

The Effect of a Green Lifestyle on Organic Food Purchase Decisions Using the Behavioral Reasoning Theory Approach

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ABSTRACT

The worsening environmental degradation has encouraged a shift in public behavior toward adopting a green lifestyle, which in turn affects consumption patterns, including decisions to purchase organic food. This study aims to analyze the influence of a green lifestyle on organic food purchasing effect of a green lifestyle on organic food decisions using the Behavioral Reasoning purchase decisions using the behavioral Theory (BRT) framework. A quantitative reasoning theory approach. *International Journal of Accounting and Finance in Asia Pacific* 200 respondents knowledgeable about organic food, with data analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results reveal that Reason For has a significant positive effect on purchase decisions ($T = 4.467$; $p < 0.001$), indicating that stronger supporting reasons, such as health consciousness and environmental concern, enhance consumers' likelihood of buying organic food. In contrast, Reason Against shows no significant effect ($T = 0.856$; $p = 0.392$), suggesting that barriers such as high prices or limited availability do not substantially discourage purchase intentions. These findings underscore the importance of emphasizing the positive value and sustainability aspects of organic products in marketing strategies to strengthen consumer engagement in green consumption behavior.

Keywords: Behavioral Reasoning Theory; Green Lifestyle; Organic Food; Purchase Decision; Sustainability

INTRODUCTION

Environmental issues have become a global concern, particularly related to the impacts of climate change, resource exploitation, and environmental degradation. These challenges have encouraged changes in public behavior toward a green lifestyle, which emphasizes efforts to minimize negative impacts on the environment (Ayaz & Jang, 2024). This lifestyle includes practices such as recycling, reducing the use of motor vehicles, and preferring eco-friendly products, reflecting consumer commitment to sustainability (Sony & Ferguson, 2017).

Awareness among consumers regarding environmentally friendly packaging and their readiness to pay extra for sustainable goods is growing, especially within younger age groups. In Indonesia, the Ministry of Industry reported the growth of certified green industries and companies, supported by government regulations that promote environmentally friendly practices. At the regional level, Bali has implemented various concrete policies, such as restrictions on single-use plastics, clean energy initiatives, and regulations on organic farming systems. These policies demonstrate the government's commitment to integrating sustainability into daily life while strengthening consumer trust in organic products.

Organic food has become a central element of the green lifestyle, as it prioritizes sustainability, biodiversity, and natural methods without synthetic chemicals (Canova et al., 2020; Mangafić et al., 2017). Global demand for organic food has grown rapidly, with Europe and the United States as leading markets, while Indonesia shows promising prospects in line with the rise of the middle class and changing consumption patterns (Najib et al., 2020).

Previous studies have reported mixed findings regarding the influence of a green lifestyle on purchasing decisions. Some research confirms a significant positive effect (Carballo-Penela et al., 2020), while others suggest that factors such as price, product availability, and consumer habits play a more dominant role in shaping behavior (Vermeir & Verbeke, 2006). These inconsistencies highlight a research gap in understanding the underlying reasons that drive or hinder sustainable consumption behaviors. This study addresses this gap by applying the Behavioral Reasoning Theory (BRT), which emphasizes the influence of "reasons for" and "reasons against" in shaping individual attitudes, intentions, and behaviors (Westaby, 2005).

The main objective of this study is to analyze the effect of a green lifestyle on organic food purchase decisions using the BRT approach. By incorporating both motivational and constraining factors, this research provides a deeper understanding of how environmental awareness and personal reasoning interact in influencing purchasing behavior. The significance of this study lies in its effort to bridge the gap between green consumer values and actual purchasing decisions, an area where empirical evidence remains limited. The novelty of this research stems from its application of BRT in the context of organic food consumption in Bali, a region characterized by strong environmental consciousness and growing demand for sustainable products.

The findings are expected to contribute theoretically by extending the application of BRT to sustainable consumer behavior studies, demonstrating its explanatory power in the green marketing domain. Practically, this study provides valuable insights for policymakers and business practitioners to design more effective strategies that encourage organic consumption through behavioral reasoning, targeted awareness programs, and value-based marketing approaches. Together, these contributions enrich

the understanding of sustainable consumption dynamics and offer actionable guidance for promoting environmentally responsible consumer choices.

