THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND PRICE SENSITIVITY ON SUSTAINABLE FOOD CONSUMPTION INTENTIONS: ENVIRONMENTAL CONCERN MEDIATION

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ABSTRACT

Background: Sustainable consumption habits by purchasing and consuming environmentally friendly products are changes made to maintain natural resources and prevent non-environmental practices carried out by producers.

Purpose: The research objectives are to determine (1) the influence of electronic Word of Mouth (e-WOM), price sensitivity, and environmental concern on sustainable food consumption intentions, (2) environmental concern mediates the influence of e-WOM on sustainable food consumption intentions, and (3) environmental concern mediates the influence price sensitivity to sustainable food consumption intentions.

Design/methodology/approach: This research uses a population of all followers from Instagram social media accounts at the green restaurants Nanamia Pizzeria and Warung Bumi Langit. The respondents of this research were 200 people, dominated by Generation Z using a purposive sampling technique. The data analysis technique is Partial Least Square with SmartPLS 3.29 software.

Findings/Result: The research results show (1) e-WOM, price sensitivity, and environmental concern influence sustainable food consumption intentions, (2) environmental concern partially mediates the influence of e-WOM on sustainable food consumption intentions, and (3) environmental concern partially mediates the influence of price sensitivity on consumption intentions sustainable food. This model explains 56.4% of sustainable food consumption variation through e-WOM variables, price sensitivity, and environmental concerns.

Conclusion: This finding highlights the crucial role of environmental concern in shaping sustainable food consumption intentions and is especially important for sustainable food restaurants like Nanamia Pizzeria and Warung Bumi Langit. To attract more customers, these restaurants should focus on marketing strategies that highlight the environmental impact of their products while also implementing sustainable principles in their operations, including using sustainable resources, waste management, and supporting local farmers.

Originality/value (State of the art): This research contributes to the limited discourse in marketing literature by uniquely integrating e-WOM and price sensitivity with environmental concerns affecting sustainable food consumption, specifically in the context of green restaurants in Indonesia.

Keywords: e-WOM, environmental concern, sustainable food consumption intentions, price sensitivity

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INTRODUCTION

The increasing attention of consumers, producers, governments, and researchers to environmental issues has driven the development of sustainable consumption (Nekmahmud et al. 2022). Environmental problems that currently continue to be felt, such as pollution, global warming, and climate change, are causing consumers to worry about the desire for natural resources to be used to meet their needs and those of future generations (Fitri & Famiola, 2021). As a result, there is a growing emphasis on promoting sustainable consumption behaviors as people become more conscious of their actions' impact on natural resources and future generations. This is reflected in Sustainable Development Goal 12, which underscores the crucial role of shifting away from unsustainable consumption patterns and promoting responsible production practices (Kristia et al. 2023). Based on data from the Institute for Economics & Peace Institute (2020), as many as 141 countries will be affected by an ecological threat, resulting in environmental insecurity. The World Wide Fund for Nature has projected that the ecological footprint will rise to 170% by 2040, a staggering increase from the 120% recorded in 2006. This surpasses the planet's carrying capacity, making it imperative to embrace sustainable food consumption habits immediately.

Developing sustainable food consumption patterns can contribute to a better quality of life and ensure food security (Coderoni & Perito, 2020). A multitude of variables influences the formation of sustainable food consumption intentions, yet the discourse in marketing literature on this subject remains limited, owing to its newness and novelty. Nevertheless, in Indonesia, green restaurants are leading the way in implementing the 3R (Reuse, Reduce, and Recycle) approach, with 68.03% of restaurants adopting this strategy (Food and Drink Provider Statistics, 2020). Moreover, the demand for organic products is projected to grow at a Compound Annual Growth Rate (CAGR) of 6.1% from 2021 to 2026 (Euromonitor International, 2022).

