

## THE DECISION TO BUY VEGAN FOOD IS INFLUENCED BY GREEN MARKETING, SOCIAL MEDIA MARKETING, HEALTHY LIFESTYLE, AND BRAND IMAGE



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### Abstract

The development of the culinary business has increased rapidly in various countries, especially after the Covid-19 pandemic in March 2020 significantly changed people's lifestyles. Lifestyles are now more focused on health to prevent various diseases, with special attention to diet and healthy food consumption. Heart disease is one of the highest causes of death in Indonesia, with many making efforts to change their lifestyle to a healthier one, such as adopting a vegan diet. Veganism, which excludes the consumption of meat and other animal products, is becoming popular due to the various health benefits associated with it, such as reducing the risk of obesity and high cholesterol. Nonetheless, there is a global trend where people tend to choose preferred foods over healthy ones, such as increasing meat consumption without enough fiber from vegetables and fruits, which is potentially harmful to health. Excessive meat consumption is also associated with the risk of diseases such as diabetes and heart disease. This think about points to decide the impact of green promoting, sound way of life, social media showcasing, brand picture, and buy choice on vegetarian nourishment in Indonesia. The populace comprised of all Indonesian citizens over 17 a long time ancient who have devoured vegetarian nourishment. The test estimate comprised 190 respondents. The information investigation demonstrate utilized was Auxiliary Condition Show (SEM) with SmartPLS 4. Based on the comes about of information preparing utilizing SmartPLS 4, it can be concluded that there's a noteworthy and positive impact of brand picture on buy choice, green showcasing on brand picture, sound way of life on brand picture, solid way of life on buy choice, and social media showcasing on buy choice. Be that as it may, green showcasing on buy choice and social media showcasing on buy choice have a critical negative impact. It is known that the impact of brand picture on buy choice is the biggest in terms of impact estimate and centrality in this ponder.

**Keywords:** Green Marketing, Social Media Marketing, Healthy Lifestyle, Brand Image, Purchase Decision, Vegan Food

## INTRODUCTION

Business development in this era has seen rapid growth globally, especially in the culinary sector. The Covid-19 pandemic in March 2020 brought significant changes worldwide, impacting societal lifestyles. Lifestyle choices fundamentally reflect consumer concerns (Waskita, 2022). A shift towards healthier lifestyles is evident as people seek to prevent various illnesses through dietary choices. Food plays a crucial role in human health (IAE, 2023), influencing overall well-being and development. Despite this, global preferences lean towards indulgent rather than nutritionally beneficial foods, such as excessive meat consumption without sufficient fiber from vegetables and fruits (Kalmpourtzidou et al., 2020), posing health risks.

According to Papier et al. (2021), excessive meat consumption correlates with diabetes, pneumonia, and heart disease. Heart disease remains a leading cause of death globally, with 17.9 million deaths attributed to cardiovascular issues in 2019 (Wibawa, 2021). In Indonesia, it ranks among the highest causes of mortality (Muhamad, 2023). Adopting a healthier lifestyle by focusing on fat intake and increasing fiber consumption can mitigate these risks (Pitaloka, 2021). Indonesia ranks 16th globally in vegan populations (Oliver, 2021).

Transitioning to a vegan lifestyle, which excludes animal-derived products, has gained popularity for health, environmental, and ethical reasons (Puspitalova, 2023). Vegan diets emphasize plant-based foods known for their health benefits, such as preventing obesity and high cholesterol. During the COVID-19 pandemic, evidence suggests that vegan diets may reduce viral susceptibility and manage metabolic syndrome and cardiovascular diseases (Loh et al., 2022).

Research indicates that a healthy lifestyle significantly influences consumer purchasing decisions (Triyono&Susanti, 2020; Alladin&Mardian, 2023), though conflicting findings exist (AnzarHuthasuhut et al., 2022). Concurrently, green marketing aligns with rising environmental awareness, influencing consumer preferences towards environmentally responsible products (Sarah and Sutar, 2020). However, its impact on purchase decisions varies (Mahendra&Nugraha, 2021; Narimanfar&HatamNezhad, 2022).

