



ANTECEDENTS OF HEALTHY FOOD PURCHASE INTENTION AMONG LOCAL GEN-Z TOURISTS IN BALI

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ABSTRACT

The growing public awareness of healthy eating patterns in Indonesia has driven the consumption of organic foods and environmentally friendly products. However, despite this rising trend, not all consumers have a strong intention to purchase healthy foods. This study aims to analyze the influence of environmental concern, food quality, health consciousness, and media exposure on the intention to purchase healthy food, with subjective norm as a mediating variable. A quantitative approach was employed using Structural Equation Modeling Partial Least Square (SEM-PLS), involving 140 domestic tourists who had visited Bali, selected through purposive sampling. The research instrument was adapted from previously validated standardized scales. The analysis results show that all four independent variables significantly affect subjective norm, and subjective norm partially mediates the relationship between environmental concern, food quality, health consciousness, and media exposure with the intention to purchase healthy food. These findings highlight the importance of social influence in shaping Gen Z consumers' intention to buy healthy food. This study offers theoretical contributions to the development of the Theory of Planned Behavior (TPB) and practical insights for marketing strategies of healthy food products based on social and environmental values.

Keywords: gen Z; healthy food; purchase intention; SEM-PLS; subjective norm

INTRODUCTION

Changes in modern lifestyles have significant implications for consumer preferences, including diet. In Indonesia, awareness of the importance of maintaining health through diet has increased significantly in recent years. This development is inseparable from various health campaigns, increased nutritional literacy, and the influence of social media, which has helped shape public perceptions of healthy food. Healthy foods such as organic products, low-sugar foods, plant-based foods, and environmentally friendly products are now increasingly popular choices, especially among the younger generation.

Generation Z (Gen Z), individuals born between 1997 and 2012, is a consumer group highly exposed to digital technology and tends to be concerned with sustainability, health, and global trends. In the context of food consumption, Gen Z shows a high interest in healthy foods, but not all members of this group actually have a strong intention to purchase and consume such foods. This phenomenon indicates a gap between awareness and actual behavioral intentions, which requires further understanding of the psychological and social factors that influence healthy food purchasing intentions among Gen Z.

In the context of tourism, Bali, as a prime destination for both domestic and international tourists, offers interesting dynamics related to healthy food consumption behavior. Many restaurants, cafes, and culinary centers in Bali now offer organic, plant-based, and eco-friendly menus, targeting not only international tourists but also domestic tourists, including Gen Z. Travelers from this generation are not only looking for a vacation experience but also paying attention to healthy lifestyle choices while traveling.

Several factors are thought to play an important role in shaping the intention to purchase healthy food among Gen Z tourists, including: (1) Environmental concern, namely concern about the environmental impact of food products; (2) Food quality, which refers to the perception of freshness, taste, and nutritional content of food; (3) Health consciousness, or individual awareness of the importance of maintaining health through the food consumed; and (4) Media exposure, namely the extent to which individuals are exposed to information about healthy food through digital or traditional media. In addition to these factors, subjective norms are also an important variable that can mediate the relationship between external factors and purchase intentions, due to the influence of the social environment such as peers, family, and public figures.

Based on this background, this study aims to analyze the influence of environmental concern, food quality, health consciousness, and media exposure on the intention to purchase healthy food, with subjective norms as a mediating variable in Gen Z domestic tourists in Bali. The approach used in this study refers to the Theory of Planned Behavior (TPB) framework, which explains that behavioral intention is influenced by attitudes towards behavior, subjective norms, and perceived control. Through this approach, it is hoped that the study can provide theoretical contributions to the development of consumer behavior studies, as well as provide practical input for business actors and marketers in developing healthy food promotion strategies that are more effective and relevant to the social and environmental values upheld by Gen Z.

