

Enhancing organic product purchases: A study on environmental and novelty consciousness, trust, and the mediating role of word-of-mouth among organic sea salted fish consumers in Maumere, Sikka Regency-Indonesia

Abdul Majid^{1*}, Amiartuti Kusmaningtyas², Ida Bagus Cempena³

¹Faculty of Economic and Business, Universitas Muhammadiyah Kupang, Indonesia; abdul.majid@unmuhkupang.ac.id (A.M.).

^{2,3}Faculty of Economic and Business, University of 17 Agustus 1945 Surabaya, Indonesia; amiartuti@untag-sby.ac.id (A.K) ib_cempena@untag-sby.ac.id (I.B.C).

Abstract: This study examines the influence of environmental consciousness, novelty consciousness, and trust in organic products on actual purchase behavior, mediated by word-of-mouth, among organic salted fish consumers in Maumere, Sikka Regency. Organic salted fish, produced without synthetic chemicals, offers a healthier and environmentally friendly alternative for health-conscious and environmentally aware consumers. Using Structural Equation Modeling (SEM) with Partial Least Squares (PLS), data will be collected from 100 purposively sampled respondents through a questionnaire measuring relevant variables. The findings reveal that word-of-mouth significantly mediates the relationships between environmental consciousness, novelty consciousness, trust in organic products, and actual purchase behavior, providing valuable insights into consumer behavior dynamics and supporting sustainable consumption in the local market.

Keywords: *Actual purchase behavior, Environmental consciousness, Maumere, Novelty consciousness, Organic salted fish, Sikka regency, Trust in organic products, Word-of-mouth.*

1. Introduction

Organic salted fish, produced without synthetic chemicals, is increasingly popular among consumers who are conscious of health and environmental sustainability. Society is becoming more aware of the importance of consuming healthy and sustainable food. Research by (1) shows that commitment to the environment and a green lifestyle significantly contribute to pro-environmental behavior among consumers, which encourages them to choose organic products. Similarly, (2) found that environmental awareness can influence the intention to buy organic products, through the perception of product quality as a mediator. Similar findings were found by (3) showing that environmental awareness affects the perception of menu information in restaurants, which in turn can improve the restaurant's image among environmentally-conscious consumers. These studies demonstrate the impact of environmental awareness on the intention to purchase organic products in general. Trust in organic products is an important factor in the decision-making process for purchasing. (4) revealed that consumer trust in the quality and health benefits of organic products enhances their purchase intentions. Meanwhile, (5) found that household norms have a significant influence on the intention and behavior to purchase organic products, creating a supportive ecosystem for consumers. (6) also indicated that positive attitudes, subjective norms, and trust play key roles in influencing purchase intentions, while (7) emphasized that both cognitive and emotional trust contribute to increasing the purchase intention of organic products. This indicates that both emotional and cognitive trust play central roles in the decision to purchase organic products.

Product innovation and awareness of novelty are also key drivers for consumers to purchase organic products. (8) showed that awareness of new products increases purchase interest, especially among

young consumers. Research by (9) revealed that consumers in Bangladesh show a high preference for organic products produced with new methods. In this case, organic salted fish not only meets the demand for healthy food but also has the potential to attract consumers who value uniqueness and innovation.(10) Click or tap here to enter text. highlighted how internal factors (such as attitude and health awareness) and external factors (such as social norms and environmental concerns) interact to influence the intention to purchase organic products.

Previous research has shown that environmental awareness significantly influences the intention to buy organic products (1)) (2) (3) Additionally, trust in organic products also becomes an important factor in purchasing decisions, with studies by (4) and (5) highlighting the importance of cognitive and emotional trust. Product innovation and awareness of novelty also drive organic product purchases, with studies by (8) and (9) supporting these findings.

However, although many factors influencing the decision to purchase organic products have been identified, there remains a knowledge gap regarding the interaction between environmental awareness, awareness of novelty, and trust in organic products, as well as their impact on the purchase decision of organic salted fish. Most existing research tends to focus on organic products in general, without considering specific variables related to organic salted fish, particularly in regions like Maumere, Sikka Regency. Research by (11) shows that local context and culture influence how consumers evaluate and choose organic products, but further research on the impact of these variables on specific products, such as organic salted fish, is still very limited.