Social media serves as a platform for environmental advocacy and marketing strategies (Pertwi &Sulistyowati, 2021). It influences consumer purchase decisions significantly on platforms like TikTok (Rimbasari et al., 2023), yet studies reveal mixed impacts on platforms such as Instagram (NisaBahri, 2023).

Brand picture remains pivotal in shopper decision-making forms, affecting brand discernment and dependability (Jessica et al., 2023). Positive brand recognition improves client fascination and maintenance (Juliastika et al., 2023; Mendrofa& Brand, 2024; Kapirossi&Prabowo, 2023), in spite of shifting discoveries (NisaBahri, 2023). Brand picture is additionally a calculate in brand exchanging choice behavior. In case a brand has been known and after that within the customers' intellect, the brand has positivevalue, so the clients will have discernment that the items have tall quality additionally they will be fulfilled as well as there will be lower eagerness to conduct brand switching (KG Ginantra et al., 2017).

This study aims to provide insights into consumer purchasing behaviors, particularly in the context of vegan food products, considering green marketing, healthy lifestyles, social media marketing, and brand image.

Green showcasing is showcasing that's carried out by creating items that cannot damage the environment within the future from the way they are delivered, their squander

administration, conveyance channels, advancements utilized by paying consideration to the affect on the environment. Based on investigate conducted by Pertiwi & Sulistyowati (2021), Green Showcasing includes a positive and noteworthy affect on acquiring choices. This affirms that the ecologically inviting items created have a solid impact on obtaining choices. Other investigate conducted by Green et al., (2020) and Aprianto et al. (2022), moreover appears that Green Promoting contains a positive affect on obtaining choices. Be that as it may, agreeing to Narimanfar & HatamNezhad (2022), green promoting has no critical impact on obtaining choices. Promoting has no noteworthy impact on acquiring choices.

Green marketing is an effort to market products that are considered environmentally friendly and favored over others. It involves many tasks, such as product customization, transformation in the production process, sustainable packaging, and customization in advertising production process, sustainable packaging, and adjustments in advertising (Usharani & Gopinath, 2020).

Based on investigate conducted by Pertiwi and Sulistyowati (2021), Green Promoting features a positive and noteworthy affect on acquiring choices. Agreeing to Green et al., (2020), also shows that Green Promoting includes a positive affect on acquiring choices. Be that as it may, another past investigate finds that green showcasing has no noteworthy impact on acquiring decisions (Narimanfar & HatamNezhad, 2022). Subsequently, the speculation is defined as takes after.

H1: Green showcasing features a positive and noteworthy impact on buy choice.

Based on inquire about conducted by Mendrofa & Brand (2024), Sound Way of life encompasses a positive and significant impact on acquiring choices. Agreeing to Bimantara et al. (2022) too states that Solid Way of life includes a positive and noteworthy impact on Purchase Choice. Moreover, Alladin & Mardian (2023) state that Solid Way of life contains a positive and critical impact on Buy Choice. In any case, another previous investigate finds that sound way of life has no critical impact on obtaining choices (Anzar Huthasuhut et al., 2022). This implies that the superior a person's solid way of life, the higher the choice to buy the item. Thus, the speculation is defined as takes after.

H2: Solid way of life includes a positive and critical impact on buy choice.

Based on investigate conducted by Rimbahari et al., (2023), that Social Media Showcasing contains a positive and critical impact on Buy Choice. Agreeing to Rundu Wonua (2023) and Tuti (2022) also state that Social Media Promoting has a positive and noteworthy impact on the Buy Choice. Be that as it may, another past investigate finds that social media showcasing has no critical impact on acquiring choices (Nisa Bahri, 2023). Subsequently, the hypothesis is defined as takes after.

H3: Social media marketing has a positive and significant effect on purchase decision.

