

The Influence of Product Knowledge, Health Consciousness, and Price Affordability on the Intention to Purchase Organic Chicken in Malang City

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Abstract. The growing trend toward a healthy lifestyle has driven increased consumer interest in organic food products, including organic chicken. This study aims to analyze the influence of product knowledge, health consciousness, and price affordability on the intention to purchase organic chicken in Malang City. Data were collected from 100 respondents using a structured Likert-scale questionnaire and analyzed using multiple linear regression with IBM SPSS Statistics 22. The study population consisted of the general public in Malang City who serve as household food purchase decision-makers, with sampling conducted using the Proportionate Stratified Random Sampling technique across five subdistricts. The results showed that health consciousness and price affordability had a positive and significant effect on purchase intention (Sig. 0.000), whereas product knowledge did not have a significant effect on purchase intention (Sig. 0.967). This indicates that consumers rely more on health-oriented motivations than on technical product knowledge. An Adjusted R-Square value of 0.741 indicates that the three independent variables collectively explain 74.1% of the variation in purchase intention. These findings reveal that the organic chicken market in Malang is a niche market driven primarily by families with stable incomes and young, independent consumers. The practical implications of this study emphasize the importance of expanding product distribution and implementing health-value-based marketing communication strategies to convert consumer hesitation into actual purchase intent.

Keyword: Health consciousness, Organic chicken, Price affordability, Product knowledge, Purchase intention

Received: May 9, 2026 ; Accepted: June 30, 2026 ; Published: July 26, 2026

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INTRODUCTION

Changes in Indonesian consumption patterns over the past decade have shown a shift toward a healthy lifestyle, particularly following the COVID-19 pandemic. Consumers have become increasingly selective in choosing safe and high-quality food, leading to a continuous rise in demand for organic products (Andrini and Thamrin, 2025). One product with the potential to meet this need is organic chicken—chicken produced without synthetic antibiotics, growth hormones, or genetically modified organisms (GMOs). Compared to conventional broiler chickens, organic chicken is considered safer because it is free of antibiotic residues and has better nutritional content (Salam *et al.*, 2021). However, the relatively higher price of organic chicken remains a major obstacle, resulting in suboptimal consumer demand (Pujiastuti *et al.*, 2023). Consumer interest in purchasing organic chicken is influenced by several factors, namely product knowledge, health consciousness, and price affordability. Product knowledge helps consumers understand the benefits, quality, and certification of organic chicken, thereby increasing their trust and willingness to buy (Andrini and Thamrin, 2025). Consumers with high health consciousness view food as a long-term health investment and are therefore more willing to purchase organic products despite their higher prices. However, perceptions of price affordability remain a critical consideration, as purchasing decisions are influenced by the balance between perceived benefits and costs incurred. The city of Malang was selected as the research location because it is an educational hub with a high level of public literacy and a growing trend toward healthy lifestyles. Research on consumer interest in purchasing organic chicken in Malang remains limited, particularly studies that simultaneously examine the influence of product knowledge, health consciousness, and price affordability on consumer purchasing interest. Therefore, this study aims to: (1) identify the characteristics of potential organic chicken consumers in Malang; (2) describe the current state of product knowledge, health consciousness, price affordability, and consumer purchase intent; and (3) analyze the influence of these three factors on the purchase intent for organic chicken in Malang.

LITERATURE REVIEW

1. Organic Chicken: Concepts, Standards, and Market Barriers

Organic chicken refers to chickens raised using natural feed and herbal supplements without synthetic antibiotics, growth hormones, or genetically modified organisms

(GMOs), resulting in safer and healthier products (Abd El-Hack *et al.*, 2022). The production system in Indonesia adheres to SNI 6729:2016, which regulates the use of organic feed, prohibits synthetic ingredients, and mandates the application of animal welfare principles (National Standardization Agency, 2016). The development of the organic chicken market still faces barriers such as premium pricing, limited product availability, and low consumer trust in organic labels (Labiad and Marso, 2024).