METHOD

This study uses a quantitative approach with an explanatory research type to examine the influence of environmental concern, food quality, health consciousness, and media exposure on purchase intention or the intention to buy healthy food, with subjective norms as a mediating variable. The population in this study were domestic tourists Generation Z (born 1997–2012) who had visited Bali, with a total sample of 140 respondents selected using a purposive sampling technique. Inclusion criteria included Indonesian citizens aged 13–28 years and had experience or interest in purchasing healthy food while in Bali. Data were collected through an online questionnaire based on a 5-point Likert scale, which was compiled from standardized indicators based on previous research. The research variables included perceptions of the environment, food quality, health awareness, media exposure, social influence, and purchase intention. The data analysis technique was carried out using Structural Equation Modeling based on Partial Least Square (SEM-PLS) using the SmartPLS application. The analysis process included evaluating the outer model for construct validity and reliability, evaluating the inner model for relationships between variables, and testing for mediation. Validity and reliability tests use outer loading values, AVE, CR, and Cronbach's Alpha, while hypothesis testing is carried out using path coefficient analysis, t-statistics, and p-value.

RESULTS AND DISCUSSION

Evaluation of Measurement Model

Based on the analysis results, indicators X1.2 and Z1.1 were removed from the model because their factor loading values were below 0.70, so a model reconstruction was carried out which

can be seen in Table 1.

Table 1.
Research Outer Model Output

Indicator	Loading Factor	Composite Reliability	cronbanch alpha	AVE
X1.1	0.771	1,027	0.882	0.878
X1.3	0.771			
X1.4	0.891			
X1.5	0.826			
X2.1	0.851			
X2.2	0.861	0.885	0.876	0.878,
X2.3	0.791			
X2.4	0.911			
X3.1	0.700			
X3.2	0.946	0.937	0.895	0.709
X3.3	0.900			
X3.4	0.902			
X3.5	0.731			
X4.1	0.760			
X4.2	0.897	0.914	0.904	0.723
X4.3	0.902			
X4.4	0.823			
X4.5	0.863			
Z1.2	0.838			
Z1.3	0.909	0.878	0.852	0.695
Z1.4	0.847			
Z1.5	0.730			
Y1.1	0.792			
Y1.2	0.850	0.859	0.842	0.676
Y1.3	0.817			
Y1.4	0.829			

Source: Primary data processed 2025

The loading factor after model reconstruction found that all indicators had values above 0.70 (Hair et al. 2022), indicating valid indicators. The variables of environmental concern, food quality, health consciousness, media exposure, subjective norm, and green purchase intention had composite reliability and Cronbach's alpha values above 0.80, indicating that all indicator items had fairly high consistency (reliability). The R2 value for the subjective norm variable was 0.438, meaning that only 43.8 percent of subjective norm was influenced by environmental concern, food quality, health consciousness, and media exposure. The remaining 56.2 percent was influenced by other variables outside this study.

Table 2.
Discriminant Validity

Connection	Heterotrait-Monotrait Ratio (HTMT)
Food Quality (X2) <-> Environmental Concern	0.651
Green Purchase Intention (Y) <-> Environmental Concern	0.539
Green Purchase Intention (Y) <-> Food Quality	0.741
Health Consciousness (X3) <-> Environmental Concern	0.685
Health Consciousness (X3) <-> Food Quality	0.498
Health Consciousness (X3) <-> Green Purchase Intention	0.591
Media Exposure (X4) <-> Environmental Concern	0.569
Media Exposure (X4) <-> Food Quality	0.704
Media Exposure (X4) <-> Green Purchase Intention (0.730
Media Exposure (X4) <-> Health Consciousness	0.555
Subjective Norm (Z) <-> Environmental Concern	0.342
Subjective Norm (Z) <-> Food Quality	0.577
Subjective Norm (Z) <-> Green Purchase Intention	0.717
Subjective Norm (Z) <-> Health Consciousness	0.529
Subjective Norm (Z) <-> Media Exposure	0.654

Source: Primary data processed 2025

Recently, researchers have recommended reporting HTMT over Fornell and Lacker because HTMT's ability to detect discriminant validity is better (Hair et al., 2022). Based on the results of the analysis, discriminant validity in this study shows that the HTMT value is below 0.90.