Based on investigate conducted by Nandaika & Respati (2021), Green Promoting features a positive and critical impact on Brand Picture. Sarah and Sutar (2020) moreover state that Green Showcasing includes a critical positive impact on Brand Picture. Moreover, Sihalohe & Indawati's inquire about (2021) states that Green Promoting includes a critical impact on Brand Picture. Consequently, the speculation is defined as takes after.

H4: Green showcasing incorporates a positive and critical impact on brand image.

Agreeing to Anwar & Amelia (2023), sound way of life contains a critical positive impact on brand picture. Aditya Nalendra et al. (2023) and Fitriana & Cahyanti (2022) moreover state that solid lifestyle includes a critical positive impact on brand picture.

Mawardy et al. (2023) moreover expressed that sound way of life contains a positive and noteworthy impact on brand picture. Consequently, the theory is defined as takes after.

H5: Solid way of life encompasses a positive and noteworthy impact on brand picture.

Agreeing to inquire about conducted by Sari (2021), the impact of Social Media Promoting on Brand Picture is positive and critical. Moreover, the inquire about created by Narayana & Rahanatha (2020) and Khairani & Aminah (2023) which states that the impact of Social Media Promoting on Brand Picture is positive and noteworthy. Consequently, the theory is defined as takes after.

H6: Social media showcasing encompasses a positive and significant effect on brand picture.

Based on previous research conducted by Nandaika & Respati (2021), Brand Picture features a positive and significant effect on Buy Choice. Agreeing to Nurliyanti et al. (2022) moreover expressed that Brand Picture incorporates a positive and noteworthy impact on Buy Choice. Moreover Arwin, A., Yuliana, Y., & Elika (2021) appear that Brand Picture encompasses a positive and critical impact on Buy Choice. In any case, another past research finds that brand picture has no critical impact on acquiring choices (Nisa Bahri, 2023). Thus, the theory is defined as takes after.

H7: Brand image has a positive and significant effect on purchase decision.

## RESEARCH METHOD

The populace in this think about is all Indonesians who have made veggie lover nourishment buys. They are over 16 a long time ancient who have devoured vegetarian nourishment. So, it is hazy how much of the populace in Indonesia fits the expressed criteria. By utilizing SEM, the fitting test measure is between 100 to 200 tests. Agreeing to Ferdinand (2014), the rule for test estimate depends on the number of pointers duplicated by 5 to 10. In this ponder, the number of tests utilized is the number of pointers  $\times$  10. So  $19 \times 10 = 190$  tests. The information collection strategy employments an internet overview with the overview stage, Google Shapes. At that point it was disseminated through social media, such as WhatsApp (individual and gather contacts) and Instagram. The survey in this think about was given to all populace that has been already said. Factors were measured utilizing markers from past investigate. The markers of green showcasing come from Pertiwi and Sulistyowati (2021). Markers from Triyono and Susanti (2020) clarify around solid way of life. Markers from social media promoting come from Narottama and Moniaga (2020). For brand picture, the pointers come from Triyono & Susanti (2020). At long last, Buy choice comes from Kapirossi and Prabowo (2023) to degree the variable more profound.

In expansion, this consider employments a semantic scale differential scale, extending from 1 (emphatically oppose this idea) to 10 (emphatically concur) to 10 (emphatically concur). This ponder assesses the impacts of the impact of green promoting, sound way of life, social media promoting, brand picture, and buy choice. The 1-10 scale (indeed scale) points to maintain a strategic distance from respondents' answers from respondents who tend to select the center esteem. center esteem. At that point, the information was analyzed with the Basic Condition Demonstrate (SEM) with the SmartPLS form 4 program.

## RESULTS AND DISCUSSION

Based on convergent validity with the loading factor approach factor approach, not all indicators were found to have a loading factor of more than 0.70. Items BI1, GM2, HL1, HL3 and PD4 and SCM 4 show invalid results so it is necessary to do outer model running 2 analysis to remove invalid items.