LITERATURE REVIEW

Behavioral Reasoning Theory (BRT)

Based on BRT, the development of hypotheses in this study positions reasons for and reasons against as key mediators that connect individual beliefs, such as a green lifestyle, with global motives, including attitudes, subjective norms, and perceived behavioral control, which subsequently influence consumer intentions and ultimately purchasing decisions. BRT further emphasizes that reasons not only shape global motives but can also directly affect intentions and behaviors, providing a comprehensive framework for explaining why consumers accept or reject organic food. Therefore, the hypotheses are formulated to reflect the sequential process from green lifestyle to reasons, global motives, intentions, and finally purchasing decisions, while also considering the possibility of direct effects of green lifestyle on intentions and perceived control (Westaby, 2005).

Green Buying Behavior

Green buying behavior refers to consumer habits in choosing products that are environmentally friendly or have a lower impact on the environment. Although awareness of environmental issues is increasing, there remains a gap between intention and actual behavior in purchasing green products. Consumers may hold positive attitudes toward eco-friendly products, but factors such as price, availability, and quality often exert stronger influence on their decisions. Green behavior can be understood as the behavior of individuals or organizations oriented toward reducing negative impacts on the environment and supporting long-term sustainability (Teoh et al., 2025).

In addition, while some consumers consider social and environmental impacts when shopping, many remain more focused on the functional aspects of the product. Therefore, understanding the factors that influence green purchasing behavior is essential for developing more effective strategies to encourage the consumption of eco-friendly products (Joshi & Rahman, 2015).

Consumer Attitudes

Asiegbu et al. (2012) explain that consumer attitudes refer to a person's learned tendency to respond to a product or service, either positively or negatively. Attitudes consist of three main aspects: cognitive (awareness, knowledge, and belief), affective (feelings and emotions), and conative or behavioral (tendencies to act).

Consumer attitudes are shaped by a combination of functional and psychological factors that influence their decisions in purchasing and using products or services. Consumers tend to choose when they feel they gain benefits, ease, convenience, and a sense of security from the products or services (Kee et al., 2025).

Purchase Decision

Purchase decisions refer to the steps that consumers take when choosing and purchasing a product or service. This process involves several stages, starting from recognizing needs, seeking information, comparing various alternatives, making a purchase, and finally evaluating the experience after the purchase.

According to Kotler & Armstrong (2018) and Munthiu (2009), the purchase decision process consists of these sequential steps: recognizing needs, searching for information, comparing options, making the purchase, and assessing satisfaction after the purchase.

Reasons for Purchase

BRT explains that a person's decisions are influenced by two main factors: reasons for and reasons against. Reasons for are those that encourage someone to act, providing confidence and comfort in decision-making. In contrast, reasons against are those that create hesitation or rejection, often due to perceived risks or potential losses. These two factors function like pros and cons, which together shape an individual's intentions and behaviors in making decisions (Westaby, 2005).

A study shows that product quality and competitive pricing are the main factors driving consumers to buy. These aspects strengthen the reasons for purchase by providing added value and confidence in the product (Murniati, 2023).

Consumer Interest

Consumer interest is the driving force that influences purchasing decisions. A study on Unilever Malaysia's consumers shows that perceived quality, brand image, perceived value, social factors, and marketing all affect this interest (Chien et al., 2025). Among these, perceived value is the most dominant, meaning that the higher the benefits and value perceived by consumers, the greater their interest in making a purchase.