As interest in organic products grows, it is essential to explore in greater depth how environmental awareness, product innovation, and consumer trust collectively influence the purchase decision of organic products such as organic salted fish. This is highly relevant given the shifting consumption patterns towards sustainability and health-consciousness, which drive consumers to choose products that are not only healthy but also environmentally friendly. While some studies have identified the role of environmental awareness and product innovation in increasing purchase intentions (as explained by (8) (9) the interaction between these three factors in the context of specific products, especially organic salted fish, still requires further investigation.

Furthermore, the role of Word of Mouth (WOM) as a mediator in purchasing decisions is another important aspect. Studies by (12) have shown that WOM plays a significant role in enhancing purchase intentions for organic products, but there is still limited understanding of how WOM plays a role in the purchase decision of organic salted fish. Further research is needed to explore how WOM can influence consumer behavior in choosing organic salted fish and the extent to which cultural and local factors, as found by (11) influence consumer preferences in specific regions such as Maumere, Sikka Regency.

Thus, this research aims to fill the gaps in the existing literature by developing a conceptual model that connects environmental awareness, product novelty, and trust in organic products with the purchase decision of organic salted fish, and exploring the role of WOM in moderating these relationships. This study is expected to provide deeper insights into consumer behavior towards organic products, as well as enrich the understanding of the factors influencing purchase decisions in the local market, ultimately contributing to the development of the local economy and promoting the sustainability of organic products in regions such as Maumere, Sikka Regency.

Research Questions (RQ). In line with this aim, the study seeks to answer the following research questions: How do environmental awareness, awareness of product novelty, and consumer trust influence the purchase decision of organic salted fish in Maumere, Sikka Regency?. To what extent does Word of Mouth (WOM) function as a mediator in the relationship between environmental awareness, awareness of product novelty, and trust in organic salted fish with purchase decisions in Maumere, Sikka Regency? How do local cultural factors influence the purchase decision of organic salted fish in Maumere, Sikka Regency, and to what extent do these factors moderate the relationship between environmental awareness, product novelty, and trust in organic products?

2. Literature Review and Hypotheses

2.1. *The Influence of Environmental Consciousness on Word-of-Mouth (WOM).*

Studies such as (1), (8), and (2) demonstrate that environmental consciousness positively influences attitudes toward green products and purchasing behavior, which tends to increase WOM. (13) adds that environmental consciousness moderates the relationship between factors such as price and purchase intention, suggesting that environmentally conscious consumers are more likely to provide positive WOM for organic products. Thus, environmental consciousness is expected to play a crucial role in increasing acceptance and popularity of organic sea salted fish in Maumere, Sikka Regency, through positive consumer WOM. Considering these factors, it can be concluded that environmental consciousness positively influences Word-of-Mouth (WOM) among consumers of organic sea salted fish in Maumere, Sikka Regency. Hence, the hypothesis proposed is:

H₁: Environmental consciousness influences Word-of-Mouth (WOM) among consumers of organic sea salted fish in Maumere, Sikka Regency.

2.2. *The Influence of Novelty Consciousness on Word-of-Mouth (WOM)*

Novelty consciousness can influence consumer preferences for new or unique products. For instance, (14) highlights the importance of consumer decision-making styles in the context of food, while (9) emphasizes the impact of health and environmental awareness on purchasing behavior. However, no studies have specifically explored how novelty consciousness affects WOM among consumers of organic sea salted fish in Maumere, Sikka Regency. This knowledge gap aims to address the lack of understanding about how the level of novelty consciousness influences WOM in the context of organic sea salted fish consumption in this specific location. Therefore, the following hypothesis is proposed:

H₂: Novelty consciousness influences Word-of-Mouth (WOM) among consumers of organic sea salted fish in Maumere, Sikka Regency.

2.3. *The Influence of Trust in Organic Products on Word-of-Mouth (WOM)*

Trust plays a central role in influencing consumer behavior, both in terms of purchase intention and communication behavior, such as Word-of-Mouth (WOM). (6) emphasizes that trust can enhance purchase intention while moderating purchasing behavior in the context of organic food. Further research (15) shows that customer trust provides significant benefits, including increased loyalty and effective communication, relevant for strengthening customer relationships through WOM. Additionally, (16) found that trust is a significant mediator influencing purchase intention, especially in the context of Lifestyles of Health and Sustainability (LOHAS), relevant in organic food marketing. Findings from studies (17) and (18) also underline that information quality and trust in product attributes contribute to consumer engagement in eWOM, ultimately strengthening its impact on purchase decisions. However, no empirical evidence has been found on the influence of Trust in Organic Products on WOM, particularly among consumers of organic sea salted fish in Maumere, Sikka Regency. Based on theories and previous findings, the following hypothesis is proposed:

H₃: Trust in Organic Products influences Word-of-Mouth (WOM) among consumers of organic sea salted fish in Maumere, Sikka Regency.

