

## A SYSTEMATIC LITERATURE REVIEW : DETERMINANTS OF CONSUMER BEHAVIOUR IN PURCHASING ORGANIC VEGETABLES

Khotimatul Barki<sup>1</sup>

<sup>1</sup>Student of Postgraduate Program of Agribusiness, Faculty of Animal and Agricultural Science, Diponegoro University, Semarang, ID  
khotimatulbarki@students.undip.ac.id

Malinda Aptika Rachmah<sup>\*2</sup>

<sup>2</sup>Lecturer of Agribusiness, Faculty of Agriculture, Jenderal Soedirman University, Purwokerto, ID  
malinda.aptika@unsoed.ac.id

---

### ABSTRACT

Healthy lifestyle changes have become a trend in modern society. People prefer to consume organic products including organic vegetables. Changes in people's lifestyles strengthen consumer interest in organic products which influences consumer behavior in consuming organic vegetables. This research aims to 1) determine methods regarding consumer behavior in purchasing organic vegetables, 2) determine consumer behavior in decisions to purchase organic vegetables, and 3) find out the factors that influence consumer behavior in purchasing decisions about organic vegetables. The method in this research uses a Systematic Literature Review Study with PRISMA (Preferred Reporting Items for Systematic Review and Meta-Analysis). Articles are obtained through publication or perish, which is then filtered according to the research concept. Articles are selected according to the keywords used in the research and explained according to the research problem formulation and documentation is carried out. The research results showed that 1) the most frequently used data analysis technique is logistic regression analysis, 2) consumer behavior in purchasing decisions about organic vegetables is influenced by several determinant factors including cultural factors, social factors, personal factors, and psychological factors, 3) the most important factors. Influencing consumer behavior in purchasing organic vegetables are personal factors. Knowing in more detail the factors that influence consumer behavior towards purchasing decisions about organic vegetables, can be used as a reference for designing efficient marketing strategies for the organic vegetable market.

**Keywords:** Attitudes, consumer behavior, lifestyle, purchasing decisions

---

### INTRODUCTION

There has been a significant shift in people's lifestyles towards healthy lifestyles and has become a trend nowadays, especially in the "new normal" era. Consumers tend to consume organic products, including organic vegetables, due to increasing public awareness of health and the desire to consume products that are more natural and free from commonly found pesticides and chemicals (Cypert et al., 2019). Consumers who

adhere to a healthy lifestyle also care more about product quality, including product freshness, nutrition, taste, color, and appearance of organic vegetable products. Organic vegetables are considered to have better taste, nutrition, and freshness than non-organic vegetables (Rasmikayati et al., 2022).

One important component in changing people's lifestyles is awareness of environmental impacts. Consumers who are more concerned about the environment support sustainable and environmentally friendly agricultural practices, which are often related to organic vegetable production (Hermansyah & Kusno, 2022); Consumer lifestyle greatly influences consumer decisions about what they buy. The organic vegetable market has developed as a result of increasing consumer interest in organic products (Murya & Sunaryanto, 2020). Therefore, as an effect of the lifestyle shift towards a healthier lifestyle, consumers are more likely to choose organic vegetables to improve their health and support sustainable agriculture. The change in healthy lifestyles has strengthened the trend of increasing demand and consumption of organic vegetables among the public. In a situation like this, it is very important to conduct an in-depth study of the factors that influence consumer behavior in purchasing organic vegetables and how this understanding can help to create effective organic vegetable marketing strategies to increase the growth of the organic vegetable market.

## LITERATUR REVIEW

### Consumer behavior

One of the important things that must be considered in business is consumer behavior. By knowing consumer behavior, companies or producers can determine and design appropriate marketing strategies and distribution channels. By knowing consumer behavior, you can determine what to buy, where to buy, when to buy, and how much to buy (Siringoringo, 2004 in Putri et al., 2022). Michael Solomon, Gary Bamossy, and Soren Askegaard (2006) in Cholilawati & Suliyanthini (2021) state that consumer behavior is the study of the processes involved by individuals or groups of consumers in selecting and using resources to fulfill their needs and desires. Consumer desires can be determined by knowing consumer behavior when buying organic vegetables (Fauzi & Yuliawati, 2020).

