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# INTEGRATING TWO THEORIES TO ANALYZE FRUIT PURCHASING INTENTIONS: A CONCEPTUAL STUDY

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## Abstract:

Encouraging fruit purchases by consumers aims to tackle public health concerns while simultaneously enhancing the fruit industry in Indonesia. This research seeks to provide a framework based on a literature review to clarify the factors influencing customers' intention to purchase fruits. A thorough literature study on fruit purchase intention was performed to establish a conceptual framework grounded in the Theory of Planned Behavior and the Theory of Consumption Values. The conceptual model will aid practitioners in understanding the influence of consumer consumption values and attitudinal variables on improving purchase intention.

## Keywords:

Fruit Purchase Intention, Theory of Consumption Values, Theory of Planned Behavior

## Introduction

Fruits are essential elements of a well-balanced diet, providing crucial vitamins, phytochemicals, and dietary fiber (WHO, 2023). Enhanced fruit intake is widely recognized to correlate with numerous health benefits, including the mitigation of NCDs (WHO, 2023), and when combined with a diet low in fat, salt, and sugar, it can diminish the likelihood of obesity (Craveiro et al., 2021). On the contrary, inadequate fruit consumption is a significant contributor to health problems and mortality (Collaborators & Ärnlov, 2020; UNICEF, 2021).

Indonesia is seeing elevated incidence of NCDs and obesity. In 2023, 87% of fatalities are ascribed to NCDs, while the obesity prevalence among the Indonesian populace stands at 37%, reflecting a 6% increase from 2018 (Central Statistics Agency of Indonesia, 2024a). Despite being a leading fruit-producing nation globally, it exhibits one of the lowest fruit consumption rates (Darmawan et al., 2023; Khairunnisa et al., 2022). In 2023, only 3% of Indonesians consumed sufficient amounts of fruit (Indonesian Ministry of Health, 2023). Fruit expenditures by the Indonesian populace represented only 4.8% of total food product spending (Central Statistics Agency of Indonesia, 2024b). Recent data from the Central Statistics Agency of Indonesia indicates a rise in consumer expenditures on food products; nevertheless, fruit purchases have remained static. This suggests that fruit is afforded less attention by the public (Bangkara et al., 2022).

Besides correlating with a high number of NCDs and obesity, inadequate fruit consumption (diminished fruit purchases) results in losses for producers (Central Statistics Agency of Indonesia, 2024c). In 2023, nearly 53% of the fruits remained unsold (Central Statistics Agency of Indonesia, 2023). Therefore, the Indonesian government is vigorously advocating for increased fruit intake (Ministry of Coordinating Affairs of Republic Indonesia, 2022).

The minimal fruit purchases indicate a diminished purpose for acquiring fruit (Jung et al., 2021; Kasten et al., 2017). Numerous research studies in Indonesia demonstrate that the propensity of Indonesian consumers to purchase fruit is consistently low (Alham & Saragih, 2021; Silmi & Sinta, 2023; Vikaliana et al., 2021). The reduced consumer intent to purchase fruit is a substantial challenge for Indonesia, potentially leading to an increase in health problems, as well as more losses for local fruit farmers.

Researchers have demonstrated that the Theory of Planned Behavior effectively serves as the primary framework for elucidating fruit purchase intentions (Canova et al., 2020; Dhaoui et al., 2020; Stöckli & Dorn, 2021; Török et al., 2023; Zhai et al., 2022). Nonetheless, the attitudinal categories of the Theory of Planned Behavior (attitude, subjective norm, and perceived behavioral control) may inadequately encapsulate the intricate buying intents individuals possess for local fruits. Researchers argue that the Theory of Planned Behavior neglects individual needs that precede behavioral intentions, regardless of expressed beliefs (Sussman & Gifford, 2019).

A prior study indicated that subsequent research should examine the values that influence customers' intention to buy fresh fruit (Marques et al., 2021). Recent studies on fruit demonstrate that values influence customer purchasing intentions (Appleton & Adams, 2023; Campos et al., 2024). Nevertheless, these studies frequently rely on a singular dimension, lacking a holistic perspective that accounts for several traits. Research that systematically

incorporates various features, including functional value, social value, emotional value, epistemic value, and conditional value, is few.