2.4. *The Influence of Environmental Consciousness on Actual Purchase*

Studies by (1) show that environmental consciousness drives pro-environmental behavior among students in Malaysia, illustrating the potential of environmental consciousness to influence consumer actions in line with adopted environmental values. Moreover, research by (8) from Taiwan confirms that environmental consciousness contributes to positive attitudes toward green products, which subsequently influence consumer purchase intentions and behavior. These findings are supported by (2), highlighting that environmental consciousness positively relates to the purchase intention of organic food, although its focus is on quality perception as a mediator. Thus, this hypothesis asserts that high levels of environmental consciousness are expected to have a significant positive impact on the actual purchase behavior of consumers of organic sea salted fish in Maumere, Sikka Regency, providing

important guidance for developing marketing strategies and policies to promote green products in the local market. Therefore, the following hypothesis is proposed:

H₄: Environmental consciousness influences Actual Purchase among consumers of organic sea salted fish in Maumere, Sikka Regency.

2.5. The Influence of Novelty Consciousness on Actual Purchase

Research by (19) shows that novelty-seeking consciousness (CNS) positively correlates with the early stages of product adoption, highlighting that consumers tend to be attracted to products offering novelty or innovation. This study provides a foundation to assume that consumers with novelty consciousness are more likely to purchase products such as organic sea salted fish, which is perceived as novel or innovative in a local market context like Maumere. Additionally, a study by (20) on consumer purchasing styles indicates that consumers pay particular attention to product quality and uniqueness, implicating purchasing behavior. This reinforces that novelty consciousness can have a positive impact on actual purchase behavior by influencing consumer perceptions of product appeal and value. Therefore, the hypothesis suggests that novelty consciousness is a crucial factor influencing consumers' choice and purchase of organic sea salted fish in Maumere, Sikka Regency. Aligned with these findings, the following hypothesis is proposed:

H₅: Novelty Consciousness influences Actual Purchase among consumers of organic sea salted fish in Maumere, Sikka Regency.

2.6. The Influence of Trust in Organic Products on Actual Purchase

Several studies have shown that factors such as trust, consumer attitudes, social norms, and environmental concerns influence the intention and behavior of purchasing organic products. For instance, (10) highlights the role of green trust in bridging the gap between green purchase intentions and actions. However, there remains a gap in understanding how trust in organic products, particularly organic sea salted fish in Maumere, Sikka Regency, influences actual purchase behavior. Addressing this gap is crucial for developing more effective marketing strategies to increase consumer adherence to their purchase intentions. Therefore, the hypothesis posits that trust in organic products significantly and positively influences Actual Purchase among consumers of organic sea salted fish in Maumere, Sikka Regency.

Aligned with these findings, the following hypothesis is proposed:

H₆: Trust in Organic Products influences Actual Purchase among consumers of organic sea salted fish in Maumere, Sikka Regency.

2.7. The Influence of Word-of-Mouth (WOM) on Actual Purchase

It is well known that Word-of-Mouth (WOM) significantly influences consumer purchasing behavior across various market contexts. Previous studies have shown that WOM recommendations not only affect consumer perceptions of products but also increase the likelihood of actual purchases. For example, (22) found that perceptions of service quality, value, and customer satisfaction positively affect consumer purchase intentions in organic food restaurants. Other research (4) applying the Theory of Planned Behavior (TPB) found that attitudes, subjective norms, and perceived behavioral control serve as key predictors of organic food consumption behavior. This study also highlights that WOM moderates the relationship between these factors and conative loyalty through attitudes toward organic products. Findings by (23) using structural equation modeling (SEM) show that health awareness positively correlates with organic food purchasing behavior, while WOM moderates this relationship. These findings emphasize that WOM can influence consumer purchasing decisions through social influence mechanisms and personal recommendations. Based on these findings, the following hypothesis is proposed:

H₇: Word-of-Mouth (WOM) influences Actual Purchase among consumers of organic sea salted fish in Maumere, Sikka Regency.