### Consumer Behavior Factors

According to Kotler (2006) in Rakasyifa & Mukti (2020), several factors that influence consumer behavior are cultural factors, social factors, psychological factors, and personal factors. Cultural factors influence a person's behavior in acting. References from family or relatives can influence consumer purchasing decisions (Shelviana et al., 2019). Environmental forces influence psychological factors consisting of perception, motivation, beliefs, and attitudes (Pratama et al., 2021). The personality of the consumer is the main thing in consumer psychology (Rakasyifa & Mukti, 2022). Personal factors are the psychological characteristics of each consumer which are different from other consumers and influence the response in the decision to purchase a product. The level of importance of these factors will change according to the diversity of consumer behavior due to education, employment, age, income, social status, and other factors. Consumers are also influenced by personal factors when purchasing organic vegetables. Consumer

psychological characteristics influence consumer decisions regarding product quality, taste, price, and health according to consumer tastes (Shelviana et al., 2019).

## RESEARCH METHOD

This research method is to collect literature to be used as a literature review or reference in descriptive research. This research method is a systematic review of literature that aims to formulate a problem, collect some literature, review and evaluate the relevance of the data, and analyze and interpret relevant data. In this research, the SLR (Systematic Literature Review) method was used with PRISMA (Preferred Reporting Items for Systematic Review and Meta-Analyses). A systematic Literature Review is some literature that is appropriate to the research question so that it can answer all existing problems (Triandini et al., 2019).

The first step to take is to look for articles related to consumer behavior. To find relevant articles regarding consumer behavior, a search is carried out in the article database using the "publish or publish" application. The search yielded 507 articles. The second step is to filter the data based on the specified research format. Articles published are articles from 2019-2023, articles in Indonesian, and articles that meet the specified keywords. The keywords used are factors, consumer behavior, consumer decisions, organic vegetables, and lifestyle. The writing team removed irrelevant articles and duplicate articles, namely the same records in two or more databases. This procedure yielded 19 relevant articles. Third, the step taken is to carry out an analysis with articles that have been previously filtered. Each article is manually screened for consumer behavior. Articles were analyzed to identify the research focus, research design, and findings in the articles. The main objective of this research is to map knowledge related to consumer behavior and to explore the extent of issues or factors that can influence consumer behavior in purchasing a product. To achieve this goal, this research develops supporting categories and analyzes the complete text to identify related consumer behavior. The research questions in this research are:

**RQ 1:** what is consumer behavior in purchasing organic vegetables?

**RQ 2:** what are the factors that influence consumer behavior?

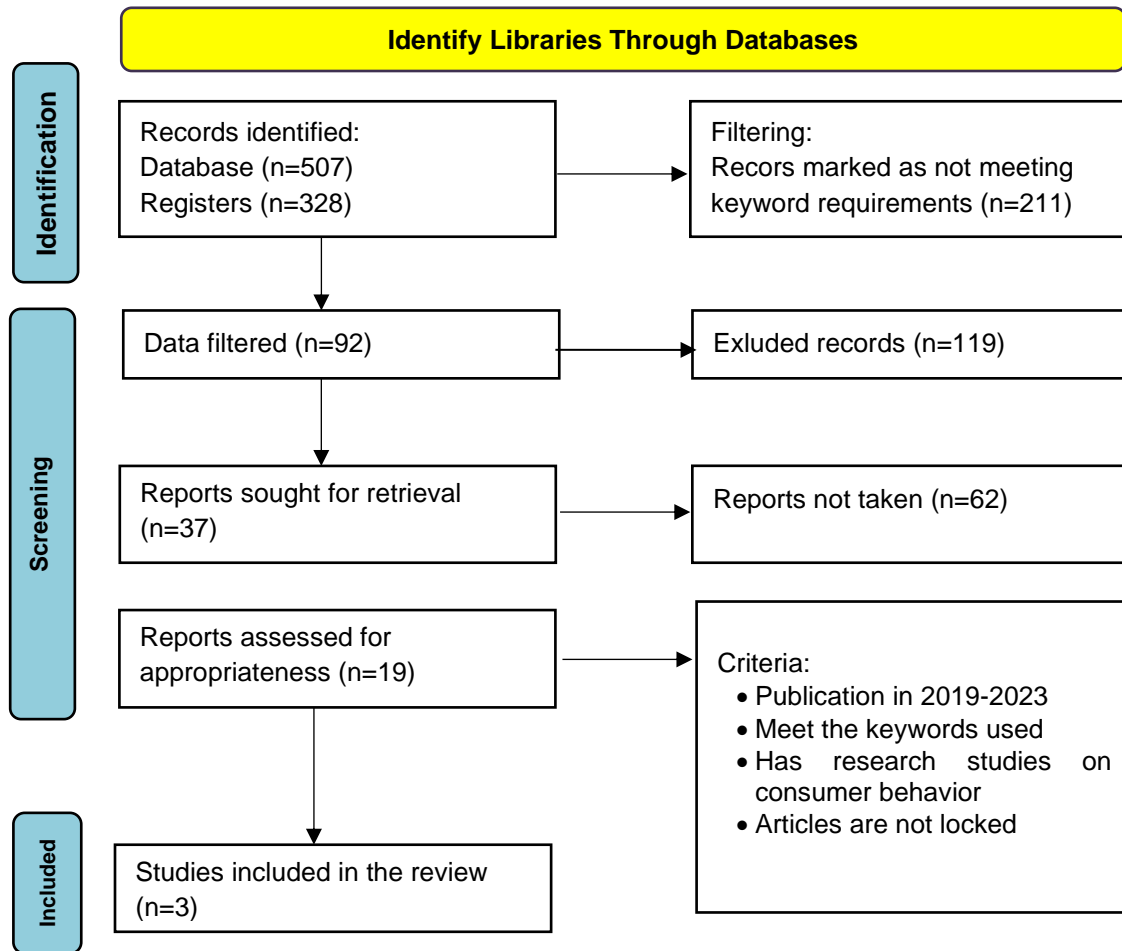
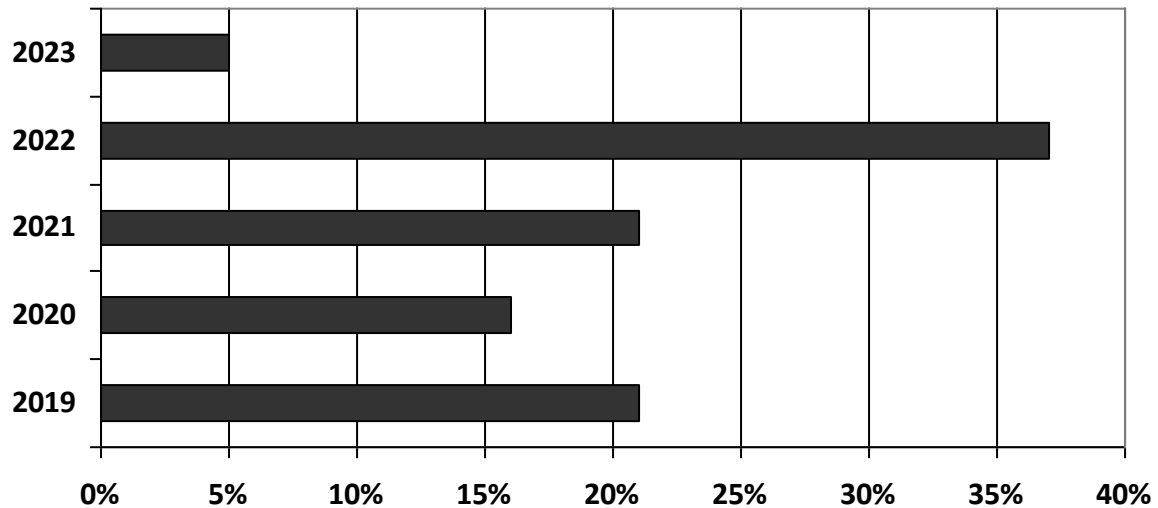


Figure 1. PRISMA Method  
Source: Research Primary Data, 2023.