The uniqueness of this study lies in its application of the Theory of Planned Behavior, which comprehensively analyzes the multidimensional values and their impact on purchasing intentions. By incorporating these variables, we seek to achieve a more thorough comprehension of consumer purchasing behavior, thus addressing the deficiency in the current literature. This study will introduce a conceptual research framework designed for researchers by integrating the Theory of Planned Behavior and the Theory of Consumption Values to bridge the existing gap in the literature, specifically on fruits, and to lay the groundwork for future investigations into purchase intention.

## Literature Review

### *Purchase Intention*

Purchase intention encompasses the inclination to acquire a product (Barta et al., 2023). It indicates the degree of consumer confidence in obtaining a product or service (Balakrishnan et al., 2014). In this study, purchase intention acts as a proxy for actual purchases or consumption. Multiple studies have confirmed the relationship between fruit purchase intention and actual purchases (Isaskar & Perwitasari, 2021; Silmi & Sinta, 2023; Vikaliana et al., 2021). Thus, the proposed paradigm considers elements influencing buying intention rather than actual purchases. This study initiates an examination of purchasing intention utilizing the Theory of Planned Behavior and the Theory of Consumption Values.

### *Theory of Planned Behavior*

The TPB, proposed by Icek Ajzen in 1985, is an advancement of the Theory of Reasoned Action (TRA), which was originally formulated by Ajzen in collaboration with Martin Fishbein (Rozenkowska, 2023). The TPB posits that the likelihood of an individual engaging in a particular behaviour increases with the intensity of their intention to execute that action (Ajzen, 2020). The individual's intention to perform a particular behavior is the fundamental component of the TPB (Miguel et al., 2022). This theory posits that behavioral intentions are influenced by three factors: attitude toward the conduct, subjective norm regarding the behavior, and perceived behavioral control (Ajzen, 2020).

Attitude represents an extensive psychological assessment (Ajzen, 2020). Attitude toward the conduct is posited to be contingent upon behavioral beliefs, indicating that an individual's subjective probability of engaging in an action of interest will result in a specific outcome or experience (Ajzen, 2020). Collectively, behavioral beliefs are posited to generate either a favorable or unfavorable attitude about the conduct. Regarding consumption, consumers hold attitudes toward products and consumption-related activities. In this study, attitude denotes consumer dispositions regarding fruit purchases.

Subjective norms refer to an individual's perception of the acceptability of a proposed activity within a socially influential group (Ajzen, 2020). Subjective norms are founded on an individual's judgment of what is deemed appropriate or inappropriate, contingent upon the potential rewards or punishments associated with such behavior (Peña-García et al., 2020). Subjective norms derive from normative beliefs (Ajzen, 2020), which are categorized into two types: injunctive and descriptive (Ajzen et al., 2018). An injunctive normative belief refers to

the anticipated approval or disapproval from a certain individual or group (e.g., friends, family, spouse, coworkers, physician, or supervisor) over the execution of a particular behavior. Descriptive normative beliefs refer to the perceptions of whether significant others engage in the behavior. Both categories of beliefs add to the total sense of social pressure to partake in the behavior or subjective norm. In this study, subjective norm denotes consumer judgments regarding the agreement of a certain individual or group to purchase fruit.

Perceived behavioral control refers to an individual's conviction about the actions they can regulate (Ajzen, 2020). Perceived behavioral control is presumed to be founded on readily available control beliefs (Ajzen, 2020). These beliefs pertain to the existence of elements that either enhance or hinder the execution of the conduct. Controlling factors encompass requisite skills and abilities; the presence or absence of time, financial resources, and other assets; collaboration from others; and similar considerations (Ajzen, 2020). In practice, perceived behavioral control is generally assessed according to the perceived simplicity or complexity of an activity. In this study, perceived behavioral control denotes customers' perceptions about their capacity to acquire fruit.