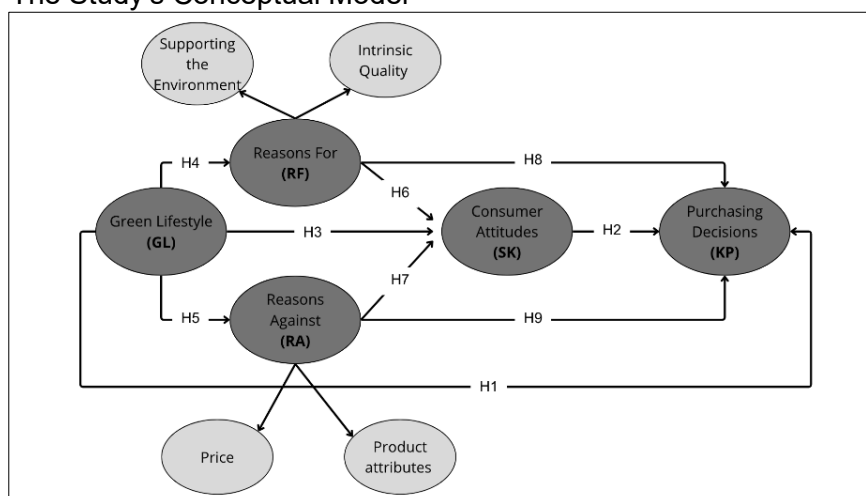
Consumer interest refers to an individual's tendency to perform an action, such as purchasing a product or using a service. According to Ajzen's (1991) Theory of Planned Behavior (TPB), interest is influenced by three main factors: attitudes toward the action, social pressure, and perceived ease or obstacles in performing the action. Consumer interest is therefore considered a key indicator in predicting actual behavior, as it reflects the extent to which individuals intend to act after weighing various influencing factors.

Green Lifestyle

According to Lin and Lin (2015), a green lifestyle is interpreted as a lifestyle that reflects an individual's role as a citizen who cares about the environment, demonstrated through habits such as purchasing environmentally friendly products. These products typically have characteristics such as being reusable, energy-efficient, made from natural materials, and easily degradable. The purpose of this lifestyle is to preserve the environment and support efforts to sustain the earth.

Based on this perspective, the present study proposes several hypotheses to examine the relationships among the predetermined variables. Specifically, the tests aim to identify the influence of green lifestyle, consumer attitudes, reasons for, and reasons against on the purchase decision of organic food. These hypotheses are formulated by drawing upon relevant theories and previous research findings (see Figure 1).

Figure 1. The Study's Conceptual Model



- H1: A green lifestyle has a negative effect on the purchase decision of organic food products.
- H2: A positive attitude towards organic products increases the likelihood of purchasing organic products.
- H3: A green lifestyle has a positive relationship with consumer attitudes.
- H4: A green lifestyle has a positive relationship with the reason for buying organic products.
- H5: A green lifestyle has an insignificant negative relationship with the reasons for purchasing organic products.
- H6: The reason for buying organic food can increase a positive attitude towards organic food.
- H7: The reason for not buying organic food can lead to a negative attitude towards organic food.
- H8: Reasons for purchasing organic food can improve organic food purchasing decisions.
- H9: Reasons for not buying organic food can lead to a decrease in organic food purchasing decisions.

RESEARCH METHOD

This study employs a quantitative research method with a survey design, adopting the BRT theoretical framework (Ahyar et al., 2020). Data are collected through structured questionnaires designed to examine the relationship between green lifestyle and organic food purchase decisions. The collected data are analyzed using SmartPLS 4 statistical software to assess the significance of relationships among variables and to test the proposed hypotheses. The research is conducted in the Bali region, which is selected due to its strong public awareness of environmental issues and the growing popularity of organic food among its residents. This setting provides a relevant context for analyzing environmentally driven consumer behaviors.

The study focuses on examining how a green lifestyle, along with reasons for and against organic food consumption, influences consumer attitudes and ultimately affects purchasing decisions for organic food products. The population consists of residents across the Bali region, with a primary focus on Denpasar City. A quantitative approach using a survey technique is applied, and the sample size is determined according to Hair's guidelines to ensure statistical adequacy and reliability.

Both primary and secondary data are used in this study. Primary data are obtained directly from respondents through questionnaires, while secondary data are collected from books, journals, and relevant publications to support the empirical analysis of how green lifestyle awareness influences organic food purchase decisions. Data are collected through a quantitative survey method by distributing questionnaires to respondents who meet the predefined research criteria, ensuring a diverse representation of individuals with varying levels of environmental awareness. The data analysis process includes several stages, beginning with instrument testing to assess validity and reliability, followed by the evaluation of the inner model and outer model within the Structural Equation Modeling (SEM) framework to measure the strength and significance of relationships between variables.

