



INTERNATIONAL JOURNAL OF
ENTREPRENEURSHIP AND
MANAGEMENT PRACTICES
(IJEMP)
www.ijemp.com



THE INFLUENCE OF CONSUMPTION VALUES AND
ATTITUDE ON FRUIT PURCHASE INTENTION:
A CONCEPTUAL ANALYSIS

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Article Info:

Article history:

Received date: 31.07.2025

Revised date: 17.08.2025

Accepted date: 03.09.2025

Published date: 22.09.2025

To cite this document:

Fasyani, A., Muthusamy, G., Wahid, S. D. M., & Mohamad, W. N. (2025). The Influence Of Consumption Values And Attitude On Fruit Purchase Intention: A Conceptual Analysis. *International Journal of Entrepreneurship and Management Practices*, 8 (31), 444-457.

DOI: 10.35631/IJEMP.831030

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Abstract:

Enhancing fruit consumption seeks to elevate the fruit industry while tackling elevated incidences of non-communicable diseases (NCDs) and obesity. This research aims to establish a framework derived from a literature review to elucidate the elements affecting customer propensity to purchase fruits. A comprehensive literature review on the intention to purchase fruits was conducted to establish a conceptual framework that delineates the relationship between consumption values, attitudes, and fruit purchasing intentions. The research demonstrates that possessing positive consumption values may foster a favorable attitude that results in customers' inclination to purchase fruit. The conceptual model will aid practitioners in understanding the influence of consumer consumption values and attitudes on boosting purchasing intentions. Future study should include quantitative and structural equation modeling (SEM) to validate the effects of the proposed framework and hypotheses.

Keywords:

Fruit Purchase Intention, Consumption Values, Attitude

Introduction

Indonesia, a leading fruit-producing nation globally (Statista, 2024), considers fruit an essential component of its economy (World Bank, 2022). The fruit sector significantly contributes to Indonesia's GDP and offers employment opportunities (Statista, 2024). The significance of the fruit sector to the national economy has prompted the government to persist in promoting its development (Ministry of Coordinating Affairs of Republic Indonesia, 2022).

Despite Indonesia's substantial fruit production, the community's fruit consumption remains comparatively low (Central Statistics Agency of Indonesia, 2024b). In 2023, Indonesia's food consumption statistics indicated that the average daily fruit intake per capita was 80.8 grams (Central Statistics Agency of Indonesia, 2023), significantly lower than the World Health Organization's recommended 150 grams per day (WHO, 2023). Inadequate fruit intake is strongly associated with a high incidence of non-communicable diseases (NCDs) and obesity (Collaborators & Årnlöv, 2020; Craveiro et al., 2021; UNICEF, 2021; WHO, 2023). In 2023, 87% of deaths in Indonesia are attributed to NCDs (Central Statistics Agency of Indonesia, 2024a), while the prevalence of obesity among the Indonesian population has risen by 6% from 2018 (Indonesian Ministry of Health, 2023). If overlooked, this may escalate into a national issue.

NCDs and obesity significantly elevate morbidity and both mental and physical disabilities (Upadhyay, 2022), leading to diminished job capability and adversely affecting quality of life (Milano & Capasso, 2018). Moreover, numerous research indicate that declining health can adversely affect economic growth (Fumagalli et al., 2024). Health is the cornerstone of human capital that fosters job development, social prosperity, and enhanced societal well-being (World Bank, 2025). Consequently, it is imperative to enhance public consumption of fruit to address health issues and foster substantial economic development.