### ***Theory of Consumption Values***

The TCV, formulated by Sheth et al. in 1991, is a theory that clarifies the rationale behind consumer intentions by predicting, explaining, and analyzing choice behavior in relation to consumption values (Tanrikulu, 2021). Sheth et al. (1991) characterized consumer value as functional, social, emotional, epistemic, and conditional.

Functional value denotes the perceived advantage obtained from a product's capacity to provide functional, utilitarian, or physical performance (Tanrikulu, 2021). The functional value of a product is determined by its attributes, encompassing reliability, durability (considered quality aspects), and cost. This study characterizes functional value as the perceived utility derived from fruits' ability to provide value for money and deliver suitable quality.

Social value refers to the perceived advantage obtained from a product's association with specific social groups (Tanrikulu, 2021). A product acquires social value by aligning with demographic, socioeconomic, and cultural-ethnic groupings that are described either positively or negatively. In the context of fruit, social values represent self-identity as part of a community that advocates for healthy products.

Emotional value refers to the perceived benefit obtained from a product's capacity to elicit emotions or affective states (Mason et al., 2023). A product acquires emotional importance when associated with specific feelings or when it evokes or maintains such emotions. In the context of fruits, emotional value denotes the gratification derived from the consumption of nutritious meals.

Epistemic value denotes the perceived utility obtained from a product's capacity to incite curiosity, provide novelty, and/or satisfy a quest for knowledge (Mason et al., 2023). In the domain of fruit, epistemic value pertains to the understanding of nutritional composition, health advantages, and suggested consumption quantities.

Conditional value denotes the perceived advantage obtained from a product, contingent upon the specific conditions or circumstances faced by the decision-maker (Tanrikulu, 2021). Factors such as the availability of subsidies or discounts on fruits, the easy proximity of fruit sources, and the procurement of fruits in the context of declining environmental circumstances may indicate conditional value (Biswas & Roy, 2015).

## Discussion

### *Fruit Purchase Intention*

The Indonesian Ministry of Health recommends that customers incorporate fruit into their daily diet; however, the majority of Indonesians consume fruits merely a few times each week (Licorice, 2024). A considerable proportion of consumers in Indonesia perceive fruit solely as a snack and fail to integrate it into their daily diet (Snapcart, 2017).

The variables behind diminished fruit purchasing and consumption are complex. The availability and accessibility of fresh fruit may be hindered by insufficient distribution networks or constrained market supply (De Filippo et al., 2021; Kehoe et al., 2019). Secondly, the cost of fresh fruit may surpass that of other nutritional alternatives, hence posing a difficulty for some individuals in sustaining consistent affordability (Dharmayani et al., 2024; Kehoe et al., 2019). Thirdly, numerous individuals may be unaware of the health benefits or possess insufficient knowledge on how to integrate them into their eating habits (Kehoe et al., 2019; Odukoya et al., 2022).

However, these obstacles are not aligned with the conditions in Indonesia (Indonesian Ministry of Health, 2023). Initially, fruit consumption is significantly low in regions without fruit production, a pattern also observed in production centers. Price constitutes a significant obstacle for economically disadvantaged Indonesians in obtaining adequate fruit. Unfortunately, even affluent Indonesians do not consume sufficient quantities of fruits, and there is no disparity in consumption levels between these two demographics. Third, in Indonesia, numerous consumers acknowledge the significance of fruit; yet, their behaviors do not regularly reflect this awareness (Ravenry, 2022).

### *The Influence of Attitudinal Constructs of TPB (Attitude, Subjective Norm, and Perceived Behavioral Control) on Fruit Purchase Intention*

The TPB is a significant framework for elucidating human behavior, as evidenced by multiple meta-analyses that delineate its breadth and profundity (Rozenkowska, 2023). This theory has proliferated extensively and has been employed by both theorists and practitioners to elucidate the mechanisms underlying consumer intention and behavior (Ajzen, 2020). The TPB has been utilized across various domains, including the examination of consumer intentions regarding green products (M. T. Liu et al., 2020; Nekmahmud et al., 2022), willingness to pay for circular products (H. Fu et al., 2024), intentions for continued engagement with social media (Mehraboun, 2024), intentions to purchase apparel (Kumar & Mohan, 2021), and intentions to acquire real estate products (J. Fu & Pibulcharoensit, 2023). Numerous academic studies have utilized the TPB as a theoretical framework to analyze fruit purchasing intentions (Miguel et al., 2022; Sun & Liang, 2021).