2.8. Conceptual Framework

The conceptual framework of research is a theoretical structure or model used to design and organize a study. It includes the relationships between key variables under investigation and explains how these variables are expected to interact in a specific context. The conceptual framework provides a foundation for formulating research hypotheses, designing research methodologies, and analyzing and interpreting the collected data. Based on theoretical foundations and previous studies, the conceptual framework in this research integrates Environmental Consciousness, Novelty Consciousness, Trust in Organic Products, Actual Purchase, and Word-of-Mouth (WOM) as a mediating variable. The conceptual framework can be presented as follows Figure 1:

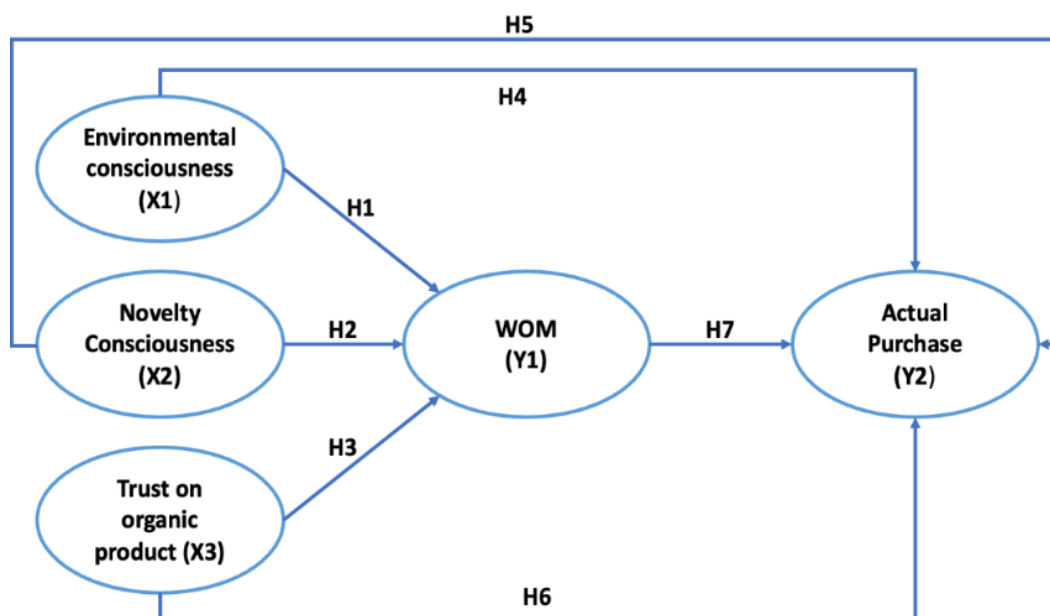


Figure 1.
Framework research.

3. Research Method

This study uses a quantitative survey method to collect systematic and accurate data regarding the influence of Environmental Consciousness, Novelty Consciousness, Trust on Organic Products, Word-of-Mouth (WOM), and Actual Purchase in Maumere, Sikka Regency. This study is causal-comparative and involves a population of consumers of organic salted fish with characteristics of environmental awareness, awareness of new things, and trust in organic products. A sample of 100 respondents was selected using purposive sampling from a population whose exact size is unknown. Data were collected through interviews with salted fish traders, distributing questionnaires to consumers, and documenting secondary data from BPS and the Fisheries Office of Sikka Regency. Measurement was done using a Likert scale to assess the respondents' attitudes and perceptions, with scores ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) for each statement in the questionnaire.

Table 1.
Definition of research variables.

No.	Variable	Definition	Research indicators	Source
1	Environmental consciousness (X1)	Understanding the impact of human actions on the environment, which can lead to increased environmentally responsible consumption.	X1.1: Searching for information about environmentally friendly production practices X1.2: Concern for marine environment X1.3: Support for sustainable fisheries practices	(1)
2	Novelty consciousness (X2)	The level of awareness or tendency of consumers to seek and choose organic products with elements of novelty or innovation.	X2.1: Searching for products with new innovations X2.2: Inclination to try new products X2.3: Awareness of new trends	(14), (26)
3	Trust on organic products (X3)	The level of consumer trust in organic products and their producers/providers.	X3.1: Trust in product quality X3.2: Trust in food safety standards X3.3: Trust in product cleanliness	(27), (28)
4	Word-of-mouth (WOM) (Z)	The informal communication process between individuals, involving the exchange of information, recommendations, or experiences related to organic products.	Z1: positive influence on attitudes Z2: Providing positive additional information Z3: Positive ideas about products Z4: Influence on product evaluation Z5: Assistance in decision-making	(29)
5	Actual purchase (Y)	The actual actions of consumers in purchasing and using organic products.	Y1: Frequency of product purchase Y2: Preference for organic products Y3: Commitment to repeat purchases	(30)