The little fruit consumption in Indonesian society indicates a limited inclination among Indonesian consumers to purchase fruit (Alham & Saragih, 2021; Isaskar & Perwitasari, 2021; Silmi & Sinta, 2023; Vikaliana et al., 2021). This study analyzes customer purchasing intentions as a proxy of their fruit consumption. Numerous studies on fruit purchase intention have examined physiological factors (Campos et al., 2024; S. Shin & Ji, 2021), socioeconomic conditions (Alamirew et al., 2023), behavior and lifestyle (Heng & House, 2018), age (Alamirew et al., 2023), education (Alamirew et al., 2023), and awareness and attitude (Bolos et al., 2019; Hansmann et al., 2020; Török et al., 2023). Researchers have determined that the primary factor affecting the intention to purchase fruit is attitude (Canova et al., 2020; Dhaoui et al., 2020; Stöckli & Dorn, 2021; Török et al., 2023; Zhai et al., 2022).

Prior research indicated that subsequent studies should examine the values that affect customers' inclinations 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). Furthermore, it is crucial to determine not only how values directly affect purchase intention but also their indirect influence through attitude, which is the principal predictor of fruit purchase intention (Schwartz, 2017). Comprehensive studies on fruit that investigate the direct effect of values on purchase intention, as well as the mediating role of attitude in this relationship, are insufficient (Marques et al., 2021; Y. H. Shin et al., 2021).

This study analyzes existing literature on fruit purchase intention to uncover deficiencies about the influence of values and consumer attitudes on fruit buying intentions. This study aims to enhance the understanding of purchase intentions about fruit through literature analysis and to provide a conceptual model for future research. This study provides critical insights for the fruit industry and deepens the comprehension of purchase intentions in both the fruit sector and academic literature.

Literature Review

Purchase Intention

Purchase intention reflects consumer confidence in acquiring a product or service (Balakrishnan et al., 2014). In this study, purchase intention serves as an indicator of actual purchases or consumption. Numerous research have validated the correlation between the intention to purchase fruit and actual purchases (Alham & Saragih, 2021; Isaskar & Perwitasari, 2021; Silmi & Sinta, 2023; Vikaliana et al., 2021). This study focuses on purchase intentions for fruits and two factors as predictors: consumption values and attitudes.

Consumption Values

Consumption values indicate the extent to which consumer demand is satisfied by the overall assessment of net utility or satisfaction derived from a product post-purchase (Biswas & Roy, 2015). Consumption values were proposed by Sheth et al. (1991) in their research "Why We Buy What We Buy: A Theory of Consumption Values," published in the Journal of Business Research. This theory is a significant framework employed to clarify customer purchasing intentions, provides substantial insights into theory and practice by clarifying the motivations underlying a consumer's intention to acquire a product from a value-centric viewpoint (Tanrikulu, 2021).

The Theory of Consumption Values has been validated through over 200 consumer choice scenarios, including the intention to use food stamps, cocaine, and attend sports events; product categories such as vehicles; and brand preferences like toothpaste and automobiles (Tanrikulu, 2021). This theory is relevant for analyzing customers' intentions across several product categories, encompassing both durable and nondurable goods, in addition to services. The theory explicitly investigated the following inquiries: "why consumers intend to buy or refrain from buying (or to utilize or not utilize) a specific product, why consumers prefer one type over another, and why consumers select one brand over another." Five consumption values are suggested to address these inquiries: functional value, social value, emotional value, epistemic value, and conditional value (Tanrikulu, 2021).

Functional Value

Functional value is defined as the perceived utility derived from a product's ability to deliver functional, utilitarian, or physical performance. A product gains functional value by possessing prominent functional, utilitarian, or physical features. The functional value of a product is ascertained by its features, including reliability, durability (seen as quality factors), and pricing (Tanrikulu, 2021).

Social Value

Social value is characterized as the perceived benefit obtained from a product's association with specific social groups. A commodity acquires social value through its association with demographic, socioeconomic, and cultural-ethnic groups that are described in either a positive

or negative manner. The evaluation of social value is determined by a profile of product imagery. Social value allows an individual to recognize their affiliation with a certain social group. It relates to self-image, especially when a product association is viewed as elevating consumers' social status (Truong et al., 2021).