The TPB posits that attitudes have a positive and substantial impact on behavioral intentions. Ajzen (2005) asserts that challenging the predictive power of attitudes on behavior is no longer relevant, given they evidently do predict conduct. A positive disposition toward an object, phenomenon, or subject will augment an individual's intentions, leading to alignment between attitudes and intentions (Uysal, 2023). Previous research demonstrates that attitude positively affects purchasing intentions for fruit (Török et al., 2023).

A significant amount of research has shown that subjective norms affect behavioral intentions. Research has demonstrated that subjective norms influence intentions to purchase fruits, sugar-sweetened beverages, and organic food (Canova et al., 2020; Gregorio-Pascual & Mahler, 2020). As individuals' perception of subjective norms increases, so does their intention to engage in the action (Wang et al., 2018).

Multiple previous studies have established a correlation between perceived behavioral control and behavioral intentions, including those related to healthy eating (Malek et al., 2017; McKee et al., 2019); green purchasing intentions (Kamalanon et al., 2022); and the intention to purchase fruits and vegetables (Sun & Liang, 2021). The findings of Miguel et al. (2022) indicate that consumers exhibit a greater propensity to purchase domestic fruits and vegetables when no perceived impediments, such as time, cost, or availability, exist.

Based on the previously stated explanation, we propose that the attitudinal constructs of TPB (attitude, subjective norm, and perceived behavioral control) positively influence fruit purchase intention.

### ***The Influence of Consumption Values on Fruit Purchase Intention***

The concept of value is recognized as a crucial element in marketing, characterized as a field focused on value creation, based on modern marketing philosophy (Tanrikulu, 2021). Values are essential components that manifest as complex psychological constructs capable of influencing customers' purchasing intentions (Kashif et al., 2023; Woo & Kim, 2019). Consumers prefer purchasing products that have the greatest perceived value (Kotler & Armstrong, 2021).

Recent research on fruit suggests that values affect customers' buying decisions and necessitate further investigation (Campos et al., 2024). Consumption values—functional, social, emotional, epistemic, and conditional—affect customer purchasing intentions for diverse food goods (Rütelionė & Bhutto, 2024). When consumers recognize elevated consumption values (i.e., functional, emotional, social, epistemic, and situational) in food goods, these items are more likely to be deemed superior to alternatives (H. Liu et al., 2021).

Empirical research demonstrates that functional value can increase customers' likelihood of making a purchase (Baek & Oh, 2021). Quality and pricing are fundamental factors in consumer decision-making about food selection (Rütelionė & Bhutto, 2024). Customers' purchasing propensity is predominantly influenced by functional value (Lin et al., 2020).

Recent research has established a positive association between emotional value and consumers' intention to buy (Koay et al., 2022). An affirmative emotional experience can strengthen customers' inclination to purchase foods (Lin et al., 2020). Emotionally driven consumers exhibit heightened susceptibility to purchasing intents (Ali et al., 2019).

Social value significantly impacts consumers' intentions, as individuals get similar meanings from product consumption as their social groupings, so forming a social identity (Ali et al., 2019). Consumers preoccupied with acquiring social worth are motivated to achieve a preferred social status through the consumption of products and services (Tandon et al., 2021). Consequently, these customers may prioritize product features that augment their self-esteem, social validation, and symbolic significance to others over the product's actual functionality and performance (Kaur et al., 2020; Talwar et al., 2020). Thomé et al. (2021) found that social value greatly affects the intention to purchase nutritious food. Consumers may acquire fruits to signify their association with a community that promotes healthy items.

The tendency of consumers to pursue information on relevance and product innovation (epistemic value) may significantly influence their purchasing intentions (Nekmahmud et al., 2022). Consumers possess purpose when they are aware of the product's advantages (Ali et al., 2019). Epistemic value has been proposed as a significant factor influencing customers' choosing behavior for specific products, such as food (Shin et al., 2021).