3.1. Definition of Research Variables

Researchers will always deal with what is called variables. Research variables are attributes, values, or characteristics of objects, individuals, or activities that exhibit specific variations among one another, determined by researchers for study, analysis, and conclusion. This aligns with the statement by (25) that variables essentially refer to anything defined by researchers to be studied, analyzed, and concluded. In a study, variables are generally categorized into two main types: independent variables and dependent variables. Additionally, there are auxiliary variables, such as intervening variables. In this study, the researcher analyzes the influence of three independent variables on one dependent variable, with one intervening variable: Environmental Consciousness, Novelty Consciousness, and Trust on Organic Products, to enhance Actual Purchase behavior through Word-of-Mouth as a

mediating variable among consumers of organic salted fish in Maumere, Sikka Regency. The definitions of the variables used in this study are presented in Table 1.

4. Findings

4.1. Data Analysis Techniques

The data analysis method in this research uses a quantitative approach based on positivism, which involves grouping data by variables and respondent types, tabulating data, presenting data for each variable, and performing calculations to address research questions and test hypotheses. The analysis technique employed is Structural Equation Modeling Partial Least Square (SEM PLS) using Smart PLS software. SEM combines factor analysis and path analysis to assess causal relationships, while PLS is a variant-based structural equation modeling that simultaneously tests measurement models (validity and reliability) and structural models (causality). PLS is advantageous because it doesn't require normal distribution or large sample sizes. The data analysis process includes three stages: (1) Descriptive Statistics to provide a summary of the data, (2) Measurement Model Evaluation (Outer Model), including validity and reliability tests such as Convergent Validity (loading above 0.7) and Discriminant Validity (cross loading), and (3) Structural Model Evaluation (Inner Model), which uses R-square to measure model fit. Hypothesis testing is performed using bootstrapping to determine Path Coefficients, assessing the significance of direct influences between exogenous variables and endogenous variables.

Based on the data presented in Table 2. Respondent Profile, the majority of respondents are male (55%), with the productive age group of 30-39 years (31%) dominating. Most purchases are made at Alok Market (55%), with a high purchase frequency of more than twice (65%), indicating a significant level of trust and satisfaction with the products. The primary purpose of purchase is for personal consumption (94%), reflecting the consumers' need for high-quality products for daily use. This data shows that purchasing behavior is driven by factors such as location, personal needs, and high purchase frequency.

Table 2.
Respondents' profile.

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	55	55
	Female	45	45
Age	20-29	26	26
	30-39	31	31
	40-49	21	21
	>50	22	22
Purchase location	Alok market	55	55
	Geliting market	33	33
	Parumaan	6	6
	Wuring	6	6
Purchase frequency	>2	65	65
	2	18	18
	1	17	17
Purchase purpose	Consumption	94	94
	Resale	6	6

4.2. Descriptive Analysis

The descriptive analysis results indicate that the majority of respondents tend to provide high ratings across all variables, including Environmental Consciousness, Novelty Consciousness, Trust on Organic Products, Word-of-Mouth, and Actual Purchase. Most respondents selected scores of 4 and 5 for each indicator, with significant percentages exceeding 60% in these categories. This suggests that respondents exhibit high levels of environmental awareness, novelty consciousness, and trust in organic

products. Additionally, their Word-of-Mouth engagement and actual purchase behavior are also strong, reflecting positive trust and involvement with the products under study

Table 3.
Descriptive table of respondents' answers.