**Table 1.**  
**Outer Loading 1**

Question Items	Outer loadings
BI1 <- Brand Image	-0,142
BI2 <- Brand Image	0,933
BI3 <- Brand Image	0,924
GM1 <- Green Marketing	0,843
GM2 <- Green Marketing	-0,021
GM3 <- Green Marketing	0,816
GM4 <- Green Marketing	0,943
HL1 <- Healthy Lifestyle	0,601
HL2 <- Healthy Lifestyle	0,996
HL3 <- Healthy Lifestyle	0,422
PD1 <- Purchase Decision	0,844
PD2 <- Purchase Decision	0,894
PD3 <- Purchase Decision	0,810
PD4 <- Purchase Decision	0,642
SCM1 <- Social Media Marketing	0,935
SCM2 <- Social Media Marketing	0,937
SCM3 <- Social Media Marketing	0,766
SCM4 <- Social Media Marketing	0,109

Based on concurrent legitimacy with the stacking calculate approach (Table 1), not all markers were found to have a stacking figure of more than 0.70. Things BI1, GM2, HL1, HL3 and PD4 and SCM 4 appear invalid comes about so it is vital to do external show running 2 examination to expel invalid things. After expelling these things, the calculate stacking esteem of each marker is more than 0.7 or contains a centrality of less than 0.05, so it can be said to be substantial (Table 2).

**Table 2.**  
**Outer Loading 2**

Item Variabel	Outer loadings
BI2 <- Brand Image	0,926
BI3 <- Brand Image	0,933
GM1 <- Green Marketing	0,855
GM3 <- Green Marketing	0,838
GM4 <- Green Marketing	0,951
HL2 <- Healthy Lifestyle	1,000
PD1 <- Purchase Decision	0,893
PD2 <- Purchase Decision	0,893

PD3 <- Purchase Decision	0,819
SCM1 <- Social Media Marketing	0,932
SCM2 <- Social Media Marketing	0,939
SCM3 <- Social Media Marketing	0,769

Based on the cross-loading esteem (Table 3), it can be seen that all markers that compose each variable in this ponder (bolded values) have met discriminant legitimacy since they have the biggest external stacking esteem for the variable they frame and not on other factors. Hence all markers in each variable in this ponder have met discriminant legitimacy. Th another assessment of Discriminant Legitimacy estimation is FornellLarcker, to be specific by comparing the AVE root esteem with the relationship between builds. On the off chance that the AVE root esteem is higher than the relationship between develops, at that point great discriminant legitimacy is accomplished. In expansion, an AVE esteem more prominent than 0.5 is profoundly prescribed.

**Table 3.**  
**Cross Loading**

Item Variabel	Brand Image	Green Marketing	Healthy Lifestyle	Purchase Decision	Social Media Marketing
BI2	0,926	0,500	0,483	0,755	0,503
BI3	0,933	0,559	0,627	0,676	0,674
GM1	0,469	0,855	0,687	0,303	0,328
GM3	0,383	0,838	0,447	0,155	0,240
GM4	0,614	0,951	0,682	0,322	0,446
HL2	0,599	0,702	1,000	0,458	0,553
PD1	0,606	0,171	0,436	0,893	0,228
PD2	0,826	0,435	0,424	0,893	0,532
PD3	0,543	0,167	0,325	0,819	0,218
SCM1	0,637	0,389	0,565	0,469	0,932
SCM2	0,623	0,343	0,447	0,329	0,939
SCM3	0,341	0,333	0,458	0,137	0,769

Another test to analyze the external show is to see at the unwavering quality of inactive variable develops as measured by two criteria, specifically composite unwavering quality and Cronbach's alpha from the marker square that measures the build.