2. Product Knowledge

Product knowledge refers to consumers' understanding of a product's characteristics, benefits, and attributes, which forms the basis for purchasing decisions. Product knowledge is measured through indicators such as knowledge of benefits, differences between organic and non-organic products, organic labels or certifications, and nutritional content. Good product knowledge has been shown to increase the intention to purchase organic products, although this effect may be weakened by price perceptions and limited product availability (Zayed *et al.*, 2022).

3. Health consciousness

Health consciousness is an individual's readiness to maintain and improve their quality of life through health-promoting behaviors (Michaelidou and Hassan, 2008). This variable is measured through attention to health, a focus on healthy eating habits, and responsibility for one's own health. Consumers with high health consciousness have a greater interest in organic food products because they view them as a long-term investment in their health (Tandon *et al.*, 2020).

4. Affordability

Price affordability is consumers' perception of their ability to purchase a product based on the alignment between price, benefits, and financial capacity (Teixeira *et al.*, 2022). The price affordability variable is measured through indicators of price alignment with the budget and consumers' perception of value received. The perception that a price is fair and commensurate with the benefits has been shown to increase purchase interest, whereas prices considered too high are a major barrier to purchase.

5. Purchase Interest

Purchase intention is the tendency of consumers to make a purchase after evaluating a product (Kotler and Keller, 2016). This variable is measured through interest in the product, the desire to seek information, and the intention to purchase organic chicken.

Purchase intention is influenced by various factors, particularly health consciousness and price perception, which determine consumers’ decisions to make purchases on an ongoing basis (Yilmazel, 2022).

RESEARCH METHODS

Location, Time, and Type of Research

The study was conducted in Malang City, covering the subdistricts of Blimbing, Kedungkandang, Klojen, Lowokwaru, and Sukun, East Java Province, from January 1 to February 1, 2026. This study employed an explanatory quantitative approach using a survey method to analyze the influence of independent variables on the dependent variable and to test the research hypotheses. Primary data were collected via a questionnaire administered through Google Forms, while secondary data were obtained from literature reviews, including books, scientific articles, and websites providing statistical data.

Population and Sample

The population of this study is the residents of Malang City. The sample was determined using purposive sampling, with the criteria that respondents reside in Malang City, serve as decision-makers for food purchases for themselves or their families, and do not necessarily have a prior interest in organic chicken. The sample size was calculated using Cochran’s formula at a 95% confidence level and a 10% margin of error, resulting in a minimum of 100 respondents, who were then distributed proportionally across each subdistrict in Malang City, as shown in Table 1.

Table 1. Distribution of Research Samples by Subdistrict in Malang City

Subdistrict	Population (people)	Proportion	Sample Size
Blimbing	191,907	0.216	22
Kedungkandang	217,877	0.245	25
Klojen	100,818	0.113	11
Lowokwaru	171,847	0.193	19
Sukun	206,910	0.233	23
Total	889,359	1,000	100

Source: Malang City Central Statistics Agency (2025), processed.

Data Collection Techniques and Methods

Data collection was conducted via an online questionnaire using Google Forms, as well as through the recording of observation results and literature reviews. The questionnaire consisted of two sections: respondent characteristics and research

variables. The second section was measured using a 1–4 Likert scale (1 = strongly disagree to 4 = strongly agree) to avoid neutral responses. The categories for average score assessment were defined as follows: 1.00–1.75 (very low), 1.76–2.50 (low), 2.51–3.25 (high), and 3.26–4.00 (very high), based on the interval ranges proposed by Sugiyono (2017).

Variables and Indicators

The variables and indicators used in this study are summarized in Table 2.

Table 2. Research Variables and Indicators

Variables	Indicator
Product Knowledge (X1)	Knowledge of product benefits; knowledge of the differences between organic and non-organic products; knowledge of organic labels/certifications; knowledge of nutritional content
Health Awareness (X2)	<i>Health concern</i> ; focus on nutritional intake (<i>healthy diet focus</i>); responsibility for one's own health
Price Affordability (X3)	Budget suitability; perceived <i>value</i> between price and benefits
Purchase Interest (Y)	Product interest; interest in seeking information; interest in purchasing organic chicken

Source: Processed primary data (2026)

Data Analysis Techniques

Data analysis in this study was conducted using IBM SPSS Statistics 22 and involved the following stages:

- a. Validity and Reliability Tests.** The validity test was conducted by correlating the score of each statement item with the total score of the variable using Pearson's product-moment correlation formula, with validity determined when the calculated *r* value is greater than the table *r* value (Darma, 2021). Reliability was assessed using Cronbach's alpha; the instrument was considered reliable if the alpha value was greater than 0.5 (Hair *et al.*, 2019).
- b. Classical Assumption Tests.** Classical assumption tests include the normality test (Kolmogorov-Smirnov and probability plot), the multicollinearity test (Tolerance and Variance Inflation Factor/VIF values), and the heteroscedasticity test (scatterplot), to ensure the regression model is a Best Linear Unbiased Estimator (BLUE).
- c. Multiple Linear Regression Analysis.** Multiple regression analysis is used to determine the effect of two or more independent variables on the dependent variable (Darma, 2021), using the equation $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \varepsilon$, where *Y* is

purchase intent, a is the constant, b_1 through b_3 are the regression coefficients, X_1 through X_3 are the independent variables, and ε is the error term.

- d. Hypothesis Testing.** Hypothesis testing was conducted using the F-test (simultaneous) to determine the combined effect of the independent variables on the dependent variable, and the t-test (partial) to determine the effect of each independent variable individually, at a significance level of 0.05 (Wahyudin *et al.*, 2022).
- e. Descriptive Statistical Analysis (Comparison of Means).** This analysis is used to address the first research question, namely to identify the characteristics of potential consumers by comparing the mean purchase interest scores across demographic groups (Vista *et al.*, 2021).

RESULTS AND DISCUSSION

1. Overview of the Organic Chicken Market in Malang City

The people of Malang City are showing a growing interest in organic chicken, as evidenced by the availability of branded products at modern retail centers such as Ranch Market and Lai-Lai in Klojen District. One of the brands found, Natural Poultry from PT. Natura Produk Internasional, is sold at prices ranging from Rp 60,000 to Rp 105,000 in several varieties—including organic broiler chicken, organic free-range chicken, and organic boneless chicken breast—and is certified halal and “Organik Indonesia” in accordance with SNI 6729:2016.

2. Respondent Characteristics

The study included 100 respondents spread across five subdistricts in Malang City. A summary of the respondents’ characteristics is presented in Table 3.

Table 3. Respondent Characteristics

Characteristics	Dominant Category	Number	Percentage (%)
Gender	Female	57	57
Age	19–25 years	56	56
Highest level of education	Bachelor’s degree (S1)	49	49
Occupation	Private-sector employee/Student	34/34	34/34
Monthly Income	Rp2,500,000–Rp5,000,000	22	44
Marital Status	Single	69	69
Organic Purchase History	Never purchased	53	53

Source: Processed primary data (2026)

The predominance of female respondents reflects women's primary role in managing household needs (Nurlina and Megawati, 2025). The predominance of the 19–25 age group aligns with Malang's character as an educational hub, particularly in areas with a strong academic base such as Lowokwaru District. The fact that respondents' educational levels were dominated by bachelor's degrees (S1) reinforces the findings of Bazhan *et al.* (2024) that highly educated people tend to have better health literacy and are therefore more receptive to organic products. Meanwhile, the 47% of respondents who have purchased organic chicken indicates that this product is no longer unfamiliar to the people of Malang City.

2. Description of Research Variables

Respondents' responses to each research variable are summarized in Table 4.

Table 4. Summary of Average Scores for Research Variables

Variable	Average Score	Category
Product Knowledge (X1)	2.27	Low
Health consciousness (X2)	2.69	High
Affordability (X3)	2.37	Low
Purchase Interest (Y)	2.55	High

Source: Processed primary data (2026)

The Product Knowledge variable (X1) received an average score of 2.27 (low category). Consumers' understanding is limited to the general notion that “organic is healthy and safe,” but their knowledge is very limited when confronted with technical indicators such as the product's physical characteristics, farming processes, certification legality, and nutritional content. The lowest score was found in the knowledge indicator regarding the fundamental differences in organic chicken rearing processes (2.11), confirming an information gap between urban end consumers and the organic chicken production chain.