Indicator	1	%	2	%	3	%	4	%	5	%	Total	% Total
Environmental consciousness (X1)												
X1.1	1	1.0	3	3.0	7	7.0	66	66.0	23	23.0	100	100.0
X1.2	1	1.0	5	5.0	7	7.0	63	63.0	24	24.0	100	100.0
X1.3	1	1.0	4	4.0	6	6.0	61	61.0	28	28.0	100	100.0
Novelty consciousness (X2)												
X2.1	0	0.0	0	0.0	3	3.0	79	79.0	18	18.0	100	100.0
X2.2	0	0.0	1	1.0	3	3.0	77	77.0	19	19.0	100	100.0
X2.3	1	1.0	0	0.0	1	1.0	82	82.0	16	16.0	100	100.0
Trust on organic products (X3)												
X3.1	0	0.0	2	2.0	7	7.0	71	71.0	20	20.0	100	100.0
X3.2	1	1.0	1	1.0	6	6.0	69	69.0	23	23.0	100	100.0
X3.3	0	0.0	2	2.0	8	8.0	65	65.0	25	25.0	100	100.0
Word-of-mouth (Z)												
Z1.1	0	0.0	2	2.0	7	7.0	71	71.0	20	20.0	100	100.0
Z1.2	1	1.0	1	1.0	6	6.0	69	69.0	23	23.0	100	100.0
Z1.3	0	0.0	2	2.0	8	8.0	65	65.0	25	25.0	100	100.0
Z1.4	0	0.0	1	1.0	8	8.0	73	73.0	18	18.0	100	100.0
Z1.5	0	0.0	2	2.0	7	7.0	71	71.0	20	20.0	100	100.0
Actual purchase (Y)												
Y1.1	0	0.0	23	23.0	17	17.0	54	54.0	5	5.0	100	100.0
Y1.2	2	2.0	6	6.0	9	9.0	64	64.0	21	21.0	100	100.0
Y1.3	0	0.0	9	9.0	13	13.0	61	61.0	15	15.0	100	100.0

4.3. Outer Model Analysis

The table above highlights high factor loadings for all dimensions, confirming their validity. Composite reliability values (>0.8) indicate excellent internal consistency, while AVE values (>0.5) suggest strong convergent validity. The constructs are thus reliable and valid for further analysis.

Table 4.
Outer loadings and reliability.

Variable	Dimension	Loading factor	Composite reliability	Average variance extracted (AVE)
Environmental consciousness (X1)	X1.1	0.856	0.838	0.635
	X1.2	0.705	0.838	
	X1.3	0.823	0.838	
Novelty consciousness (X2)	X2.1	0.916	0.897	0.745
	X2.2	0.889	0.897	
	X2.3	0.777	0.897	
Trust on organic products (X3)	X3.1	0.939	0.948	0.859
	X3.2	0.950	0.948	
	X3.3	0.891	0.948	
Actual purchase (Y)	Y.1	0.764	0.830	0.620
	Y.2	0.837	0.830	

	Y.3	0.758	0.830	
Word of mouth (Z)	Z.1	0.777	0.889	0.619
	Z.2	0.747	0.889	
	Z.3	0.668	0.889	
	Z.4	0.882	0.889	
	Z.5	0.873	0.889	

Table 5.
Structural model.

Variable	R Square	Average AVE	\sqrt{R} Square	GoF ($\sqrt{AVE} \times R$ Square)
Actual purchase (Y)	0.379	0.620	0.616	0.485
Word of mouth (Z)	0.396	0.619	0.629	0.495

4.4. Inner Model Analysis

The Table 5 evaluates the structural model using Goodness of Fit (GoF). The R-square values for Actual Purchase (Y) (0.379) and Word of Mouth (Z) (0.396) suggest moderate explanatory power of the model. The AVE averages (0.620 and 0.619) confirm that more than half of the variance in the indicators is captured by the constructs. The calculated GoF values for Actual Purchase (Y) (0.485) and Word of Mouth (Z) (0.495) exceed the threshold of 0.36, indicating a high goodness of fit and a strong model in explaining the variance of the observed data.

Table 6.
Hypothesis testing recapitulation.

No.	Hypothesis	Coefficient	Description
1	Environmental consciousness (X1) → Word of mouth (Z)	0.278	Accepted
2	Novelty consciousness (X2) → Word of mouth (Z)	0.122	Accepted
3	Trust on organic product (X3) → Word of mouth (Z)	0.369	Accepted
4	Environmental consciousness (X1) → Actual purchase (Y)	0.357	Accepted
5	Novelty consciousness (X2) → Actual purchase (Y)	-0.175	Rejected
6	Trust on organic product (X3) → Actual purchase (Y)	0.169	Accepted
7	Word of mouth (Z) → Actual purchase (Y)	0.297	Accepted

From the hypothesis testing, most relationships were found to be positive and significant, except for the influence of Novelty Consciousness (X2) on Actual Purchase (Y), which was negative and significant. The highest coefficient is observed in the relationship between Trust on Organic Product (X3) and Word of Mouth (Z) (0.369), indicating a strong positive influence. These results highlight the importance of trust and environmental consciousness in driving consumer behavior and word-of-mouth promotion.