Emotional Value

Emotional value is characterized as the perceived advantage obtained from a product's capacity to elicit emotions or affective states. A product acquires emotional importance when associated with specific feelings or when it elicits or maintains such emotions. Emotional value denotes a product's capacity to engage consumers and evoke positive emotions, evaluated through a range of feelings associated with the product (Mason et al., 2023).

Epistemic Value

Epistemic value refers to the perceived utility obtained from a product's capacity to evoke curiosity, provide novelty, and/or satisfy a quest for knowledge. Entirely new experiences surely provide epistemic value. However, a product that provides a simple modification in routine can also hold epistemic significance. The product may be chosen due to customer fatigue or saturation with their current brand (e.g., trying a different coffee), curiosity (e.g., visiting a new nightclub), or a quest for knowledge (e.g., engaging with another culture) (Tanrikulu, 2021).

Conditional Value

The *conditional value* is described as the perceived utility obtained from a product, contingent upon the context or conditions faced by the decision-maker (Mason et al., 2023). It occurs when product usage is closely linked to particular situations (Lee et al., 2022). The usefulness of a product often depends on the circumstance. For example, some items hold limited seasonal importance (e.g., Christmas cards), others are associated with "once in a lifetime" events (e.g., a wedding gown), and some are employed solely in crises (e.g., ambulance service). Many products exhibit more intricate conditional associations (Rütelionė & Bhutto, 2024).

Attitude

Attitude constitutes a comprehensive psychological evaluation (Ajzen, 2020). Attitude is defined as a consumer's positive or negative assessment of a specific activity (Belanche et al., 2021). Consumers possess attitudes toward products and consumption-related behaviors. In this study, attitude refers to consumer inclinations towards fruit purchasing.

Discussion

Fruit Purchase Intention

A significant number of consumers in Indonesia regard fruit exclusively as a snack and do not incorporate it into their daily diet (Snapcart, 2017). Although the Indonesian Ministry of Health advises consumers to include fruit in their daily diet (Ministry of Health, 2024), most Indonesians consume fruit only a few times per week (Licorice, 2024).

The factors contributing to reduced fruit purchasing and consumption are intricate. The availability and accessibility of fresh fruit may be impeded by inadequate distribution networks or limited market supply (De Filippo et al., 2021; Kehoe et al., 2019). Secondly, the expense of fresh fruit may exceed that of other dietary options, so presenting a challenge for some individuals in maintaining constant affordability (Dharmayani et al., 2024; Kehoe et al., 2019).

Thirdly, many individuals may lack awareness of the health benefits or have inadequate understanding on how to incorporate them into their dietary practices (Kehoe et al., 2019; Odukoya et al., 2022).

Nonetheless, these impediments do not correspond with the circumstances in Indonesia. Initially, fruit consumption is markedly low in areas devoid of fruit production, a trend similarly noted in production hubs (Indonesian Ministry of Health, 2023). The absence of affordability presents a considerable barrier for economically disadvantaged Indonesians in acquiring sufficient fruit. Regrettably, even wealthy Indonesians do not consume adequate amounts of fruits, and there is no difference in consumption levels between these two demographics (Indonesian Ministry of Health, 2023). Third, in Indonesia, many consumers recognize the importance of fruit; nevertheless, their actions do not consistently align with this understanding (Ravenry, 2022).

The Influence of Consumption Values on Attitude and Purchase Intention

The concept of value is recognized as a foundational element in marketing, with marketing being identified as a discipline focused on value creation, rooted in modern marketing philosophy (Tanrikulu, 2021). Recent research on fruit suggests that values influence customer purchasing intentions and necessitate further investigation into this matter (Campos et al., 2024). Consumer purchase intentions for diverse food goods are shaped by multiple values, including functional, social, emotional, epistemic, and conditional values (Rütelionė & Bhutto, 2024). The analysis of consumption values extends beyond their influence on the intention to purchase an item. Consumers' responses to consuming values can yield varied outcomes, including attitudes (Tanrikulu, 2021).