Structural Model Evaluation

Table 3.
Path Coefficients

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Environmental Concern (X1) -> Subjective Norm (Z)	-0.217	1,499	0.134
Food Quality (X2) -> Subjective Norm (Z)	0.246	1,717	0.086
Health Consciousness (X3) -> Subjective Norm (Z)	0.326	2,130	0.033
Media Exposure (X4) -> Subjective Norm (Z)	0.380	2,422	0.015
Subjective Norm (Z) -> Green Purchase Intention (Y)	0.637	8,773	0,000

Source: Primary data processed 2025

Based on Table 3, environmental concern and food quality did not significantly influence subjective norm. This indicates that while both have the potential to increase subjective norm, this increase is not significant. Conversely, health consciousness and media exposure significantly influence subjective norm, meaning that the higher health consciousness and media exposure, the higher subjective norm. This increase in subjective norm ultimately contributes to increased green purchase intention.

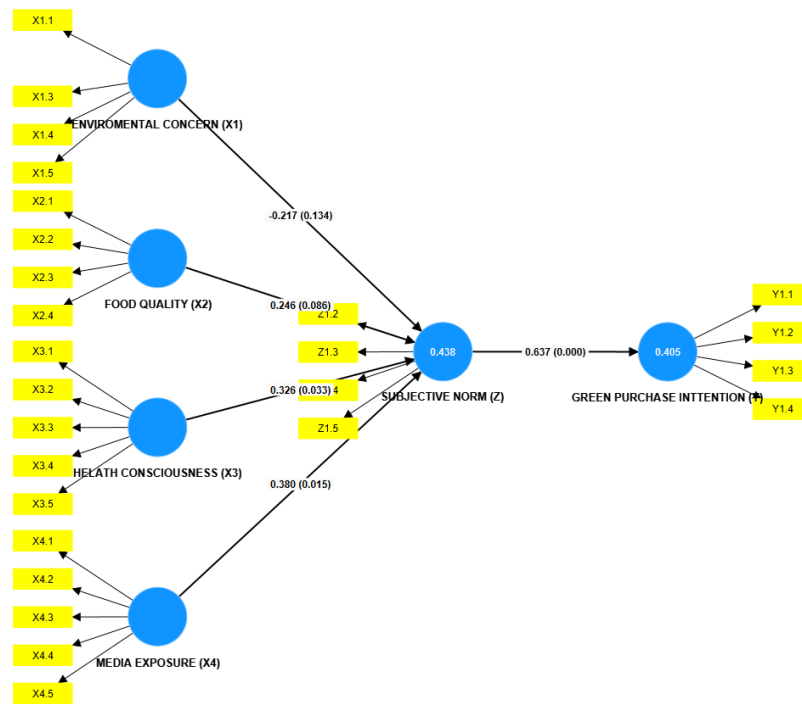


Figure 1. Structural Model Evaluation

Evaluate the goodness of fit and suitability of the model consisting of R square, Q square, SRMR, GoF, and PLS Predict, as follows.

Table 4.
Evaluation of Goodness of Fit and Fit of Model

	Q ² Predict
Green Purchase Intention (Y)	0.402
Subjective Norm (Z)	0.310
	R ²
Green Purchase Intention (Y)	0.405
Subjective Norm (Z)	0.438
	SRMR
SRMR	0.128
Average Communnality * Average R Square (0.7362 X 0.4215 = 0.310)	GoF
	0.310
	RMSE
Green Purchase Intention (Y)	0.812
Subjective Norm (Z)	0.865

Source: Primary data processed 2025

Based on Table 4, the Q² Predict value for green purchase intention is 0.402 and subjective norm is 0.310. According to the criteria (Hair et al., 2022), if the Q² value is above 0, it can be said that the model has predictive relevance. Therefore, the green purchase intention and subjective norm models show that the model has predictive relevance and has predictive accuracy approaching high. The R² value for the green purchase intention variable is 0.405, meaning that only 40.5 percent of green purchase intention is influenced by environmental concern, food quality, health consciousness, subjective norm, and media exposure. The remaining 59.5 percent is influenced by other variables outside this study. The average variance

extracted value for all research variables is more than 0.50. The SRMR value is 0.128 < 0.10, referring to Karin Schermelleh et al. (2003), if this value is between 0.08 - 0.10 it is still acceptable. It can be concluded that the proposed model is suitable/close to the empirical data, the estimated results of the model correlation matrix are close to the empirical data correlation matrix.

