key role in fostering customer loyalty, while attractive product appearance alone is insufficient without proven quality. The use of delivery services significantly enhances purchasing behavior, indicating that improving accessibility and service reliability can strengthen market performance.

Conversely, curiosity and prestige have a negative impact, suggesting that marketing efforts should focus less on status appeal and more on genuine value, transparency, and health benefits. Overall, the findings emphasize the importance of integrating product integrity with efficient delivery systems to attract and retain young organic consumers.

Suggestions for organic vegetable producers include maintaining product freshness and authenticity to increase consumer trust. Product quality and health aspects need to be continuously maintained to strengthen consumer purchasing behavior. Attractive product presentation and intensive marketing strategies are also crucial to encourage purchasing interest. Furthermore, maintaining the freshness and flavor of organic vegetables will help build consumer loyalty. Conversely, the negative influence of curiosity and prestige suggests the need for alternative strategies, such as price promotions or discounts, to attract purchase interest. Finally, increased delivery services have been shown to have a positive impact on purchasing behavior, so producers need to expand and optimize these services to increase sales. Suggestions for further researchers to make the study a reference for similar topics and utilize more specific research objects, such as specific types of organic vegetables and specific brands. Further researchers can develop constructs using the same variables or replace existing variables. As with other purchasing behavior variables, such as people's purchasing power and brand image, researchers can also consider adding other mediating variables, as well as moderating variables, including social media marketing, Influencers, and Brand Ambassadors. The research objects and research locations can also be expanded further, such as young consumers in district or provincial areas.

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