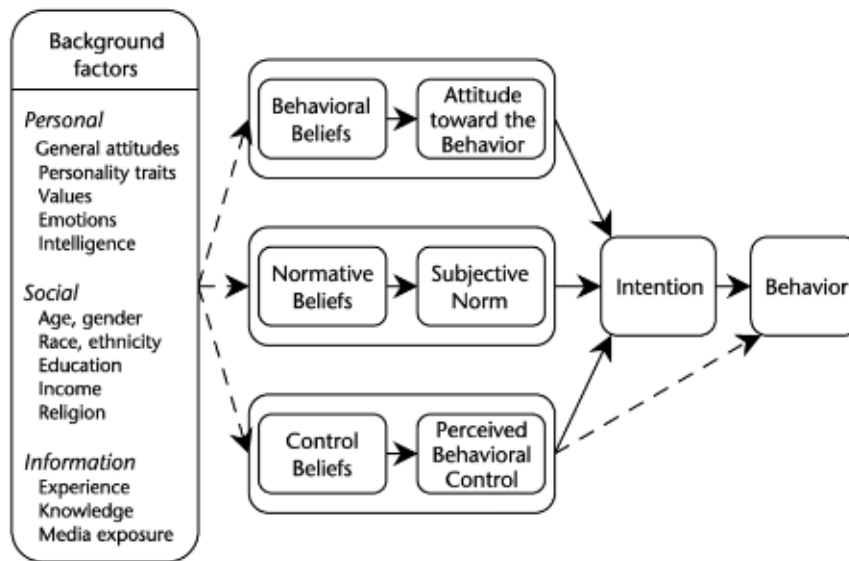
Chakraborty et al. (2022) have shown that conditional value significantly affects consumer purchasing intentions. The intents of individuals are affected by the timing of usage, location of purchase or utilization, accessible cash rebates, and discounts for products (Ali et al., 2019). Bhutto et al. (2022) assert that discounts, promotions, and government subsidies are the primary motivators influencing customers' inclination to buy.

According to the aforementioned explanation, further investigation is required to ascertain the impact of consumption values on intentions to purchase fruit.

### ***Integrating TPB and TCV to Analyze Fruit Purchasing Intentions***

The TPB serves as the principal framework for analyzing fruit purchase intentions (Canova et al., 2020; Dhaoui et al., 2020; Stöckli & Dorn, 2021; Török et al., 2023; Zhai et al., 2022). Nonetheless, this idea may inadequately encompass the intricate purchase intentions individuals possess about fruits. Researchers contend that the TPB inadequately reflects the disparity between individuals' perceptions and their purchasing behaviors (Bhardwaj et al., 2023).

Many studies often enhance the TPB by integrating further theories or variables into the model, although they do not employ all the original components (Rozenkowska, 2023). This aims to expand the study's scope and provide a more thorough analysis. Ajzen (2005) asserts that several background factors may be associated with or affect the concepts of the TPB (Figure 1). The background factors are classified into personal, societal, and informational categories. The TPB recognizes their potential importance, as they can augment the framework and offer a more profound understanding of the factors influencing behavioral intention.



**Figure 1: Background Factors in The Theory of Planned Behavior**

Source: Ajzen (2005)

Values constitute one of the background aspects of the TPB. Independent of the TPB, prior research has investigated the influence of values on intentions to purchase fruit (Campos et al., 2024; Marques et al., 2021). Nonetheless, these investigations have solely investigated a singular value dimension. A multidimensional value analysis of fruit purchases is essential for a more thorough understanding from diverse value perspectives. The TCV (Theory of Consumption Values), established by Sheth et al. in 1991, presents a multidimensional paradigm for value assessment (Tanrikulu, 2021). TCV classifies values into functional, social, emotional, epistemic, and conditional categories.