Numerous restaurants have prioritized sustainability and environmental friendliness in their operations. This approach fosters a healthier and more sustainable environment and promotes a socially responsible image for the restaurant. Some examples include Nanamia Pizzeria, Bumi Langit, Easy Peasy, Via Via Jogja, Pengilon, and others. Nanamia Pizzeria, for instance, is committed to preserving the environment while serving delicious, authentic Italian cuisine (Pizzeria, 2022). They have implemented some innovative practices, such as using eco-friendly boxes, cloth for utensils and mats, and papaya stem straws instead of plastic ones. Bumi Langit, on the other hand, considers the entire food production process in their efforts to promote sustainability. They prioritize eco-friendliness and environmental sustainability in their dishes from upstream to downstream.

The use of Internet marketing is rapidly gaining popularity and can have a significant impact on consumer behavior when combined with e-WOM (electronic word of mouth). Zeqiri et al. (2023) define e-WOM as marketing using the internet to create a word-of-mouth effect to support marketing efforts and goals. E-WOM encourages online users to share their experiences with others on social media and other platforms, and it is generally more trustworthy than traditional communication methods (Pritjahjono, Jahroh & Saptono, 2023). Previous research has found a relationship between e-WOM and the intention to consume sustainable food, research by Zayed et al. (2022); Wandoko & Panggati (2022); Zeqiri et al. (2023) stated that e-WOM influences the intention to consume sustainable food. On the other hand, Yusuf et al. (2018); Kim & Chang (2020); Zayed et al. (2022) stated that e-WOM has no effect on sustainable food consumption intentions. The impact of e-WOM on sustainable food consumption intentions has been inconsistent in prior research, prompting further investigation into this relationship.

Price is related to the intention to consume sustainable food because the price is a value that consumers feel directly (Kunda, Rahmawati & Kristia, 2022). Consumer sensitivity when paying premium prices at green restaurants is essential to research because it influences restaurant demand and pricing strategies (Ali, Akter & Fogarassy, 2021). The price of sustainable food is usually more premium because it is 16-50% more expensive to produce than conventional food (Chen et al. 2021). According to Singh & Verma (2017); Walia et al. (2020); Bushara et al. (2023); Carrión Bósquez et al. (2023) price sensitivity has a significant effect on sustainable food consumption intentions.

Environmental concern refers to the actions taken to protect the environment and address environmental issues (Riptiono, 2022). The results of research conducted by Wang et al. (2020); Eyinade et al. (2021); Sosanuy et al. (2021); Zayed et al. (2022) stated that environmental concern acts as a mediating variable for e-WOM on sustainable food consumption intentions. Additionally, Walia et al. (2020) and Cheng et al. (2021) stated that environmental concern influences the intention to consume sustainable food directly. Furthermore, Singh & Verma (2017), Walia et al. (2020), Bushara et al (2023), and Carrión Bósquez et al. (2023) demonstrate that price sensitivity is a critical factor that impacts the intention to consume sustainable food.

Instagram is becoming a social media with increasingly high levels of users in Indonesia, and this is supported by data from Napoleon Cat that Instagram users in Indonesia in the fourth quarter of 2021 reached 92.53 million (Rizaty, 2022). This rise in social media usage within Indonesia has the potential to influence consumer behavior and intentions. Green marketing strategies, mainly through social media, have become commonplace, with diverse content being prepared and published (print, audio-visual, and digital) about healthy food. Such content creation is a step towards achieving Indonesia's sustainable food system goals (Tranggono et al. 2019).

Sustainable food consumption habits in developing countries remain limited, partly due to inadequate research on the topic, specifically sustainable food consumption. Based on the phenomena and inconsistencies in research results described above, researchers are interested in contributing to supporting the novelty of research on sustainable food consumption with e-WOM, and price sensitivity is indicated as an independent variable that influences the intention to consume sustainable food. This research model also adds environmental concern as a mediating variable. The expected results of this research are that e-WOM, price sensitivity, and environmental concern influence the intention to consume sustainable food, and environmental concern mediates the influence of e-WOM and price sensitivity on the intention to consume sustainable food.