4.5. Discussion of Hypotheses

The Effect of Environmental Consciousness on Word-of-Mouth (WOM) The results support the hypothesis that environmental consciousness positively influences Word-of-Mouth (WOM) among consumers of organic salted sea fish in Maumere, Sikka Regency. The findings are consistent with studies by Yusliza et al., (2020) (S. T. , & N. H. J. Lin, 2018) (2), which suggest that environmental awareness positively affects attitudes toward green products and purchasing behavior, as well as tends to increase WOM. (Ali et al., 2021) and (Cachero-Martínez, 2020) further argue that environmental consciousness moderates the relationship between factors like price and purchase intention, showing that consumers who are more environmentally aware are more likely to provide positive WOM about organic products. Therefore, environmental consciousness plays a crucial role in enhancing the acceptance and popularity of organic salted sea fish in Maumere, Sikka Regency, through positive WOM from consumers. Based on these factors, it can be concluded that environmental consciousness

positively affects Word-of-Mouth (WOM) among consumers of organic salted sea fish in Maumere, Sikka Regency.

The Effect of Novelty Consciousness on Word-of-Mouth (WOM) The results support the hypothesis that novelty consciousness influences Word-of-Mouth (WOM) among consumers of organic salted sea fish in Maumere, Sikka Regency. This finding is in line with (14) who suggest that novelty consciousness can affect consumer preferences for new or unique products. The research also corresponds to (9) which highlights the impact of health and environmental consciousness on purchasing behavior. This study fills the gap in research by exploring how novelty consciousness affects WOM in the context of organic salted sea fish in Maumere, Sikka Regency.

The Effect of Trust in Organic Products on Word-of-Mouth (WOM) The findings support the hypothesis that trust in organic products positively influences Word-of-Mouth (WOM) among consumers of organic salted sea fish in Maumere, Sikka Regency. This is consistent with the research by (6) which finds that trust plays a significant role in enhancing purchase intention and moderating purchasing behavior in the context of organic food. Similarly, (7) emphasize that cognitive and emotional trust in sellers influences consumers' buying intentions, which can extend to positive WOM. The findings also align with (23), who assert that consumer trust has a positive impact on organic food purchase behavior, with WOM serving as a mediator that strengthens this effect. However, the study also identifies a gap in the literature regarding trust in organic products influencing WOM specifically among consumers of organic salted sea fish in Maumere, Sikka Regency.

The Effect of Environmental Consciousness on Actual Purchase The results support the hypothesis that environmental consciousness positively influences actual purchase behavior among consumers of organic salted sea fish in Maumere, Sikka Regency. This finding is in line with the study by (1) which shows that environmental consciousness encourages pro-environmental behavior among students in Malaysia, demonstrating the potential of environmental awareness to influence consumer actions according to the environmental values they hold. Moreover, (8) from Taiwan assert that environmental consciousness contributes to positive attitudes toward green products, which then affect purchase intentions and behaviors. This result further supports (2), who highlights that environmental consciousness is positively related to the intention to purchase organic food, although the focus was on the perceived quality of food as a mediator. Thus, it is expected that higher environmental consciousness will have a significant positive impact on actual purchase behavior for organic salted sea fish in Maumere, Sikka Regency, providing important guidance for developing marketing strategies and policies to promote green products in this local market.

The Effect of Novelty Consciousness on Actual Purchase The results do not support the hypothesis that novelty consciousness positively influences actual purchase behavior among consumers of organic salted sea fish in Maumere, Sikka Regency. This finding contradicts studies by (19), which show that novelty consciousness is positively related to the early stages of product adoption, highlighting that consumers are drawn to products offering novelty or innovation. Additionally, this study conflicts with (20), who suggest that consumers pay particular attention to product quality and uniqueness, which influences their purchasing behavior. The rejection of the hypothesis may be attributed to the specific characteristics or preferences of consumers in Maumere, Sikka Regency, which do not entirely reflect the general patterns identified in previous studies. Local variability or cultural factors may affect how consumers respond to organic salted sea fish products. Despite consumer theory suggesting that novelty consciousness should drive the purchase of new or innovative products, consumers in Maumere tend to value stability or reliability in products they are already familiar with, rather than trying something new.