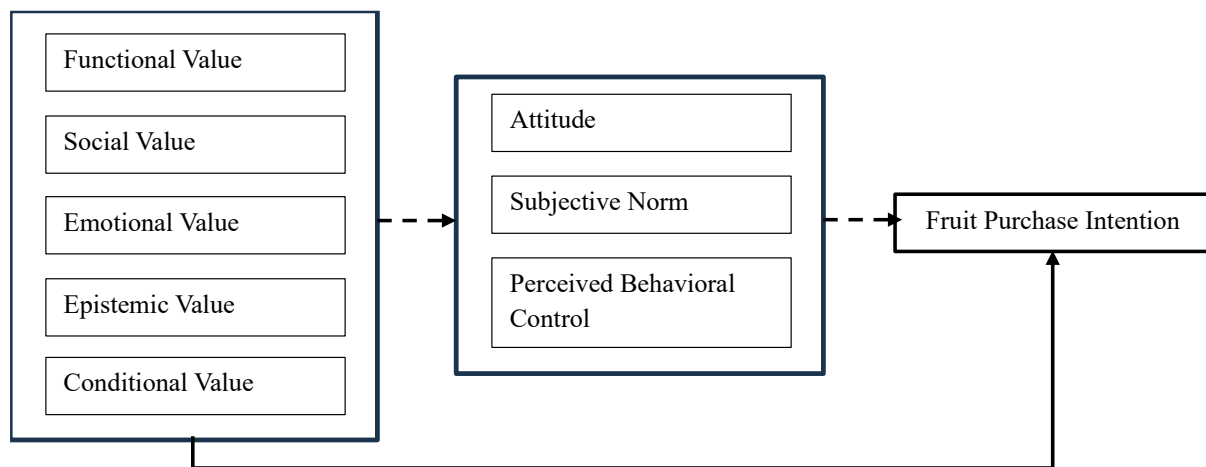
Integrating the Theory of Planned Behavior (TPB) with the Theory of Consumption Values (TCV) to comprehend fruit purchase intentions is essential for achieving a holistic understanding rooted in consumer beliefs and multidimensional values, as well as addressing a gap in the current literature. This study, underpinned by the TPB, which posits that values serve as background factors influencing attitudes, subjective norms, and perceived behavioral control—thereby affecting behavioral intentions—and the TCV, which asserts that values can directly affect purchase intentions, proposes TCV variables as determinants of TPB elements and consumer purchase intentions. Consequently, TPB elements function as mediators between values and purchase intentions.

Prior research has investigated the function of Theory of Planned Behavior (TPB) components as mediators of values and behavioral intentions across diverse contexts, including entrepreneurial intentions (Hueso et al., 2020), intentions to engage in agrotourism (Zhao et al., 2022), intentions to acquire fast food (Izquierdo-Yusta et al., 2022) and intentions to purchase eco-friendly products (Bhardwaj et al., 2023). The study framework regarding customer purchasing intentions for fruit goods is insufficiently developed. This study presents a TPB-TCV model to elucidate customer buying intentions about indigenous fruits in Indonesia.



### ***Proposed Framework of Fruit Purchase Intention***

Based on the examined literature, we present a conceptual model that integrates the TPB and the TCV to analyze fruit purchasing intention. Figure 2 depicts the model; purchase intention functions as the dependent variable, whereas consumption values (functional, emotional, social, epistemic, and conditional) serve as the independent variables, with the attitudinal constructs of the TPB functioning as the mediator. The pathways depicted in this model demonstrate direct relationships between consumption values and purchase intention, with the attitudinal constructs of the TPB serving as a mediator in the link between these two variables. Future research may employ quantitative methods and structural equation modeling (SEM) to analyze complex variable interactions.



**Figure 2: Proposed Research Framework**

### **Conclusion**

Augmenting the Indonesian propensity to acquire and consume fruits is crucial and will continue to be critical for the nation's future. This study establishes a research framework to analyze customers' purchasing intentions for fruit by synthesizing the Theory of Planned Behavior (TPB) and the Theory of Consumption Values (TCV). This study may assist future researchers in utilizing these two theories to investigate purchasing intentions and simultaneously support marketers in formulating effective marketing strategies that align with consumer values, thereby enhancing positive consumer beliefs (attitudes, subjective norms, and perceived behavioral control) and augmenting purchase intentions. Future research may employ quantitative methods and structural equation modeling (SEM) to analyze complex variable interactions.

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