METHODS

For this study, quantitative research was conducted through the use of surveys. The targeted population included 22,660 followers of two Instagram accounts - 19,300 followers of Nanamia Pizzeria and 3,360 followers of Bumi Langit, as of May 19, 2023. Non-probability purposive sampling was utilized in the sampling method. To determine the appropriate sample size, the primary "10 times rule" by Barclay, Higgins & Thompson (1995) in Hair et al. (2019) was applied. This rule requires a sample size of at least ten times the number of paths contained in the Mosel construct, and this research framework has eight paths pointing toward the variable. Therefore, a minimum sample of 80 respondents was necessary. However, the researcher opted for a sample size of 200 respondents.

The questionnaire was developed based on validated scales from existing marketing literature. Specifically, to measure e-WOM, six items were adopted from Zayed et al. (2022). To measure price sensitivity, seven items were adopted from Lichtenstein et al. (1993). Next, to measure environmental concern, eight items were adopted from Zayed et al. (2022) and Parashar et al. (2022). In addition, to measure sustainable food consumption intentions, six items were adopted from Zhu et al. (2013). This research uses variable measurement with a Likert scale, with five-point items from strongly disagree (1) to strongly agree (5). The questionnaire was divided into two sections. The first part comprised questions about the demographic characteristics of the respondents, such as age, gender, and monthly expenditure on food. The second part contained questions related to the research construct that was being measured. the research construct that will be measured. Data collection was carried out through an online questionnaire.

Sustainable food consumption can be perceived in various ways and quite intricate. However, at its core, it involves consuming eco-friendly food while preserving natural resources, reducing energy consumption, and minimizing the production of toxic materials and waste (Li et al. 2021; Chu et al. 2022). Fast-Moving Consumer Goods (2020) corroborates this notion and further recognizes that the COVID-19 pandemic has heightened consumers' awareness of the origin and sustainability of their food choices.

The prevalence of social media use among consumers has given rise to the phenomenon of e-WOM, which has the potential to influence consumer attitudes and behaviors (Chao & Uhagile, 2022; Kabir & Islam, 2022). Bu et al. (2021) and Sosanuy et al. (2021) stated that e-WOM is a powerful tool for marketers seeking to engage their target audience swiftly and effectively. Due to its perceived reliability compared to traditional marketing techniques, e-WOM has garnered high trust among consumers. This study posits that e-WOM can shape the intention to consume sustainable food, a notion supported by prior research from Zayed et al. (2022); Wandoko & Panggati (2022); Zeqiri, Ramadani & Aloulou (2023) all of whom have demonstrated the impact of e-WOM on the intention to consume sustainable food. As illustrated in Figure 1, the hypothesis is formulated as follows:

H1: E-WOM influences the intention to consume sustainable food.

Price is one of the essential things in considering a person's consumption, so it can influence a person's food consumption intentions (Ali, Li & Hao, 2021). Price sensitivity is consumer sensitivity related to feelings when buying a product (Ali, Akter & Fogarassy, 2021). Sustainable foods, which typically cost 16–50% more to produce than conventional foods, often have higher price points (Chen et al. 2021). This is in line with the results of research conducted by Singh & Verma (2017); Walia et al. (2020); Bushara et al. (2023); Carrión Bósquez et al. (2023) stated that price sensitivity influences the intention to consume sustainable food. As illustrated in Figure 1, the hypothesis is formulated as follows:

H2: Price sensitivity has a direct effect on sustainable food consumption intentions.

Environmental concern is an action to preserve the environment and develop efforts to solve environmental problems (Neaman et al. 2022). Consumers have the intention to consume sustainable food because they have the view that this action can have an impact on environmental protection, and can ensure the continuity of the ecosystem for future generations. Therefore, the more concerned you are about the environment, the more you intend to consume sustainable food. This is in line with the results of research conducted by Chu (2018); Calderon-Monge, Redondo-Rodriguez, Ramírez-Hurtado (2021); Balaskas, Panagiotarou & Rigou (2023) stated that environmental concern influences the intention to consume sustainable food.

As illustrated in Figure 1, the hypothesis is formulated as follows:

H3: Environmental concern has a direct effect on sustainable food consumption intentions.