Empirical research indicates that functional value enhances the probability of client purchases (Baek & Oh, 2021; Muhamed et al., 2019). Research by Nekmahmud et al. (2022) demonstrates that functional value favorably affects green buy intentions among European and non-European tourists, indicating that acquiring environmentally friendly products is more economical. Husic-Mehmedovic et al. (2017) identified functional value as a significant predictor of food purchasing intentions. Qasim et al. (2019) found in a study done in Lahore that functional value affects consumers' inclination to purchase organic food. They asserted that Pakistani customers are markedly preoccupied with the quality aspects of organic food, especially about the use of wholesome and nutritious components.

Moreover, studies demonstrate that functional value significantly affects customer perceptions (Chang & Geng, 2022; Lee et al., 2022; Zhang et al., 2020). A study demonstrates that competitive acquisition costs and increased resale values enhance consumer perceptions of environmentally friendly automobiles (Alganad et al., 2023). Research indicates that product quality substantially influences consumer views (Lee et al., 2022; Zhang et al., 2020; Zhao et al., 2022). Functional value is crucial for cultivating a positive customer attitude (Choe & Kim, 2018).

Desai et al. (2024) discovered that social value significantly influences consumer propensity to purchase organic food. Barauskaite et al. (2018) contend that all aspects of food intake are inextricably linked to social roles, relationships, status, and needs. Thome et al. (2019) found that social value greatly affects the intention to purchase nutritious food. Furthermore, social value exerts a favorable impact on consumer sentiments (Rousta & Jamshidi, 2020; Yang &

Ahn, 2020). Li and Romainoor's (2024) research indicates a positive and significant correlation between social values and residents' attitudes.

The use of products is primarily associated with consumers' emotional responses (Qasim et al., 2019). Pentikainen et al. (2018) assert that emotions are closely associated with eating behavior, functioning as both precursors and motivations for consuming. Recent research has established a positive association between emotional value and purchase intention (Joibi & Annuar, 2021; Koay et al., 2022). Additionally, the emotional value influences consumers' perceptions of local cuisine (Choe & Kim, 2018). Several experts contend that a product's ability to evoke positive emotions can enhance consumer perceptions (Chang & Geng, 2022) and has demonstrated a considerable beneficial impact on consumer attitudes (Alganad et al., 2023; Yang & Ahn, 2020).

Recent research demonstrates that knowledge is a vital component in the decision-making process, such as purchase intention (Singh & Verma, 2017). Consumers' preferences for product innovation, compatibility, and transparency (epistemic values) regarding product features may significantly influence their purchase intentions (Jamrozy & Lawonk, 2017). Moreover, studies indicate that epistemic value significantly enhances consumer perceptions of ecologically sustainable automotive products (Alganad et al., 2023).

Empirical research has demonstrated the substantial influence of conditional value on customer purchasing intentions (Biswas & Roy, 2015; Rahnema, 2017). Rüteliönè & Bhutto (2024), Akbar et al. (2019), and Woo and Kim (2019) highlighted the beneficial influence of conditional factors (e.g., financial incentives, product availability) on the inclination to purchase organic food. Furthermore, Alganad et al. (2023) illustrate that conditional value favorably affects consumer sentiments towards items. In dietary consumption, conditional value signifies the importance of food within a specific setting (Thomé et al., 2021). Elements such as the accessibility of subsidies or discounts on fruits, the convenient proximity of fruits, and the acquisition of fruits amid deteriorating environmental conditions may signify conditional value (Biswas & Roy, 2015).