The build is announced solid on the off chance that the composite unwavering quality esteem and Cronbach alpha esteem are over 0.70 (Table 4).The AVE esteem for the four develops is more prominent than 0.5 so it can be concluded that the assessment of the estimation demonstrate has great discriminant validity.In expansion to the develop legitimacy test, a build unwavering quality test is additionally carried out which is measured by the measure test, specifically the composite unwavering quality and Cronbach alpha of the pointer piece that measures the construct.Constructs are pronounced solid in case the composite unwavering quality and Cronbach alpha values are over 0.70.

**Table 4.**  
**Cronbach Alpha**

Variabel	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average variance extracted (AVE)
Brand Image	0,843	0,845	0,927	0,864
Green Marketing	0,859	0,915	0,913	0,779
Purchase Decision	0,838	0,852	0,902	0,755
Social Media Marketing	0,865	0,952	0,914	0,781

Table 5 appears the R-square esteem of brand Picture of 0.533 or it implies that 53.3% can be expressed as factors that impact Brand Picture. In the interim, the buy choice is 65.0% so that it can be expressed that the factors that impact the buy choice are 65%. It is known that the Q2 esteem is 0.835, meaning that the sum of information differing qualities from inquire about that can be clarified by the planned auxiliary demonstrate is 83.5%, whereas the remaining 16.54% is clarified by other components exterior the model. Based on these comes about, it can be said that the basic demonstrate in this ponder is nice since it is closer to the esteem of 1.

**Table 5.**  
**R-Square**

Variabel	R-square	R-square adjusted
Brand Image	0,533	0,526
Purchase Decision	0,650	0,643

In PLS, measurable testing of each hypothesized relationship is carried out utilizing simulation. In this case, the bootstrap strategy is carried out on the sample. Bootstrap testing is additionally planning to play down the issue of anomalies in inquire about information. The comes about of testing the variable speculation appear that the p esteem from t table.

**Table 6.**  
**Direct Hypothesis**

Hipotesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Hypothesis
Brand Image -> Purchase Decision	0,942	0,944	0,070	13,541	0,000	Significant Positive
Green Marketing -> Brand Image	0,287	0,293	0,062	4,649	0,000	Significant Positive
Green Marketing -> Purchase Decision	-0,301	-0,306	0,054	5,555	0,000	Significant Negative
Healthy Lifestyle -> Brand Image	0,157	0,154	0,064	2,443	0,015	Significant Positive
Healthy Lifestyle -> Purchase Decision	0,224	0,228	0,074	3,013	0,003	Significant Positive

Social Media Marketing -> Brand Image	0,434	0,432	0,062	7,057	0,000	Significant Positive
Social Media Marketing -> Purchase Decision	-0,213	-0,212	0,082	2,595	0,009	Significant Negative

This indicates that the hypothesis is accepted as a result. Given that each sig value is less than 0.05, it may be concluded that the innovation variable has the capacity to significantly influence how the three variables are mediated. (Table 7)

**Table 7.**  
**Indirect Hypothesis**

Hipotesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Green Marketing -> Brand Image -> Purchase Decision	0,271	0,277	0,066	4,098	0,000
Healthy Lifestyle -> Brand Image -> Purchase Decision	0,148	0,143	0,056	2,629	0,009
Social Media Marketing -> Brand Image -> Purchase Decision	0,409	0,408	0,069	5,924	0,000

## CONCLUSION

Using SEM, this study was able to determine the test results on the influence of social media marketing, brand image, healthy lifestyle, green marketing, and purchasing decisions. The research's data results demonstrate a strong and positive relationship between each of the following: the impact of social media marketing on brand image, the influence of green marketing on brand image, the influence of healthy living on purchase decision, and the influence of brand image on brand image. Concurrently, there is no discernible positive impact of social media marketing or green marketing on consumer decisions. It is still important, though. The impact of brand image on purchasing choice has the highest score when using SEM. This study suggests surprising outcomes. While the majority of earlier research demonstrated that every variable had a significant and favorable impact, certain study-rejected hypotheses were included. Because the study's findings can add to the body of knowledge and serve as a reference for related subjects like social media marketing, green marketing, healthy living, brand image, and buying decisions.

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