Environmental awareness is shaped by the participation of various stakeholders in understanding environmental issues, particularly with the current digital advancements that allow for optimal use of e-WOM (Lago et al. 2020). Sustainable food consumption is promoted through various online messages presented by eco-friendly restaurants on social media, often linked to environmental issues. The relationship between e-WOM and environmental concern has been studied in the literature by Zayed et al. (2022) and Sosanuy et al. (2021) which states that e-WOM significantly influences environmental awareness.

The effectiveness of e-WOM has encouraged businesses to create positive environmental content to promote environmentally conscious attitudes among consumers (Zhang et al. 2023). Furthermore, consumers who already have environmental concerns are more likely to have the intention to consume sustainable food. This is in line with research by Wang et al. (2020); Sosanuy et al. (2021); Zayed et al. (2022) which suggest that environmental concern can mediate the influence of e-WOM on the intention to purchase sustainable food. As illustrated in Figure 1, the hypothesis is formulated as follows:

H4: Environmental concern mediates the influence of e-WOM on sustainable food consumption intentions.

Sustainable consumption intentions can be influenced by price sensitivity and environmental concerns. This research argues that environmental concern can mediate the influence of price sensitivity on sustainable food consumption intentions. Consumers have the intention to consume sustainable food because they have the view that this action can have an impact on environmental protection, and can ensure the continuity of the ecosystem for future generations. Therefore, the more sensitive the price of sustainable food, the more concerned they will be about the environment and therefore, the more they intend to consume sustainable food. Research by Walia et al. (2020) stated that price sensitivity influences the intention to consume sustainable food. Apart from that, research by Singh & Verma (2017), Walia et al. (2020), Bushara et al. (2023), and Carrión et al. (2023) also argue that price sensitivity influences sustainable food consumption

intentions. Research by Wang et al. (2020); Cheng et al. (2021) stated that environmental concern influences the intention to consume sustainable food, and price sensitivity mediates environmental concern on the intention to consume sustainable food. Based on several studies, this research modifies the model with the price sensitivity variable as the independent variable and the environmental concern variable as the mediating variable. As illustrated in Figure 1, the hypothesis is formulated as follows:

H5: Environmental concern mediates the effect of price sensitivity on sustainable food consumption intentions.

This research aims to examine the role of stimulants (i.e., e-WOM and price sensitivity) in revealing sustainable food consumption intentions and the role of organisms (i.e., environmental concerns) simultaneously. Because this research model is a multivariate analysis, the Partial Least Square-Structural Equation model was used using SmartPLS 3.29 software. Validity and reliability tests, meeting the established minimum standards, support the techniques used for testing instruments. Next, to test the hypothesis, use hypothesis testing techniques supported by the p-value.

RESULTS

Respondents Characteristics

This research used data from a total of 200 respondents, of which 68 respondents (34%) were male, and 132 respondents (66%) were female. Characteristics of respondents based on age of 200 respondents, 23 respondents (11.5%) were aged 16-20 years, 152 respondents (76%) were aged 21-25 years, and 25 respondents (12.5%) were aged >25 years. Furthermore, of the 200 respondents, their characteristics are based on monthly expenditure for buying food, namely 36 respondents (18%) amounting to > IDR600,000–IDR1,300,000, 113 respondents (56.5%) amounting to > IDR1,300,000–IDR2,000,000, and 51 respondents (25.5%) amounting to >IDR2,000,000.

Measurement Model Testing

This measurement model is used to test the construct validity and reliability of the instrument. Hair et al. (2019), construct validity tests consist of 2 types, namely convergent validity and discriminant validity tests. Convergent validity uses loading factor and Average Variance Extracted (AVE) values. Table 1 and Figure 2 show the construct validity test assessment, which depicts the model path coefficients and their meaning. The results of testing the measurement model show that most of the constructs are valid as seen from the loading factor that meets the minimum standard value > 0.7. However, only items (SH3 and KL1) were removed because they each had values of 0.6703 and 0.6703 which were below the set standard values.