## DATA ANALYSIS AND DISCUSSIONS

### Number and Year of Publication

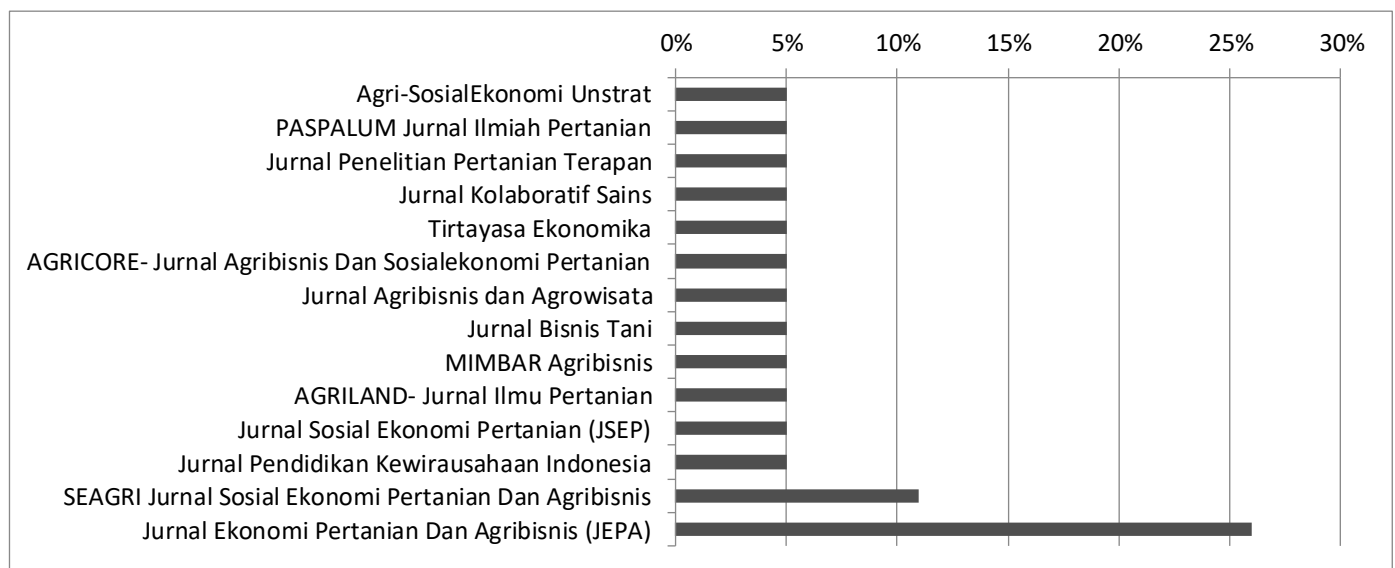
From the research results, it was found that many studies were interested in discussing consumer behavior in consuming organic vegetables. Until now, many universities and even researchers have conducted research on this topic. Classification based on the year of publication indicates that researchers are highly interested in reviewing consumer behavior. Research conducted over the last five years, namely in 2019, 4 articles were found (21%), in 2020, 3 articles were found (16%), in 2021, 4 articles were found (21%), in 2022, 7 articles were found. (37%) and in 2023 there will be 1 article (5%).



Graph 1. Year of Publication  
Source: Research Primary Data, 2023.

### Journal Grouping

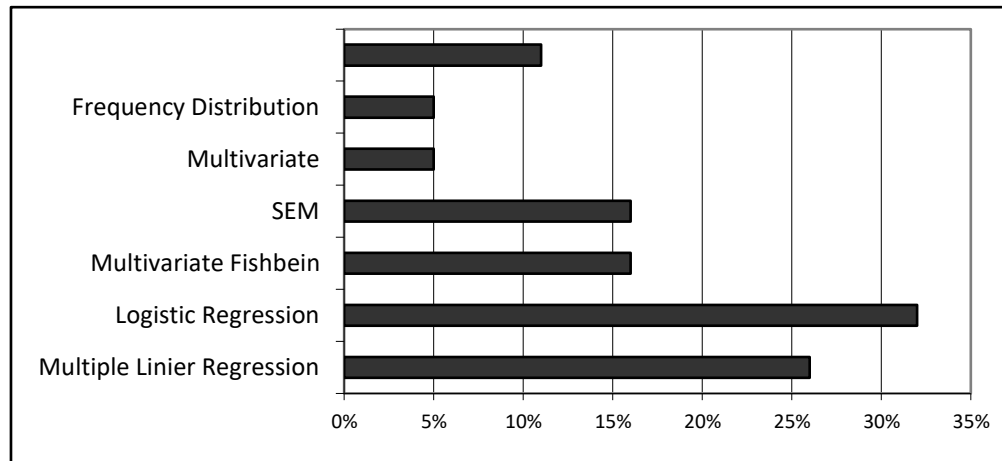
The results of the article search carried out were by taking 19 journals that were relevant to the predetermined research criteria, journals published in 2019-2023, and consumer behavior toward purchasing organic vegetables. Articles are then grouped into several journal types. The most articles were obtained from Jurnal Ekonomi Pertanian dan Agribisnis (JEPA), namely 5 articles or 25%, and in the SEAGRI journal - agricultural and agribusiness socio-economic journal, 2 articles (11%). The results of the journal grouping obtained can be seen in the following graph:



Graph 2. Data Analysis Techniques  
Source: Research Primary Data, 2023.

### Data Analysis Technique

Based on the filtering of articles used in the research, the results obtained were articles that discussed consumer behavior in consuming organic vegetables, namely the journal paper category based on data analysis. The research results show that the research used a survey method (100%) while the data analysis that is often used in relevant research is logistic regression analysis (32%), multiple linear regression analysis (26%) with the help of SPSS, Fishbein multiattribute analysis (16%), Structural Equation Modeling (SEM) analysis (16%), crosstab analysis (5%), multivariate analysis (5%) and analysis with frequency distribution (11%).



Graph 3. Data Analysis Techniques  
Source: Research Primary Data, 2023.

### QR 1: Consumer Behavior in Purchasing Organic Vegetables

The results of the analysis show that 31% of all studies explain that lifestyle has had a significant impact on consumer behavior in purchasing organic vegetables. Today's healthy lifestyle demands awareness of what consumers consume (Cypert et al., 2019). Today's consumers want more natural foods, free from residues and chemicals. Organic vegetables offer products that are more natural and free from chemicals to meet the needs of consumers who are looking for food that suits the healthy lifestyle they are living (Rasmikayati et al., 2022).

Consumers who adopt a healthy lifestyle also care more about product quality aspects. Consumers value product appearances more, such as product freshness or quality, product diversity, nutrition, taste, color, and appearance. Consumer motivation regarding awareness of consuming healthy food and awareness of environmental impacts also influences consumer behavior (Vista et al., 2021; Mursyidah et al., 2021). Consumers who care about the environment support sustainable and environmentally friendly agricultural practices. A healthy lifestyle encourages consumers to choose organic vegetables to achieve better health and support sustainable agriculture. Consumer behavior in purchasing organic vegetables is influenced by several factors and is reinforced by trends so that the demand and market for organic vegetables increase in modern society (Hermansyah & Kusno, 2022).

Overall (100%) of the studies state that consumer behavior is also influenced by price, product quality, product appearance, product cleanliness, durability, packaging, consumer knowledge, age, and income, as well as promotions. Effective promotional efforts demonstrate the benefits that a product can attract consumers to buy it. Competitive prices, attractive appearance, diversity of vegetables, and eye-catching packaging can attract consumers (Ermiati et al., 2021; Marwanto et al, 2022). Packaging that maintains product freshness and shows health and environmental benefits can also attract consumers. Buyer decisions can also be influenced by competitive prices, and easy access to obtain the product (Sakoikoi & Priyanto, 2019). Affordable and competitive prices can be a reason for many people to choose organic vegetables so in this study the results were obtained that price is the factor that has the most influence on consumer behavior in consuming organic vegetables.

Diverse consumer behavior in purchasing organic vegetables can be used as a basis for creating effective marketing strategies. By understanding variables such as price, location, product, and promotion, it will be easier for producers to determine and develop marketing strategies for organic vegetables (Putra & Suherman, 2020). Manufacturers must combine price, location, product, and promotion strategies that suit the lifestyle of modern society and emphasize matching with consumer needs. By analyzing these consumer behavior factors, producers can direct marketing efforts to meet consumer needs and support the growth of organic vegetable sales. The organic vegetable industry can continue to encourage healthy, sustainable food and support a better environment by using effective and sustainable marketing strategies.