The extensive collection of arguments suggests a potentially significant relationship between consumption values (functional, social, emotional, epistemic, and conditional) and both purchase intention and attitude, thereby necessitating further investigation by future research efforts. Therefore, the subsequent hypotheses are recommended for future study endeavors:

Hypothesis 1: H1a) Functional value positively influence fruit purchase intention
H1b) Functional value positively influence attitude

Hypothesis 2: H2a) Social value positively influence fruit purchase intention
H2b) Social value positively influence attitude

Hypothesis 3: H3a) Emotional value positively influence fruit purchase intention
H3b) Emotional value positively influence attitude

Hypothesis 4: H4a) Epistemic value positively influence fruit purchase intention
H4b) Epistemic value positively influence attitude

Hypothesis 5: H5a) Condiional value positively influence purchase intention

H5b) Conditional value positively influence attitude

The Influence of Attitude on Purchase Intention

Attitudes have a substantial and affirmative impact on behavioral intentions. Ajzen (2020) asserts that it is no longer relevant to doubt the predictive power of attitudes on behavior, as they evidently do. A positive disposition towards an object, phenomena, or subject will augment an individual's intentions, leading to alignment between attitudes and intentions (Uysal, 2023). A positive disposition towards food can result in advantageous purchasing intentions (Soltani et al., 2021). Rousta & Jamshidi (2020) and Hussain et al. (2023) discovered that perceptions of food positively influence purchasing intentions. Research indicates that attitude positively influences customers' purchasing intentions toward fruit (Török et al., 2023; Zhai et al., 2022).

Hypothesis 6: Attitude positively influence purchase intention

Attitude as Potential Mediator

Attitude serves as the primary intermediary between values and intention (Campos et al., 2024; Schwartz, 2017). Attitudes originate from values, progress from broad to specific, and predict future intentions (Johnson et al., 2022). Values serve as the foundation for the development of general attitudes, which in turn produce specific attitudes (Gamage et al., 2021). General attitudes effectively predict overall intention, but specialized attitudes demonstrate a stronger correlation with specific intentions (Blankenship et al., 2022). Moreover, values can have both direct and indirect effects on intention, with the latter being mediated by attitudes (Ponizovskiy et al., 2019). Shin et al. (2021) suggested that utilizing attitude as a mediator can improve the understanding of the essential mechanisms between consuming values and intention. Consequently, attitude may serve as a mediator between consumption values and the intention to purchase fruit.

Studies have shown that consuming values (functional, social, emotional, epistemic, and conditional) impact consumer attitudes, subsequently influencing their purchasing intentions. Soltani et al. (2021) found that buyers who view pricing as reasonable and acknowledge superior flavor and quality (functional value) exhibit a positive attitude towards local food, leading to an intention to purchase. Roh et al. (2022) found that social, emotional, and conditional values impact attitudes, which subsequently affect the intention to purchase organic food. Thio et al. (2024) found that tourists who acknowledge substantial epistemic value demonstrate a positive disposition toward local cuisine, leading to an intention to purchase. Therefore, the following possibilities are proposed:

Hypothesis 7:

H7a) Attitude mediates the relationship between functional value and fruit purchase intention

H7b) Attitude mediates the relationship between social value and fruit purchase intention

H7c) Attitude mediates the relationship between emotional value and fruit purchase intention

H7d) Attitude mediates the relationship between epistemic value and fruit purchase intention

H7e) Attitude mediates the relationship between conditional value and fruit purchase intention

Proposed Research Framework

The proposed conceptual framework provides a systematic method for examining the complex interplay of consumption values (functional, social, emotional, epistemic, and conditional), attitude, and purchase intention, based on theoretical reasoning and literature reviews. Purchase

intention serves as the dependent variable, while consumption values (functional, emotional, social, epistemic, and conditional) operate as the independent variables, with attitude acting as the mediator. The pathways illustrated in this model reveal direct correlations between consumption values and purchase intention, while attitude mediates the relationship between consumption values and purchase intention.