The Effect of Trust in Organic Products on Actual Purchase The results support the hypothesis that trust in organic products positively influences actual purchase behavior among consumers of organic salted sea fish in Maumere, Sikka Regency. This is consistent with research by (10) which highlights the role of green trust in reducing the gap between intention and actual green purchasing behavior. The findings also align with (6) and (6) who emphasize that trust plays a crucial role in moderating the relationship between intention and actual purchase behavior for organic products. Therefore, this study not only fills a gap in understanding consumer behavior related to organic

products but also provides empirical support for more targeted marketing strategies in this specific market.

The Effect of Word-of-Mouth (WOM) on Actual Purchase The results support the hypothesis that Word-of-Mouth (WOM) positively influences actual purchase behavior among consumers of organic salted sea fish in Maumere, Sikka Regency. This is consistent with the findings of (31) who shows that perceptions of service quality, perceived value, and customer satisfaction positively affect consumers' purchase intentions for organic food restaurants. Moreover, the research supports (4) who apply the Theory of Planned Behavior (TPB) and find that attitudes, subjective norms, and perceived behavioral control are key predictors of organic food consumption behavior. This study also emphasizes that WOM moderates the relationship between these factors and behavioral outcomes like repurchase. Additionally, it aligns with (23) who show that health consciousness is positively related to organic food purchase behavior, with WOM acting as a moderator. Furthermore, (13) finds that customer satisfaction has a significant impact on purchase intention and WOM for organic products. These findings underscore that WOM not only influences consumer perceptions of a product but also directly affects actual purchasing behavior. (24) further highlight that WOM plays an essential mediating role in the relationship between consumer value perception and behavioral responses such as repurchase. This reinforces the idea that WOM can influence consumer purchasing decisions through social influence and personal recommendations.

5. Conclusion, Limitations, and Recommendations

Environmental consciousness and novelty consciousness play distinct roles in influencing Word-of-Mouth (WOM) and actual purchase behavior of organic salted sea fish consumers in Maumere, Sikka Regency. The findings indicate that environmental consciousness has a positive impact on WOM, suggesting that emphasizing environmental values in marketing can boost the popularity of organic products in local markets. On the other hand, despite novelty consciousness not significantly influencing actual purchase behavior, this suggests that consumer preferences in Maumere tend to favor products that are familiar and reliable rather than new or innovative ones.

For producers and marketers of organic salted sea fish in Maumere, the study recommends focusing on marketing strategies that highlight environmental values and product stability. Strengthening messages around sustainability and product reliability can enhance positive WOM, which may lead to increased product acceptance and sales. Additionally, consumer education about the benefits and uniqueness of organic products, as well as building trust in the products, is crucial to strengthening positive WOM. These strategies should consider not only the utilitarian aspects of the product but also the values that resonate with local consumer preferences and awareness to optimize market penetration and increase the adoption of organic products in the region.

Development of Other Psychological Factors: Future research should explore other psychological factors that may influence WOM and consumer purchasing behavior toward organic products. For example, considering factors such as perceived value, consumer satisfaction, or motivation in the context of organic products in the local Maumere market.

Comparative Studies Across Locations: Conducting comparative studies between different locations can help understand variations in consumer preferences and the influence of factors like environmental consciousness and trust on WOM and purchase behavior. Comparing local markets with others that have different demographic, cultural, and economic characteristics could provide valuable insights for more effective marketing strategies.

Impact of Social Media Platforms: Further research could investigate how social media platforms influence WOM and consumer purchasing behavior regarding organic products. Analyzing the role of influencers, consumer testimonials on social media, and consumer interactions in sharing their experiences could be a relevant focus in the digital age.

Integration of Technology in Marketing: Studying how technology, such as mobile apps or augmented reality, can enhance consumer interaction with organic products could provide innovative research opportunities. Research into how technology can strengthen the emotional connection between consumers and environmental values, as well as trust in organic products, could be a promising avenue.

Measuring Social and Environmental Impact: Developing methods to measure the social and environmental impact of consumer preferences for organic products could broaden the understanding of how environmental consciousness and consumer trust contribute to broader social and environmental changes. This area of research could offer new insights into the role of consumer behavior in promoting sustainable practices and influencing positive social change.

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