## QR 2: Factors That Influence Consumer Behavior

The results of the research showed that consumer behavior is influenced by several factors including cultural factors, psychological factors, personal factors, and social factors so this influences consumer decisions in purchasing organic vegetables (Kotler, 2006; Hermansyah & Kusno, 2022).

Table 1. Consumer Behavior Factors

Focus	Attribute	Sources
<b>Cultural Factors</b>	Social class, location, facilities, services convenience in Technology, Information, and Communication (ICT)	(Putra & Suherman, 2020); (Vista <i>et al</i> , 2021); (Cypert <i>et al</i> , 2019); (Hardiyanti <i>et al</i> , 2022); (Murya & Sunaryanto, 2020); (Astuti <i>et al</i> , 2019); (Hermansyah & Kusno, 2022); (Sakoikoi & Priyanto, 2019); (Mursyidah <i>et al</i> , 2021); (Fauzi & Yuliawati, 2020).
<b>Social Factors</b>	Reference group environment, health awareness, environmental awareness	(Cypert <i>et al</i> , 2019); (Hardiyanti <i>et al</i> , 2022); (Murya & Sunaryanto, 2020); (Hermansyah & Kusno, 2022); (Mursyidah <i>et al</i> , 2021); (Fiskarina <i>et al</i> , 2023).
<b>Personal Factors</b>	Price, product quality, product appearance, packaging, cleanliness, durability, quality	(Putra & Suherman, 2020); (Vista <i>et al</i> , 2021); (Cypert <i>et al</i> , 2019); (Kurniawan <i>et al</i> , 2021); (Hardiyanti <i>et al</i> , 2022); (Murya &

	of service, cleanliness, packaging, durability, employment, age, income, knowledge, information content, ease of transaction, and promotion	Sunaryanto, 2020); (Astuti <i>et al</i> , 2019); (Hermansyah & Kusno ,2022); (Sakoikoi & Priyanto, 2019); (Rejeki <i>et al</i> , 2022); (Darmawati <i>et al</i> , 2022); (Mursyidah <i>et al</i> , 2021); (Rasmikayati <i>et al</i> , 2022); (Ermianti <i>et al</i> , 2021); (Marwanto <i>et al</i> , 2022); (Pratama <i>et al</i> , 2021); (Fauzi & Yuliawati, 2020); (Sari <i>et al</i> , 2022); (Fiskarina <i>et al</i> , 2023).
<b>Psychological Factors</b>	Motivation, perception, knowledge, beliefs, and attitudes	(Vista <i>et al</i> , 2021); (Cypert <i>et al</i> , 2019); (Kurniawan <i>et al</i> , 2021); (Hardiyanti <i>et al</i> , 2022); (Murya & Sunaryanto, 2020); (Astuti <i>et al</i> , 2019); (Hermansyah & Kusno, 2022); (Sakoikoi & Priyanto, 2019); (Mursyidah <i>et al</i> , 2021); (Pratama <i>et al</i> , 2021); (Fiskarina <i>et al</i> , 2023).

Sumber: Data Primer Penelitian, 2023

The results of the research show that 52% of 19 studies explain that cultural factors have an influence on consumer behavior in purchasing organic vegetables. Social factors (31%), personal factors (100%), and psychological factors (57%) also have a significant influence on consumer behavior. Price factors, product quality, product appearance (color, taste, packaging, cleanliness, durability), service quality, consumer age, consumer income and knowledge as well as ease of transactions and ease of obtaining products are the factors that have the biggest influence on the decision to purchase organic vegetables.

Consumers' perceptions of the health benefits, safety, and quality of organic vegetables can influence their behavior in terms of psychological factors. Customers who truly understand the health benefits of organic vegetables will be more inclined to consume them. Psychological factors, such as taste preferences and personal satisfaction also play a role in purchasing decisions about organic vegetables. Psychological factors include consumer motivation and perception, such as perceptions about the quality, safety, and benefits of organic vegetables, which are also important in decisions to purchase organic vegetables (Pratama *et al.*, 2021). Cultural factors also have a big influence on consumer decisions. Consumers' choices to consume organic vegetables can be influenced by social norms, cultural values, and social class (Putra & Suherman, 2020). According to modern society, if a healthy diet and concern for the environment are highly valued, consumers tend to choose organic vegetables (Rasmikayati *et al*, 2022). Social factors such as influence from family, friends, and other social groups can influence consumers' decisions to buy organic vegetables (Hermansyah & Kusno, 2022). Recommendations from trusted social groups in consumers' social networks can also influence decisions to purchase organic vegetables. Cultural factors, social factors, personal, and psychological factors significantly influence consumer decisions in purchasing organic vegetables. Understanding these dynamics is very important in designing marketing strategies to attract consumers to consume organic vegetables and fulfill consumer preferences (Putra & Suherman, 2020).