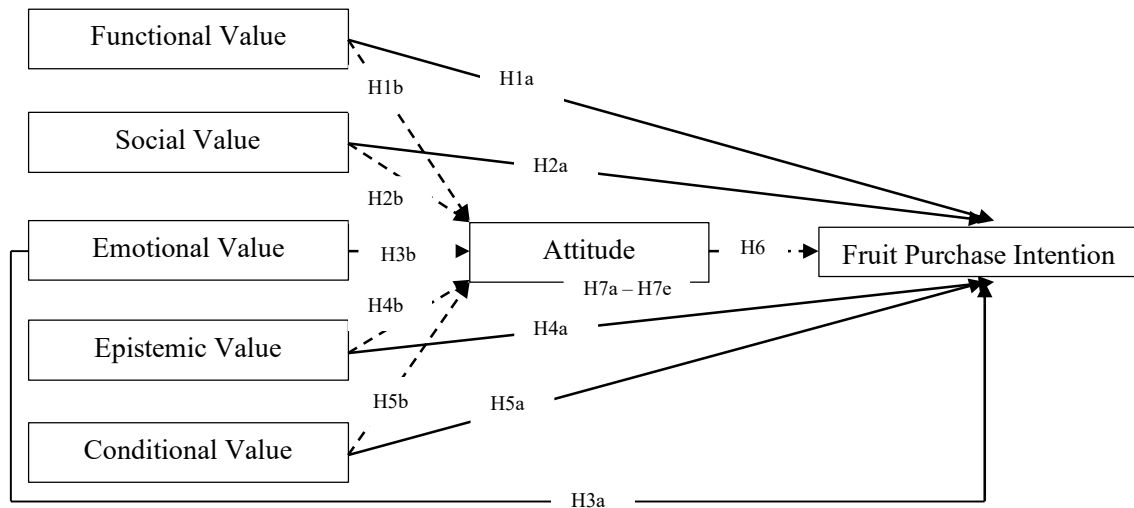


Figure 1: Proposed Research Framework

Proposed Methodology

The material and arguments in the introduction and literature analysis indicate considerable opportunities for future research that need examination and investigation. This suggested research aims to provide significant insights and make a substantial contribution to the existing body of knowledge. Future study is recommended to employ a quantitative methodology. A quantitative method facilitates the systematic collecting and analysis of numerical data, allowing researchers to quantify and assess the degree of link between variables. Researchers can collect extensive data on views, attitudes, and intentions by administering surveys or questionnaires to a broad and diverse sample of fruit consumers.

The objective of the forthcoming study is to examine the intention to purchase fruit; hence, the proposed sampling frame comprises individuals who have previously purchased fruits. The proposed future study population should include fruit consumers residing in areas with the greatest rates of insufficient fruit intake, including Riau, Banten, and West Sumatera. The forthcoming study may employ non-probability convenience sampling, choosing participants exclusively based on their availability and accessibility. Convenience sampling is frequently utilized in social sciences and is appropriate for research focused on collecting individuals' opinions and attitudes (Nikolopoulou, 2022).

Future analyses should employ Structural Equation Modeling (SEM) for a sophisticated, dependable, valid, and rigorous data analysis methodology. Structural Equation Modeling (SEM) facilitates the concurrent analysis of intricate relationships among several variables, yielding a thorough comprehension of the foundational structures that affect the event under investigation. By following these methodological standards, future research can improve the rigor and credibility of the study, resulting in more accurate and trustworthy conclusions that advance knowledge.

Conclusion

A research framework is established to analyze the variables of consumption values (functional, social, emotional, epistemic, and conditional), attitude, and purchase intention, as outlined in the preceding literature review. This study successfully establishes a research framework to analyze customers' intentions to purchase fruit. The research aims to demonstrate that possessing positive consumption values might cultivate a favorable attitude that leads to the intention to purchase fruit.

This study may assist future researchers in utilizing the Theory of Consumption Values and attitudes to investigate purchase intention. This study may assist marketers in formulating effective marketing tactics that connect with consumer values, hence cultivating positive consumer attitudes and enhancing buy intentions. This study concentrates on a single mediator, specifically attitude, as an intermediate between consumption values and purchase intentions. Future researchers are advised to investigate additional variables as mediators or moderators in augmenting customers' purchasing intentions.

Acknowledgements

The authors wish to express gratitude to the International Journal of Entrepreneurship and Management Practices (IJEMP) for the chance to publish this work.

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