RESULTS

Outer Model

Convergent Validity Test

Discriminant validity indicates the extent to which constructs in the model are distinct from one another. A model is considered good if it has an Average Variance Extracted (AVE) value above 0.50, which means that more than 50% of the variance of the indicators can be explained by the measured construct (Ghozali & Latan, 2015).

Average Variance Extracted (AVE)

Figure 2. Structural Model

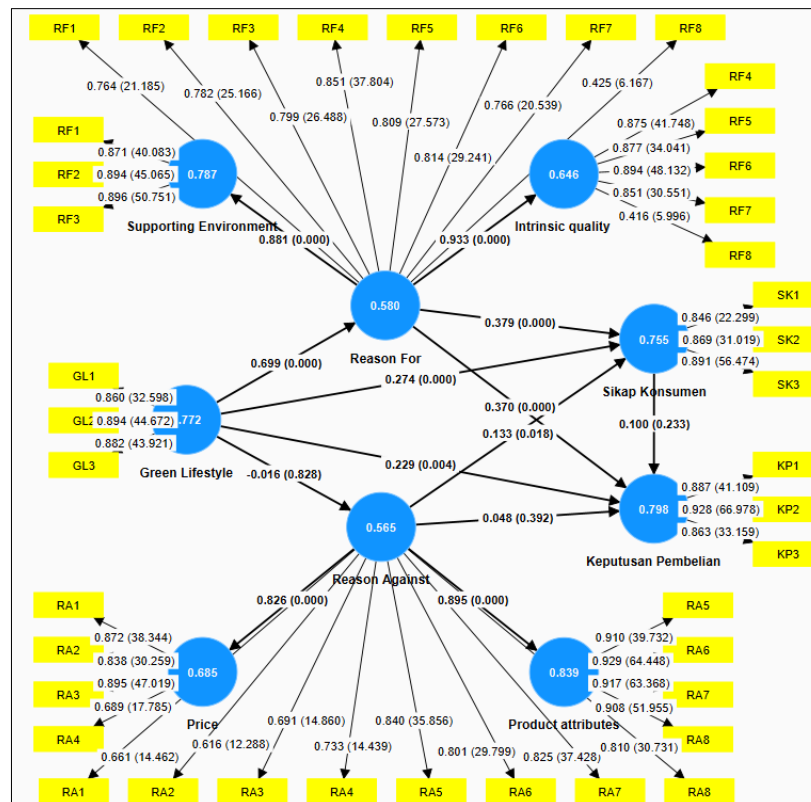


Table 1. AVE Value

Variables	Dimension	AVE
Green Lifestyle		0.772
Reason For	Supporting the Environment	0.787
	Intrinsic quality	0.646

Reason Against	Price	0.685
	Product attributes	0.839
Consumer Attitudes		0.755
Buying Decision		0.787

Figure 2 and Table 1 present the results of discriminant validity testing. An AVE value greater than 0.50 indicates that the measurement instruments used in this study are valid. The Green Lifestyle variable has an AVE of 0.772, which meets the validity standard. The Reason For variable consists of two dimensions: Supporting the Environment (AVE = 0.787) and Intrinsic Quality (AVE = 0.646). The Reason Against variable includes Price (AVE = 0.685) and Product Attributes (AVE = 0.839). Furthermore, the Consumer Attitudes variable has an AVE of 0.755, while the Buying Decision variable shows an AVE of 0.787. These results confirm that all constructs in this study meet the discriminant validity requirements.

Reliability Test

Table 2. Cronbach's Alpha dan Composite Reliability Value

Variable	Cronbach's Alpha	Composite Reliability
Green Lifestyle	0.853	0.857
Buying Decision	0.873	0.875
Reason For	0.891	0.905
Supporting Environment	0.864	0.865
Intrinsic Quality	0.847	0.890
Reason Against	0.887	0.892
Price	0.843	0.841
Product Attributes	0.936	0.936
Consumer Attitudes	0.838	0.851

Table 2 presents the measurement of reliability using the PLS method through internal consistency reliability. To meet the internal reliability criteria, the composite reliability and Cronbach's alpha values are above 0.70, indicating that the latent variables in this study are consistent and reliable.