The convergent validity test by looking at the AVE value > 0.5 can be declared valid. As shown in Table 1, all research constructs have strong convergent validity. The discriminant validity test is shown by the Heterotrait-Monotrait Ratio (HTMT) value, the recommended minimum standard value is <0.90 (Hair et al. 2019). As shown in Table 2, all research items have strong discriminant validity, where the values range between 0.4632 and 0.7673 which is below the recommended threshold.
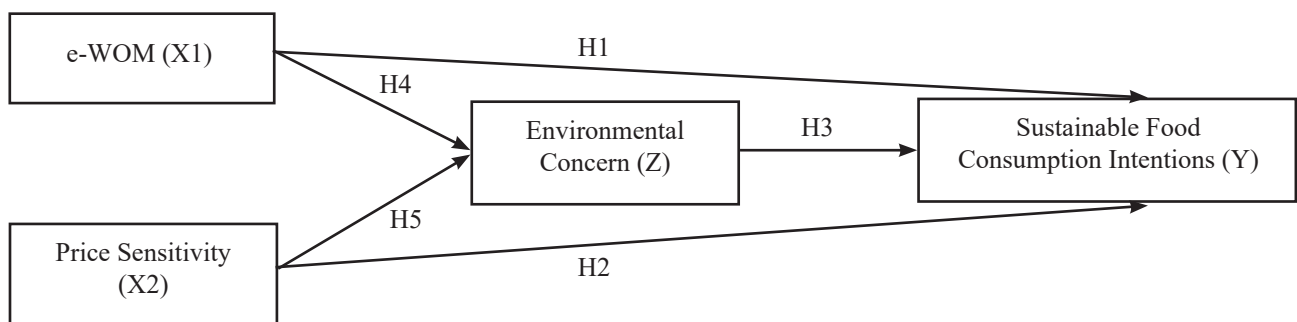

Figure 1. Research framework (Lichtenstein et al.1993; Zhu et al. 2013; El Essawi, 2022; Parashar et al. 2022; Zayed et al. 2022)

Table 1. Assessment of reflective measurement models

Latent Variable	Manifest Variable	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE
e-WOM	e-WOM1	0.7860	0.8693	0.9018	0.6049
	e-WOM2	0.7867			
	e-WOM3	0.7497			
	e-WOM4	0.8047			
	e-WOM5	0.7652			
	e-WOM6	0.7728			
Price Sensitivity	PS1	0.7151	0.8430	0.8826	0.5566
	PS2	0.7397			
	PS3	0.6703			
	PS4	0.7171			
	PS5	0.7264			
	PS6	0.7731			
	PS7	0.7671			
Environmental Concern	EC1	0.6507	0.9022	0.9228	0.6308
	EC2	0.8072			
	EC3	0.7859			
	EC4	0.7893			
	EC5	0.8414			
	EC6	0.7601			
	EC7	0.7569			
	EC8	0.7678			
Sustainable Food Consumption Intentions	SFCI1	0.7290	0.8649	0.8984	0.5960
	SFCI2	0.7725			
	SFCI3	0.7498			
	SFCI4	0.8056			
	SFCI5	0.7956			
	SFCI6	0.7777			

Table 2. Heterotrait-Monotrait Ratio of Correlations (HTMT) ratios

	e-WOM	PS	EC	SFCI
e-WOM	N/A			
PS	0.4632	N/A		
EC	0.6652	0.4335	N/A	
SFCI	0.6994	0.5210	0.7673	N/A

* Discriminant validity using HTMT criteria

Furthermore, Hair et al. (2019) state that there are 2 types of reliability tests, namely reliability tests using Cronbach Alpha (α) and reliability tests using Composite Reliability (CR). The reliability test uses Cronbach Alpha (α) and CR has a standard value of > 0.70. Table 1 states that all indicators in this research measurement model are reliable.

The R^2 value is a measure used to measure changes in the value of the independent variable on the dependent variable. Based on research findings in Table 3, the coefficient of determination stands at 56.4%. This indicates that e-WOM, price sensitivity, and environmental concerns can account for 56.4% of the variability in sustainable food consumption, while the remaining 43.6% can be ascribed to other antecedent variables that were not explored in this study.