## CONCLUSIONS AND SUGGESTIONS

The results of the literature review showed that healthy lifestyles and living trends are triggers for modern society to consume organic vegetables. In the new normal era, people choose to consume healthy food, free of chemicals and residues. Consumer behavior in purchasing decisions about organic vegetables is influenced by cultural factors, social factors, personal factors, and psychological factors. In this case, personal factors have the greatest influence on consumers' purchasing decisions about organic vegetables and the price factor is the attribute that has the most real influence on consumers' decisions in consuming organic vegetables. Knowing the determinant factors that influence consumer behavior in purchasing organic vegetables can help in planning appropriate and sustainable marketing strategies.

## REFERENCES

- Adriani, D., Pratama, Y. R., & Husin, L. (2021). Pergeseran Faktor Psikologi Penentu Keputusan Pembelian (Studi Kasus Sayuran Organik Di Pasar Modern Kota Palembang). *Jurnal Penelitian Pertanian Terapan*, 21(2), 129-146.
- Astuti, E. P., Masyhuri, M., & Mulyo, J. H. (2019). Analisis Sikap Konsumen Pasar Swalayan Terhadap Sayuran Organik. *Jurnal Ekonomi Pertanian dan Agribisnis*, 3(1), 183-194.
- Cholilawati, D. S., & Suliyanthini, D. (2021). Perubahan Perilaku Konsumen Selama Pandemi COVID-19. *Jurnal Pendidikan*, 9(1), 18-24.
- Cypert, K., Prasetyo, E., & Setiadi, A. (2019). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Brokoli Organik Di Pasar Modern Gelael Semarang. *JSEP (Journal of Social And Agricultural Economics)*, 12(2), 67-79.
- Darmawati, M. C., Darmawan, D. P., & Anggreni, I. G. A. A. L. (2022). Faktor-faktor yang Mempengaruhi Keputusan Konsumen Dalam Pembelian Sayuran Organik di Pasar Modern Kota Denpasar. *Jurnal Agribisnis dan Agrowisata ISSN*, 2685, 3809.
- Ermiami, C., Amanah, D., Utami, S., & Harahap, D. A. (2021). Minat Beli Konsumen Terhadap Sayuran Organik Pada Pasar Tradisional Ditinjau Dari Persepsi Harga Dan Sikap Konsumen (Studi Pada Pasar Sambas Medan). *Tirtayasa Ekonomika*, 16(2), 282-295.
- Fauzi, M. I., & Yuliawati, Y. (2020). Perilaku Konsumen dalam Membeli Sayuran Organik PO Sayur Organik Merbabu (Studi Kasus Yogyakarta). *Jurnal Ekonomi Pertanian dan Agribisnis*, 4(4), 752-762.
- Fiskarina, E., Sendow, M. M., & Baroleh, J. (2023). Tingkat Kepuasan Konsumen Sayuran Organik di Jumbo Pasar Swalayan Manado. *AGRI-SOSIOEKONOMI*, 19(2).