Table 5.
PLS Predict

	Q ² predict	PLS-SEM RMSE	PLS-SEM MAE	LM RMSE	LM MAE
Y1.1	0.259	0.793	0.606	1,076	0.764
Y1.2	0.232	0.870	0.655	1,144	0.835
Y1.3	0.317	0.884	0.662	1,183	0.836
Y1.4	0.245	1,085	0.849	1,273	0.938
Z1.2	0.161	0.985	0.760	1,006	0.815
Z1.3	0.302	0.918	0.706	1,118	0.865
Z1.4	0.290	0.951	0.743	1,213	0.982
Z1.5	0.088	1,190	0.914	1,247	0.942

Source: Primary data processed 2025

Based on table 5, the Q²_predict value in all indicators is greater than 0, which means the PLS model has predictive relevance. PLS-SEM_RMSE is smaller than LM_RMSE for all indicators, indicating that the PLS model provides better predictions than linear regression. PLS-SEM_MAE < LM_MAE, confirming that the PLS model is more accurate in prediction. It can be concluded that the PLS model used in this study has better predictive ability than the linear regression model, so it can be said to be superior in predicting variables Y1 and Z1.

1. The Influence of Environmental Concern on Subjective Norm

Based on the analysis, Environmental Concern has a negative and insignificant effect on Subjective Norm. This means that there is a tendency that the higher a person's concern for the environment (Environmental Concern), the lower their perceived subjective norm (Subjective Norm). However, this relationship is not strong or consistent enough to be concluded as statistically significant. The results of this study align with research conducted by Kim et al. (2020), which found that subjective norm was not influenced by environmental concern. This suggests that other factors may be more dominant in influencing organic food purchasing decisions.

2. The Influence of Food Quality on Subjective Norms

Based on the analysis, food quality has a positive but insignificant effect on subjective norm. There is a tendency that the higher the food quality, the higher the subjective norm perceived by a person. However, this relationship is not strong or consistent enough to be considered statistically significant. These results are inconsistent with research by Garcia et al. (2021), which showed that subjective norm is influenced by food quality. These results suggest that social norms can influence perceptions of food quality and ultimately affect purchase intentions.

The Influence of Health Consciousness on Subjective Norm

Based on the analysis, health consciousness has a positive and significant effect on subjective norm. The higher a person's health awareness (health consciousness), the higher their perceived subjective norm (subjective norm). This relationship is statistically strong and not a coincidence. These results align with research by Smith et al. (2021), which showed that subjective norm is influenced by health awareness and intention to purchase organic food. These findings indicate that social pressure from the environment can influence healthy food purchasing decisions.

3. The Influence of Media Exposure on Subjective Norms

Based on the analysis, media exposure has a positive and significant effect on subjective norm. The more frequently a person is exposed to media (Media Exposure), the higher their perceived subjective norm. This relationship is statistically strong and does not occur by chance. This is in line with research by Brown and Jones (2020), who found that subjective norm is also influenced by media exposure about healthy food. These results suggest that recommendations and influence from those closest to them can play a significant role in healthy food purchases.

4. The Influence of Subjective Norm on Green Purchase Intention

Based on the analysis, subjective norm has a positive and significant effect on green purchase intention. The higher a person's perceived subjective norm, the greater their intention to purchase environmentally friendly products (Green Purchase Intention). This relationship is statistically strong and does not occur by chance. This is in line with research by Smith et al. (2021), which showed that subjective norm mediates the relationship between health awareness and intention to purchase organic food. This finding indicates that social pressure from the environment can influence healthy food purchasing decisions.

CONCLUSION

1. Environmental Concern has a negative and insignificant effect on Subjective Norm. There is a tendency that the higher a person's concern for the environment (Environmental Concern), the lower their perceived subjective norm.
2. Food quality has a positive but insignificant effect on subjective norms. There is a tendency that the higher the food quality, the higher the subjective norm a person feels.
3. Health Consciousness has a positive and significant effect on Subjective Norm. The higher a person's health awareness (Health Consciousness), the higher their perceived subjective norm (Subjective Norm).
4. Media exposure has a positive and significant effect on subjective norms. The more frequently a person is exposed to media (Media Exposure), the higher their perceived subjective norms.
5. Subjective norm has a positive and significant influence on green purchase intention. The higher a person's perceived subjective norm, the greater their intention to purchase environmentally friendly products (Green Purchase Intention).

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