Inner Model

Table 3. Structural Model

Variable	R-Square	R-Square Adjusted
Buying Decision	0.391	0.379
Reason For	0.489	0.486
Supporting Environment	0.776	0.775
Intrinsic Quality	0.870	0.870
Reason Against	0.000	-0.005
Price	0.682	0.681
Product Attributes	0.800	0.799
Consumer Attitudes	0.388	0.378

Table 3 presents the R-squared test results. The Purchase Decision variable has an R-square value of 0.391, which falls into the medium category. This indicates that the model explains 39.1% of the variance in purchase decisions, while the remaining variance is influenced by factors outside the model. The Reason For variable has an R-square value of 0.489, also categorized as medium, meaning that 48.9% of its variability can be explained by the model.

For the Supporting Environment variable, the R-square value is 0.776, placing it in the strong category, with the model explaining 77.6% of the variance. The Intrinsic Quality variable shows an R-square value of 0.870, which also falls into the strong category, indicating that the model explains 87% of its variation.

In contrast, the Reason Against variable has an R-square value of 0.000, suggesting that the model does not significantly explain this construct. Within its dimensions, the Price variable has an R-square value of 0.682, categorized as strong, meaning that 68.2% of price variation is explained by the model. The Product Attributes variable records an R-square value of 0.800, which is considered very strong, with the model accounting for 80% of its variation.

Finally, the Consumer Attitude variable has an R-square value of 0.388, which is in the medium category, showing that the model explains 38.8% of the variance in consumer attitudes.

Goodness of Fit (GoF)

Table 4. Goodness of Fit (GoF)

Variable	AVE	R ²
Consumer Attitudes	0.755	0.388
Reason For	0.580	0.489
Reason Against	0.565	0.000
Buying Decision	0.798	0.391
Average Value	0.674	0.317
GoF = $\sqrt{0.674 \times 0.317} = 0.462$		

Table 4 presents the goodness-of-fit (GoF) results. Based on the calculations, the GoF value in this study is 0.462. This value falls into the large category, indicating that the research model has a strong fit and is able to represent the empirical data well in line with the applied theoretical framework.

Hypothesis Testing

Table 5. Summary of hypothesis test results

	Hypothesis	Path	T-Statistics	P Value	adverb
H1	Green Life Style → Buying Decision	0.229	2.867	0.004	Rejected
H2	Consumer Attitudes → Buying Decision	0.100	1.193	0.233	Rejected
H3	Green Life Style → Consumer Attitudes	0.274	3.676	0.000	Accepted
H4	Green Life Style → Reason For	0.699	16.196	0.000	Accepted
H5	Green Life Style → Reason Against	-0.016	0.217	0.828	Accepted
H6	Reason For → Consumer Attitudes	0.379	5.035	0.000	Accepted
H7	Reason Against → Consumer Attitudes	0.133	2.360	0.018	Accepted
H8	Reason For → Buying Decision	0.370	4.467	0.000	Accepted
H9	Reason Against → Buying Decision	0.048	0.856	0.392	Rejected

The results of hypothesis testing are presented in **Table 5**. The analysis shows that Green Lifestyle has a significant positive effect on Purchase Decision ($\beta = 0.229$, $T = 2.867$, $P = 0.004$), indicating that consumers with stronger eco-friendly lifestyles are more likely to buy organic products. Therefore, H1, which proposed a negative effect, is rejected. This finding suggests that a green lifestyle actually promotes, rather than hinders, organic food purchasing behavior.

In contrast, Consumer Attitude does not significantly influence Purchase Decision ($\beta = 0.100$, $T = 1.193$, $P = 0.233$), implying that positive attitudes alone do not necessarily

translate into purchasing actions. As a result, H2 is rejected, highlighting that other factors, such as affordability and accessibility, may play stronger roles in driving actual buying decisions.

The results further demonstrate that Green Lifestyle significantly affects Consumer Attitude ($\beta = 0.274$, $T = 3.676$, $P = 0.000$), confirming that environmentally conscious individuals tend to develop favorable attitudes toward organic food. Accordingly, H3 is accepted. Similarly, Green Lifestyle significantly influences the Reason For buying organic products ($\beta = 0.699$, $T = 16.196$, $P = 0.000$), indicating that eco-conscious individuals are more likely to express strong motivations to purchase sustainable products. Therefore, H4 is accepted.