Table 3. Coefficient of determination, R2

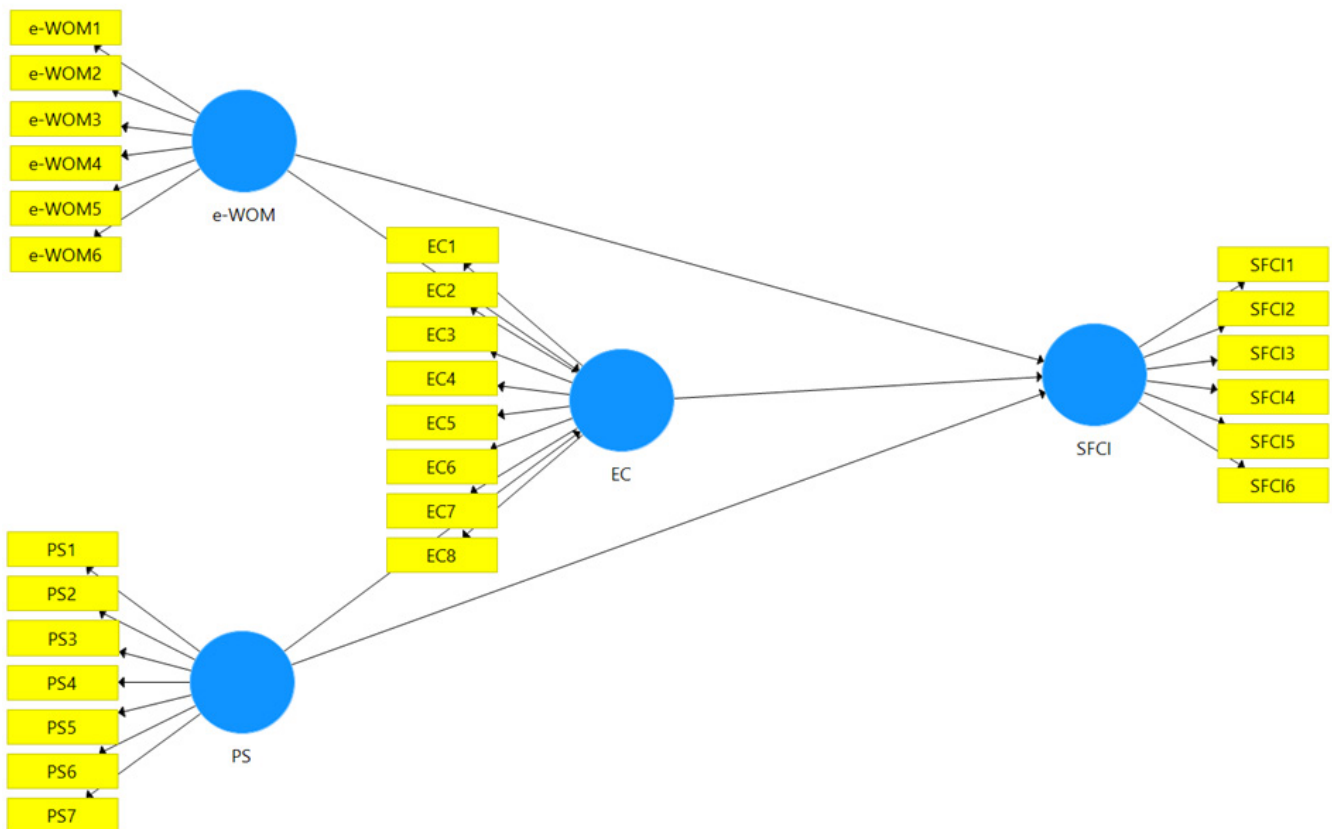|	Environmental Concern	Sustainable Food Consumption Intentions
Coefficient of determination, R2	0.3773	0.5640

