

## V. CONCLUSIONS AND IMPLICATIONS

### A. Conclusion

1. Health consciousness has a positive influence on consumers' attitude towards the organic food.
2. Environmental consciousness has a positive influence on consumers' attitude towards the organic food.
3. Attitude has a positive influence on the consumers' intention to purchase the organic food.
4. Subjective norm has no influence on the consumers' intention to purchase the organic food.
5. Perceived behavioral control has no influence on the consumers' intention to purchase the organic food.
6. Intention has a positive influence on the consumers to purchase the organic food.

### B. Implication

As an effort to increase the consumers' actual behavior to purchase the organic food, marketers of the organic foods need to make priority on the consumers' health and environmental consciousness, their attitude and intention. The ways can be done by implement the appropriate marketing strategy in create and increase the consumers' awareness about organic foods in their mind to take eventual purchase decision. Increase the consumers' needs and desires for healthy

food and to deliver carefully prepared messages to target consumer has given a major role in the marketing programs. On the other hand, it needs the maintain and strengthen the consumers' behavior who have the high level of loyalty to consume and purchase the organic foods.

Refers to the limitations of this study, further research need to choose and add the number of respondents that in practically can be implemented the probability sampling method, needs to consider using the other methods of data collection, such as interview and observation. Further researcher also need to extend studies and develop the research model by incorporate the other independent (consumers' knowledge about organic food and moderator variable, for example promotion and lifestyle.