However, the relationship between Green Lifestyle and Reason Against is found to be insignificant ($\beta = -0.016$, $T = 0.217$, $P = 0.828$), suggesting that an environmentally friendly lifestyle does not necessarily reduce the reasons against purchasing organic products, such as price or limited availability. Thus, H5, which predicted an insignificant negative relationship, is accepted.

The analysis also reveals that Reason For significantly influences Consumer Attitude ($\beta = 0.379$, $T = 5.035$, $P = 0.000$), meaning that the stronger the motivations for buying organic products, the more positive the consumer's attitude becomes, supporting H6. In addition, Reason Against significantly but weakly affects Consumer Attitude ($\beta = 0.133$, $T = 2.360$, $P = 0.018$), confirming that negative considerations (e.g., cost or skepticism) reduce positive attitudes toward organic products, thereby accepting H7.

Furthermore, Reason For significantly affects Purchase Decision ($\beta = 0.370$, $T = 4.467$, $P = 0.000$), demonstrating that strong purchase motivations enhance the likelihood of buying organic food, which means H8 is accepted. Conversely, Reason Against does not significantly affect Purchase Decision ($\beta = 0.048$, $T = 0.856$, $P = 0.392$), showing that negative reasoning does not strongly deter consumers from purchasing organic food; therefore, H9 is rejected.

DISCUSSION

The Influence of Green Lifestyle on Purchase Decisions

The results of the hypothesis testing show that a green lifestyle has a positive and significant effect on organic food purchase decisions, which is contrary to the initial hypothesis that proposed a negative influence. This finding indicates that the higher the level of an environmentally friendly lifestyle adopted by consumers, the greater their tendency to purchase organic food products. Although the direction differs from the hypothesis, this result strengthens the argument that individuals who practice eco-conscious habits are more likely to support sustainable consumption patterns. It also reinforces the core assumption of BRT, which emphasizes that personal values such as sustainability and environmental concern can shape consumer intentions and decisions.

This result is consistent with the study by Wang et al. (2020), which found that an eco-friendly lifestyle is closely related to green purchasing behavior, including organic food. Consumers who are aware of sustainability and the environmental impact of their consumption choices are more motivated to select products that align with these values.

The Influence of Consumer Attitudes on Purchasing Decisions

Analysis using SmartPLS, it was found that consumer attitudes toward organic food products do not have a significant influence on purchase decisions. Within the framework of BRT, attitudes are categorized as global motives that are expected to mediate the

influence of individual reasons on consumer intentions and behavior. However, BRT also highlights that specific reasons, both for and against, can directly affect decisions, sometimes overriding attitudes when strong barriers such as price, product availability, or other dominant preferences are present (Westaby, 2005).

These findings are consistent with results by Ahmad et al. (2025), which reported that although attitudes toward organic products are often positive, they do not always translate into actual purchases. Many consumers express favorable views of organic food, yet remain hesitant to buy due to price constraints or perceived uncertainty about product quality.

The Influence of Green Lifestyle on Consumer Attitudes

The results of the SmartPLS analysis show that a green lifestyle has a significant effect on consumer attitudes toward organic food. This finding indicates that the higher the level of an individual's environmentally friendly lifestyle, the more positive their attitude will be toward the consumption of organic food products. Within the framework of BRT, green lifestyle represents the foundation of positive reasons (reasons for) that shape attitudes toward a particular action, in this case, organic food consumption. This suggests that adopting an environmentally friendly lifestyle is a key driver in the formation of positive attitudes, as individuals perceive such actions to be consistent with their personal values and identities in preserving the environment.

The Influence of Green Lifestyle on the Reason For

The results of the PLS analysis show that a green lifestyle has a significant and positive influence on the reason for, which represents the factors that encourage consumers to purchase organic food products. This implies that the higher a person's level of eco-friendly lifestyle, the stronger their reasons for buying organic food, such as concern for health, environmental sustainability, and the desire to avoid synthetic chemicals. Within the framework of BRT, a green lifestyle stimulates the emergence of positive beliefs that strengthen intentions to purchase products aligned with these values. In other words, consumers who consistently apply eco-friendly principles in their daily lives are more likely to form rational and emotional justifications that reinforce their decision to buy organic food.