Figure 2. Path coefficient model

The Influence of e-WOM on Sustainable Food Consumption Intentions

The results of this study show that e-WOM influences the intention to consume sustainable food with β= 0.2715 and a p-value of 0.0002 < 0.05 (Table 4). Therefore, it can be concluded that H1 is accepted and supported by the data, e-WOM influences the intention to consume sustainable food, meaning that the more trusted e-WOM is, the more people intend to consume sustainable food. The results of this research are in line with research conducted by Zayed et al. (2022), Wandoko & Panggati (2022), and Zeqiri, Ramadani & Aloulou (2023) showed that e-WOM influences the intention to consume sustainable food. According to the study, electronic word-of-mouth (e-WOM) on Instagram accounts of environmentally conscious eateries, such as Nanamia Pizzeria and Warung Bumi Langit, significantly influences consumers' intentions

to consume sustainable cuisine. Reliable reviews in the form of e-WOM enhance the probability of sustainable food consumption.

The Effect of Price Sensitivity on Sustainable Food Consumption Intentions

The results of this study show that price sensitivity influences the intention to consume sustainable food with β = 0.1682, the P-value of 0.0086 < 0.05 (Table 4). Therefore, it can be concluded that H2 is accepted and supported by the data, price sensitivity influences the intention to consume sustainable food, meaning that the more price sensitive the greater the intention to consume sustainable food. The results of this research are in line with research conducted by Singh & Verma (2017); Walia et al. (2020); Bushara et al. (2023); Carrión Bósquez et al. (2023) showed that price sensitivity influences sustainable food consumption

intentions. This shows that consumers have price sensitivity because it is influenced by the product type and the combination of perceived benefits, so paying attention to consumer price sensitivity is essential.

The Effect of Environmental Concern on Sustainable Food Consumption Intentions

The research results show that environmental concern influences the intention to consume sustainable food with $\beta = 0.4613$, P-value $0.0000 < 0.05$ (Table 4). Therefore, it can be concluded that H3 is accepted and supported by data, environmental concern influences the intention to consume sustainable food, meaning that the more concerned you are about the environment, the greater the intention to consume sustainable food. The results of this research are in line with research conducted by Chu (2018); Calderon-Monge, Redondo-Rodriguez, Ramírez-Hurtado (2021); Balaskas, Panagiotarou & Rigou (2023) stated that environmental concern influences the intention to consume sustainable food. This shows that consumers have the intention to consume sustainable food because they believe that this action can have an impact on environmental protection, and can ensure the sustainability of the ecosystem for future generations.

The role of environmental concern mediates the influence of e-WOM on sustainable food consumption intentions

The results of this study indicate that environmental concern can mediate the influence of e-WOM on sustainable food consumption intentions with $\beta = 0.2365$, p-value $= 0.0000 < 0.05$ (Tables 4 and 5). Based on direct testing, e-WOM affects environmental concern, which means that environmental concern partially mediates the influence of e-WOM on the intention to consume sustainable food. Therefore, it can be concluded that H4 is accepted and supported by the data. This shows that e-WOM can influence sustainable food consumption intentions directly and through mediating environmental concerns. The results of this study are in line with research conducted by Wang et al. (2020); Eyinade et al. (2021); Sosanuy et al. (2021); Zayed et al. (2022) stated that environmental concern can mediate the influence of e-WOM on the intention to purchase sustainable food. This shows that the power of e-WOM found on the Instagram of green restaurants Nanamia Pizzeria and Warung Bumi Langit encourages businesses to create positive environmental

content as an encouragement for consumers to have an environmentally conscious attitude (Zhang et al. 2023). Furthermore, consumers who already have environmental concerns will encourage them to have the intention to consume sustainable food. The greater the level of trust consumers place in electronic word-of-mouth (e-WOM), the stronger their propensity to prioritize environmental concerns and, consequently, the more likely they are to express an intention to consume sustainable food.