The Health consciousness variable (X2) received an average score of 2.69 (high category). In contrast to product knowledge, consumers in Malang have a solid foundation of awareness regarding the importance of maintaining quality of life, with the highest score on the indicator of prioritizing health as the primary factor in lifestyle decision-making (2.79). These findings demonstrate the existence of a promising market gap for organic chicken, despite limitations in technical product knowledge. The Price Affordability variable (X3) received an average score of 2.37 (low category), reflecting

the high price sensitivity of consumers in Malang City. The lowest score was found in the indicator of tolerance for the price difference between organic chicken and conventional broiler chicken (2.27), confirming that a price difference of nearly double the price of conventional broiler chicken (Rp 30,000–Rp 40,000 per bird) exceeds the price tolerance threshold for the majority of respondents.

The Purchase Intention (Y) variable received an average score of 2.55 (high category). High purchase intention persisted even though consumers faced limited product knowledge and perceived the price as relatively expensive, proving that the fundamental strength of Health consciousness (X2) acts as the primary driver. The highest score on the purchase intention indicator—when the product is available at the point of purchase (2.63)—indicates that the main barrier is not rejection of the product, but rather limited accessibility and distribution (product availability).

3. Validity and Reliability Tests

The test results show that all statement items for variables X1, X2, X3, and Y have calculated r values above 0.196, so the entire instrument is deemed valid. The reliability test results are presented in Table 5.

Table 5. Reliability Test Results

Variable	Cronbach’s Alpha	Description
Product Knowledge (X1)	0.883	Reliable
Health consciousness (X2)	0.827	Reliable
Affordability (X3)	0.714	Reliable
Purchase Interest (Y)	0.814	Reliable

Source: Processed primary data (2026)

All Cronbach’s Alpha values are above 0.5 (Hair *et al.*, 2019), indicating that each research instrument is reliable and suitable for measurement.

4. Classical Assumption Tests

The normality test using the one-sample Kolmogorov-Smirnov method yielded an Asymp. Sig. (2-tailed) value of 0.151, which is greater than 0.05; therefore, the data are considered to be normally distributed (Cardoso *et al.*, 2025). All Tolerance values were above 0.10 and all VIF values were below 10, indicating no multicollinearity among the independent variables (Chaniago *et al.*, 2025). The heteroscedasticity test using a scatterplot shows that the data points are randomly distributed without forming any

specific pattern above or below the 0 mark on the Y-axis; therefore, it can be concluded that there is no heteroscedasticity in the regression model of this study (Sabrudin and Suhendra, 2019).

5. Multiple Linear Regression Analysis

The results of the multiple linear regression analysis using IBM SPSS Statistics 22 are presented in Table 6.

Table 6. Hasil Analisis Regresi Linier Berganda

Variable	Regression Coefficient	t-value	Significance
Constant	1.146	1.261	0.210
Product Knowledge (X1)	-0.002	-0.042	0.967
Health consciousness (X2)	0.455	6.510	0.000**
Price Affordability (X3)	0.720	6.069	0.000**

Note: **Significant at the 1% level. Adjusted $R^2 = 0.741$; N = 100 Source: Processed primary data (2026)

Based on Table 6, the following regression equation was obtained: $Y = 1.146 - 0.002X_1 + 0.455X_2 + 0.720X_3 + \varepsilon$. The constant value of 1.146 indicates that if all three independent variables are zero, purchase intention remains positive at 1.146. The regression coefficient for Product Knowledge (X1) is negative and close to zero (-0.002), indicating that this variable does not make a significant contribution to purchase intent. The regression coefficient for Health consciousness (X2) is positive at 0.455, indicating that any increase in health consciousness will increase purchase intent, assuming all other variables remain constant. The regression coefficient for Price Affordability (X3) is positive and the largest, at 0.720, indicating that price affordability has the most dominant influence on increasing respondents' purchase interest.

The Adjusted R-Square value of 0.741 indicates that the variables of product knowledge, health consciousness, and price affordability collectively explain 74.1% of the variation in purchasing interest for organic chicken in Malang City, while the remaining 25.9% is explained by other factors outside the scope of this study. In the context of marketing research and consumer behavior, this value is classified as a model with strong *explanatory power*.

