Abstract

Objective. This study was conducted to determine the role of demographic and psychographic (behavior and attitude) variables towards organic food of shoppers in three selected grocery stores in South Jakarta. The objective of the study was accomplished through research that was adapted from the study by Tsakiridou, Boutsouki, Zotos, and Mattas (2008) done in Greece.

Methods. Adapting the method by Tsakiridou, Boutsouki, Zotos, and Mattas (2008), the questionnaires were distributed to 300 samples of grocery shoppers within the area of South Jakarta and its surroundings. Data were then analyzed using cross tabulation, Chi-Square analysis, and mean value analysis with non parametric tests (Mann-Whitney and Kruskal-Whallis).

Results. 300 questionnaires were returned. Out of the demographic variables; gender, age, residence, occupation, income, expense, children, children age, purchasing place, products preference, buying motives, duration of consumption and buying frequency were significantly associated to organic attitudes.

Conclusion. Attitudes and behavior were associated with demographic. However not all demography aspects were associated with both attitudes and behavior. Income and occupations were found to be significant factors in determining the role of demography versus attitudes; demography aspects such as gender, occupation, age, education, income, and household were found to be associated with behavior in determining the role of demography versus behavior; finally, buyer/non buyer, duration of consumption, and frequency of buying were associated with behavior in determining the role of attitude versus behavior. Health concern was found to be the strong motive for consumers to buy organic food, while price was the barrier to keep consumers for buying organic food.

Key words. Organic, Eco-friendly, environmental support, South Jakarta, Indonesia, consumer, purchase behavior, consumer attitudes, demography.