This finding is also supported by Rivera and Barcellos-Paula (2024), who reported that green self-identity significantly influences attitudes and purchase intentions toward environmentally friendly products, including organic food. The study emphasized that consumers who identify themselves as environmentally conscious are more likely to develop strong reasons for choosing sustainable and eco-friendly products as an expression of their personal values. Thus, a green lifestyle not only reflects consumption patterns but also serves as a foundation in shaping the reason for organic food purchases.

The Influence of Green Lifestyle on the Reason Against

The results of the data analysis using SmartPLS show that the influence of a green lifestyle on the reason against is not significant. This indicates that adopting a green lifestyle does not directly reduce the reasons for not purchasing organic food products among the respondents in this study. Within the framework of BRT, consumer behavior is shaped by two types of reasoning, reasons for and reasons against. Ideally, individuals who adopt a green lifestyle and demonstrate environmental concern are expected to have fewer reasons to reject eco-friendly products such as organic food. However, the results of this study reveal that a green lifestyle does not significantly affect reason against, meaning that the practice of eco-friendly habits does not directly eliminate barriers to purchasing organic food.

These findings are consistent with previous studies, such as [Barbarossa and De Pelsmacker \(2016\)](#), which showed that consumers with high environmental awareness tend to perceive fewer barriers to purchasing eco-friendly products. Nevertheless, in this study, the absence of a significant relationship suggests that factors beyond lifestyle, such as price, accessibility, and perceived quality, may still dominate the formation of reason against organic food purchases.

The Influence of Reason for n Consumer Attitudes

The results of the analysis show that the reason for has a significant effect on consumer attitudes. This finding supports the hypothesis that the more reasons encouraging individuals to adopt a green lifestyle, specifically through consuming organic food, the more positive the attitudes formed toward this behavior. Within the framework of BRT, individual reasons act as a bridge between personal values and attitudes toward a particular action. In other words, strong justifications can reinforce and shape a person's attitude toward an object or behavior, in this case, the consumption of organic food. When individuals perceive that purchasing organic food aligns with their health, sustainability, or ethical values, they are more likely to develop favorable attitudes ([Westaby, 2005](#)).

The Influence of Reason Against on Consumer Attitudes

The results of the PLS analysis show that the reason against variable has a significant negative influence on consumer attitudes. This indicates that the stronger the consumers' reasons for not purchasing organic food, such as perceptions of high prices, limited accessibility, or the belief that organic products are not substantially different from conventional ones, the more negative their attitudes toward organic food tend to be. These findings align with the framework of BRT, which explains that reasons against function as cognitive justifications that can weaken positive attitudes toward a behavior, even when consumers simultaneously hold reasons for. Such negative justifications often act as psychological barriers that hinder the formation or maintenance of favorable attitudes ([Westaby, 2005](#)).

Empirical evidence supports this conclusion. Research has shown that reasons against, such as high costs, doubts about product quality, and inconvenience in obtaining organic products, significantly diminish positive attitudes toward green consumption. In urban contexts, price sensitivity and the perception of limited added benefits compared to conventional products are frequently identified as key barriers to the development of favorable attitudes toward organic food ([Prathansong & Kananurak, 2023](#)). Thus, this study confirms that the stronger the reasons against perceived by consumers, the weaker their positive attitudes toward organic food.

The Influence of Reason for Purchase Decisions

The results of the analysis indicate that the reason for the variable has a significant positive influence on organic food purchase decisions. This suggests that the stronger consumers' reasons for purchasing organic products, the higher their likelihood of actually making a purchase. Within the framework of BRT, reasons for represent explicit justifications that individuals use to support or reinforce their intentions and behaviors. BRT emphasizes that such reasons do not merely shape attitudes but can also directly drive consumer intentions and actions ([Westaby, 2005](#)).

These findings are consistent with previous research, which highlights that adoption-related reasons, such as environmental benefits, cost efficiency, and practicality, significantly affect consumer decision-making. In the case of organic food consumption, consumers who value sustainability, health, and environmental concerns are more

strongly motivated to engage in purchase behavior (Claudy et al., 2015).