The role of environmental concern mediates the influence of price sensitivity on sustainable food consumption intentions

The results of this study indicate that environmental concern can mediate the influence of price sensitivity on the intention to consume sustainable food with $\beta = 0.0852$, p-value $= 0.0239 < 0.05$ (Tables 4 and 5). Based on direct testing, price sensitivity influences environmental concern, which means that environmental concern partially mediates the influence of price sensitivity on the intention to consume sustainable food. Therefore, it can be concluded that H5 is accepted and supported by the data. This shows that price sensitivity can influence sustainable food consumption intentions directly and through environmental concern mediation. The results of this study are in line with research conducted by Wang et al. (2020); Cheng et al. (2021) stated that environmental concern influences the intention to consume sustainable food, and price sensitivity mediates environmental concern on the intention to consume sustainable food. This finding reveals that customers who exhibit a greater sensitivity towards the affordability of sustainable food also demonstrate a higher level of environmental consciousness, leading to a greater willingness to consume sustainable food.

Managerial Implications

Based on the results of this research, the researchers put forward several suggestions for the green restaurants Nanamia Pizzeria and Warung Bumi Langit to innovate in increasing interaction with consumers via social media, especially Instagram, such as giveaway programs or vouchers for the best reviews on green restaurants and maintaining uploaded information. Green restaurants also need to pay attention to competitors' prices, assess product quality based on price, and pay attention to consumer price sensitivity.

Table 4 . Path coefficients and significant hypotheses

Hypothesis	Path Hypothesis	(β)	STD	t Value	p Value	Status
H1	e-WOM → SFCI	0.2715	0.0735	3,6952	0,0002	Accepted
H2	PS → SFCI	0.1682	0.0640	2,6300	0,0086	Accepted
H3	EC → SFCI	0.4613	0.656	7.0285	0.0000	Accepted
H4	e-WOM → EC → SFCI	0.2365	0.0467	5.0687	0.0000	Accepted
H5	PS → EC → SFCI	0.0852	0.0377	2.2600	0.0239	Accepted

Table 5. Mediation effect

Variable	Direct Effect (DE)	Indirect Effect(IE)	Total Effect (TE)	Mediation Effect
	e-WOM → SFCI	e-WOM → EC → SFCI	(DE + IE)	(TE – DE)
(1)	(2)	(3)	(4)	(5)
e-WOM	0.2715 (0.0002)	0.2365 (0.0000)	0.5080 (0.0001)	(0.5080 – 0.2715) = 0.2365
Variable	Direct Effect (DE)	Indirect Effect(IE)	Total Effect (TE)	Mediation Effect
	PS → SFCI	PS → EC → SFCI	(DE + IE)	(TE – DE)
(1)	(2)	(3)	(4)	(5)
PS	0.1682 (0.0086)	0.0852 (0.0239)	0.2534 (0.0163)	(0.2534 – 0.1682) = 0.0852

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

E-WOM influences the intention to consume sustainable food; (2) price sensitivity influences the intention to consume sustainable food; (3) environmental concern partially mediates the influence of e-WOM on sustainable food consumption intentions; and (4) environmental concern partially mediates the influence of price sensitivity on sustainable food consumption intentions.

Recommendations

This finding highlights the crucial role of environmental concern in shaping sustainable food consumption intentions and is especially important for sustainable food restaurants like Nanamia Pizzeria and Warung Bumi Langit. To attract more customers, these restaurants should focus on marketing strategies that highlight the environmental impact of their products while also implementing sustainable principles in their operations, including using sustainable resources, waste management, and supporting local farmers. Moreover, to encourage positive e-WOM and generate buzz, restaurants should encourage customers to leave positive reviews on social media, review sites, or knowledge-sharing platforms. For customers with high price sensitivity, rational pricing should be offered based on target customers. At the same time, communication about the added value of products, such as the quality of ingredients and the benefits of consuming sustainable food, should be emphasized to provide rationality about the price of restaurant products. This research also has several suggestions for future research. First, Studies can explore additional variables like education level, knowledge, age, income, and other relevant factors to promote sustainable food consumption further. Second, future research can expand its focus beyond sustainable food and cover other sustainable products such as skincare products, electronics, furniture, and similar items.

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