6. Hypothesis Testing

A. The Effect of Product Knowledge on Purchase Intention (H1)

The t-test results showed a significance value of 0.967 (>0.05), so H1 was rejected, and Product Knowledge (X1) does not have a significant effect on the purchase intention for organic chicken in Malang City. This finding is consistent with the low descriptive score of variable X1 (2.27) and is likely due to the limited stock of organic chicken on supermarket shelves in Malang City, which restricts product exposure and prevents consumers from gaining sufficient impressions to develop product literacy. Without physical interaction with the product, consumers lose the opportunity to develop adequate understanding, in line with Khaerunisa *et al.* (2024), who emphasize that the physical availability of a product is vital for facilitating product recognition, which in turn drives purchase intent. In practical terms, businesses need to expand distribution and increase product visibility across various modern retail outlets in Malang, as marketing education efforts will not achieve optimal results without adequate physical access (Sharma *et al.*, 2024).

B. The Effect of Health consciousness on Purchase Intention (H2)

The Health consciousness variable (X2) obtained a significance value of 0.000 (<0.05), so H2 is accepted. Health consciousness has a partial and significant effect on the purchase intention for organic chicken in Malang City, with the second-highest regression coefficient after price affordability. Urban consumers' heightened focus on monitoring their health and selecting nutritious foods means that organic chicken is no longer merely a means of meeting daily needs but rather a long-term health investment, in line with Napitupulu (2025), who asserts that health consciousness and perceived value act as the primary drivers of urban consumers' purchase intentions. In practical terms, businesses need to shift their marketing strategies from simply selling commodities to highlighting food safety and the guarantee of being free of chemical residues through labels and social media content, in line with Soodan *et al.* (2026), who emphasize the effectiveness of digital marketing strategies for sustainable products.

C. The Effect of Price Affordability on Purchase Interest (H3)

The Price Affordability variable (X3) yielded a significance value of 0.000 (<0.05) with the highest regression coefficient (0.720), thus H3 is accepted and becomes the most

dominant variable influencing purchase intent. These findings indicate that although organic chicken is more expensive than conventional chicken, this is not a major barrier as long as consumers perceive commensurate added value. Value-oriented consumers tend to evaluate their purchase intent not solely based on the price tag, but rather on the health benefits they receive (Wang *et al.*, 2025). In practical terms, businesses need to implement value-based pricing strategies by highlighting quality attributes and food safety guarantees, as well as transparency in certified production processes, so that consumers feel the premium price is balanced with the benefits they receive (Nabilasari *et al.*, 2025).

7. Characteristics of Potential Consumers

A descriptive analysis using the “compare means” method was employed to identify the consumer group with the highest purchase interest scores. The analysis results show that the 41–59 age group, respondents with graduate degrees (Master’s/Ph.D.), respondents with monthly incomes above Rp 10,000,000, and respondents who have previously purchased organic products have the highest purchase interest scores within their respective demographic categories. In terms of residence, the subdistricts of Kedungkandang, Lowokwaru, and Blimbing showed the highest purchase interest scores. These findings align with those of Gundala and Singh (2021), who noted that income level is positively correlated with purchase interest in organic food products, while also confirming that the organic chicken market in Malang City is supported by two main segments: well-established families with high financial capacity and young, unmarried individuals who have financial flexibility due to minimal financial obligations (Aryanti and Rinarika, 2024). In practical terms, producers are advised to prioritize distribution through modern retail outlets in these three subdistricts, while also offering small packages or convenient processed products for the student segment, which has high interest but limited budgets.

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that: (1) potential consumers of organic chicken in Malang City are predominantly women, young unmarried adults, and well-established families with high levels of education and income, residing primarily in the subdistricts of Kedungkandang, Lowokwaru, and Blimbing; (2)

the public's level of product knowledge remains in the low category, while health consciousness and purchase interest are in the high category, and price affordability is in the low category—reflecting consumers' high price sensitivity; and (3) simultaneously, product knowledge, health consciousness, and price affordability significantly influence the interest in purchasing organic chicken, contributing 74.1%; however, when analyzed partially, only health consciousness and price affordability have a positive and significant effect, while product knowledge does not significantly influence purchasing interest.

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