The Influence of Reason Against on Purchase Decisions

The results of the analysis show that reason against has a negative influence on organic food purchase decisions; however, the effect is not statistically significant. This indicates that although barriers such as perceptions of high prices, doubts about quality, or limited product availability exist, they are not strong enough to deter consumers from ultimately purchasing organic food.

Within the framework of BRT, reasons against function as cognitive barriers that can weaken intention and reduce willingness to act. Yet, when their influence is insignificant, it suggests that consumers may already hold a strong commitment to eco-friendly values or other dominant motivations that override these negative considerations (Westaby, 2005).

These findings are consistent with prior studies showing that reasons against are not always decisive in consumer decision-making, particularly when reasons for or positive attitudes carry greater weight (Barbarossa & De Pelsmacker, 2016; Claudy et al., 2015). In this context, the insignificance of Reason Against highlights that consumers who are more educated or inclined toward organic food are likely to downplay such barriers during the purchasing process.

CONCLUSION

This study aims to analyze the influence of green lifestyle, reason for, and reason against on consumer attitudes and purchase decisions of organic food using the BRT approach. The results of the analysis show that the reason for is formed by two dimensions, namely Intrinsic Quality and Supporting the Environment, with Intrinsic Quality contributing the most (loading = 0.933) compared to Supporting the Environment (loading = 0.881). This finding emphasizes that consumers are more motivated to purchase organic food due to personal benefits, particularly health and the natural quality of the products. Meanwhile, the reason against is shaped by Product Attributes (loading = 0.895) and Price (loading = 0.826), with Product Attributes emerging as the main rejection factor. This indicates that consumers tend to avoid organic products not merely because of price, but also due to physical appearance or product characteristics that are perceived as less attractive.

Furthermore, the analysis reveals that a green lifestyle has a positive and significant effect on purchase decisions, contradicting the initial hypothesis that predicted a negative influence; hence, H1 is rejected. Likewise, H2 is rejected because consumer attitudes were found to have no significant effect on purchase decisions, suggesting that even favorable perceptions toward organic food do not necessarily translate into purchasing behavior. However, H3, H4, H5, H6, H7, and H8 are accepted, confirming that green lifestyle positively influences both attitudes and reasons for, while reasons for and reasons against significantly shape consumer attitudes toward organic food. In addition, reason for has a direct positive influence on purchase decisions, while H9 is rejected, indicating that reason against does not significantly reduce purchase intentions.

Theoretically, this study extends the application of BRT in the context of sustainable consumption by emphasizing the importance of reasons for as the primary drivers that shape consumer attitudes and purchasing behavior toward organic products. Practically, the findings provide implications for producers, marketers, and policymakers to highlight the health benefits, product quality, and sustainability aspects in marketing strategies, while simultaneously improving product attributes to make them more appealing.

In summary, the hypothesis testing results show that H1, H2, and H9 are rejected, while H3, H4, H5, H6, H7, and H8 are accepted. These findings reinforce that positive reasoning and a green lifestyle play a more decisive role in shaping attitudes and purchase decisions toward organic food than negative reasoning or general attitudes alone.

LIMITATION

This study has several limitations that should be considered when interpreting the results and developing future research. Data collection was confined to Bali Province, a region with distinctive social norms, cultural values, and strong environmental policies that may not fully represent the diversity of Indonesia's other provinces. Consequently, the generalizability of the findings to broader populations remains limited. Future studies are encouraged to include respondents from multiple regions or conduct cross-provincial comparisons to capture cultural and policy variations that may influence green lifestyle behaviors and organic food purchasing decisions. Longitudinal or mixed-method approaches could also provide deeper insights into how behavioral reasoning evolves across different social and environmental contexts.

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DECLARATION OF CONFLICTING INTERESTS

I confirm that this research was conducted and published without any conflicts of interest. There are no financial or personal ties to individuals or organizations that could have affected the results or interpretations of this study. The conclusions are drawn entirely from the research data and objectives. Should any potential conflicts of interest arise in the future, they will be disclosed accordingly.

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