- Hardiyanti, F., Saty, F. M., & Unteawati, B. (2022). Analisis Keputusan Konsumen dalam Pembelian Sayuran Organik di Lampung. *Jurnal Ekonomi Pertanian dan Agribisnis*, 6(1), 209-217.
- Hermansyah, T. M., & Kusno, K. (2022). Deskripsi Proses Keputusan Pembelian Sayuran Organik Yang Dilakukan Oleh Konsumen Warung Sehat 1000 Kebun Bandung. Description Of The Purchase Decision Process Of Organic Vegetables Of “Warung Sehat 1000 Kebun” Consumers, Bandung. *Mimbar Agribisnis. Jurnal Pemikiran Masyarakat Berwawasan Agribisnis*, 8(1), 445-458.
- Kurniawan, A., Susilowati, D., & Khoiriyah, N. (2023). ANALISIS KEPUTUSAN KONSUMEN DALAM MEMBELI SAYUR ORGANIK DI SAYUR ORGANIK GRESIK. *Jurnal Sosial Ekonomi Pertanian dan Agribisnis*, 1(04).
- Marwanto, B., Welsa, H., & Kurniawan, I. S. (2022). Pengaruh Kualitas Produk dan Persepsi Harga Terhadap Kepuasan dan Dampaknya Terhadap Minat Beli Ulang (pada Konsumen Produk Sayuran Cv Tani Organik Merapi Pakem Sleman). *Jurnal Kolaboratif Sains*, 5(2), 120-128.
- Mursyidah, T. (2021). Keputusan pembelian sayuran organik di supermarket kota Malang.
- Murya, B., Sunaryanto, L. T., & Nadada, H. J. (2019). Analisis pengaruh media sosial terhadap loyalitas konsumen di sayur organik merbabu. *Agribusiness Journal*, 13(2), 36-42.
- Putra, Y. A. (2020). Analisis Faktor-Faktor Bauran Pemasaran dalam Membeli Sayur Organik di Pasar Modern Kota Medan. *PERWIRA-Jurnal Pendidikan Kewirausahaan Indonesia*, 3(1), 42-54.
- Putri, N. H., Sari, N. S., & Rahmah, N. (2022). Faktor-Faktor Yang Mempengaruhi Proses Riset Konsumen: Target Pasar, Perilaku Pembelian Dan Permintaan Pasar (Literature Review Perilaku Konsumen). *Jurnal Ilmu Manajemen Terapan*, 3(5), 504-514.
- Rakasyifa, I., & Mukti, G. W. (2020). fAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN SAYUR DAN BUAH DI RITEL ONLINE (sUATU KASUS PADA KONSUMEN RITEL ONLINE DI Jakarta). *Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 6(1), 275-289.
- Rasmikayati, E., Shafira, N. A., Fauziah, Y. D., Ishmah, H. A. N., Saefudin, B. R., & Utami, K. (2020). Keterkaitan antara Karakteristik Konsumen dengan Tingkat Kepuasan Mereka dalam Melakukan Pembelian Sayuran Organik. *Agricore: Jurnal Agribisnis dan Sosial Ekonomi Pertanian Unpad*, 5(1).

- Rejeki, S., Andriatmoko, N., & Toiba, H. (2022). Faktor yang Mempengaruhi Niat Beli Sayuran Organik dengan Pendekatan Theory of Planned Behaviour. *Jurnal Ekonomi Pertanian dan Agribisnis*, 6(2), 429-441.
- Sakoikoi, J., & Priyanto, S. H. (2019). Determinan kepuasan belanja konsumen sayur online. *SOCA: Jurnal Sosial Ekonomi Pertanian*, 13(2), 170.
- Sari, M. A. A., & Antriyandarti, E. (2022). Preferensi Konsumen Terhadap Pembelian Sayuran Organik Di Kota Surakarta Pada Masa Pandemi Covid-19. *Paspalum: Jurnal Ilmiah Pertanian*, 10(2), 249-258.
- Shelviana, M., Rahadhini, M. D., & Wibowo, E. (2019). Pengaruh Faktor Budaya, Sosial, Pribadi Dan Psikologi Terhadap Keputusan Pembelian Konsumen. *Jurnal Ekonomi Dan Kewirausahaan*, 19(1).
- Triandini, E., Jayanatha S., Indrawan, A., Werla Putra G & Iswara B. (2019). Metode *Systematic Literature Review* Untuk Identifikasi Platform Dan Metode Pengembangan Sistem Informasi Di Indonesia. *Indonesia Journal Of Information System*. 1(2): 63.
- Vista, A. B., Roessali, W., & Mukson, M. (2021). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Sayuran Organik Di Pasar Modern Kota Semarang Analysis Of Factors Affecting Purchasing Decision Of Organic Vegetables At Modern Market In Semarang City.