International Journal of Application on Economics and Business (IJAEB)
Volume 1, Issue 4, 2023. ISSN: 2987-1972

FACTORS AFFECTING PURCHASE INTENTION OF HEALTHY DRINKS

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Submitted: 03-07-2023, Revised: 06-09-2023, Accepted: 01-11-2023

ABSTRACT

Today, choosing healthy foods and providing adequate nutrients is crucial for the body. Someone better choose clean foods and beverages that have undergone hygienic processing to prevent contamination with harmful ingredients. One of the products that can assist customers in meeting their nutritional needs to increase endurance and avoid illness is healthy beverages. This study examined how health awareness, food safety, and perceived advantages affect the buying intention of healthy drinks. This research employs a non-probability approach with purposive selection. 224 respondents were recruited by disseminating surveys online via Google Forms, and the data was evaluated using SmartPLS4.0-SEM. The results of this study show that health consciousness, food safety, and perceived benefits all have positive but minor effects on purchase intentions for healthy beverages in Jakarta. The results of this study suggest that food safety and health consciousness can increase consumer demand for healthful drinking products. Therefore, healthy drinks can pay attention to these factors to increase consumer interest in buying healthy beverage products.

Keywords: *Health Consciousness, Food Safety, Perceived Benefits, Purchase Intention*

1. INTRODUCTION

In the post-pandemic era, more people have realized the importance of a healthy lifestyle. By doing so, they can maintain their bodies' natural immunity and prevent various diseases from attacking them due to their lifestyle choices. Food trends in Indonesia show that 91% of people choose food ingredients that can sustain and enhance physical and mental health, according to statistics from Trend Tracker Cargil 2022 about the traits of Indonesian customers in selecting food ingredients. (Tiofani, 2022). In a survey titled Unveiling Indonesian Beauty & Dietary Lifestyles, 1000 male and female respondents aged between 18 and 55 years were surveyed in Indonesia. The survey was conducted online using the populix application. The results showed that 6 out of 10 people in Indonesia are now paying more attention to the health of their bodies through the food they consume and daily lifestyle behaviors. (Daruwati, 2022).

Indonesia is one of the top fresh fruit producers in the world, ranking eighth overall, with an annual production value of 24.9 million tons. As a result, processed fruit juice products have a great chance to grow and have excellent future prospects. (Octaviani, 2022).The need for goods that can aid in maintaining a healthy lifestyle; healthy cuisine is one of the options customers require at this time. Healthy drinks are essential to ingest in order to enhance one's health. Healthy beverages are important things that are consumed to improves health (Kengpol & Pichitkarnkar, 2019). Many individuals are becoming more concerned about their health issues. People have begun to recognize the importance of paying heed to their health (Malla et al., 2013) Consumers are increasingly interested in purchasing healthful goods for their ease. They

consider the various benefits of healthy food and beverages and how they can help them (Fleseriu et al., 2020).

Consumer food safety issues are related to the safety of a product's food or beverage containers, the product's safety protocols, and the product's sanitation (Hsu et al., 2016). Customers consider the basic materials of production, fake coloring, artificial flavoring, whether the product includes chemicals, and whether the product is pesticide-free in addition to the indication that the product is safe (Fung et al., 2018). substances and whether the product is pesticide-free. Food safety is an issue that must be addressed not only during the preparation process but also during the food delivery process (AIFS, 2019). Stages of all processes, including cleaning, sanitization, excellent hygienic practices, and packing, are required from field to customer to ensure the safety of food components (Curvelo et al., 2019).

In both established and developing nations, health consciousness is the most powerful incentive for purchasing and consuming organic food (Espinosa & Kadić-Maglajlić, 2018), according to the findings of a study performed by (Pham et al., 2019). Consumers who are health-conscious and concerned about their health engage in healthy behaviors and routines, such as consuming nutritious meals to stay healthy (Mai & Hoffmann, 2015).

Health consciousness affects healthy drinks. Consumers who are mindful of their body's health will be interested in purchasing this product because it helps them keep their health and immunity (Watanabe et al., 2020). Changing food intake is challenging even for those with personal health reasons to always consume healthy food due to health-related problems with their lifestyle or behavior. The perceived benefits provided by a product have a positive impact on consumers, starting with the ingredients used in healthy beverages, which use natural ingredients and have many vitamins in the content of the drink, which provide perceived benefits for consumers. However, from a consumer standpoint, there are significant reasons to eat healthier, such as to improve overall health and prevent disease (Eva Maria Hanson, 2021).

There are several research gaps. The first is that this study concentrates on healthy drinks, whereas earlier studies focused on organic goods (Iqbal et al., 2021). Secondly, prior studies only used samples from Pakistan(Iqbal et al., 2021), whereas this study used a sample of respondents from the Jakarta region. (Alam et al., 2022) Their research used a virtual snowball sampling technique, whereas this work employs non-probability sampling with a purposive sampling method. Respondents used in Phan & Mai (2016)’s research were students in Vietnam. The results show that the health consciousness variable has no significant effect on purchase intention, whereas (Huang et al., 2022) found that health consciousness has a substantial influence on consumer food choices in China, so researchers are interested in investigating the effect of health consciousness on the purchase intention of healthy beverages products. According to (Natarajan et al., 2022) study, there is still a shortage of marketing research in healthy food.

Hypothesis

According to (Huang et al., 2022) study on purchasing interest in healthy foods in China, health consciousness has a favorable impact on purchase intention. According to (Roseira et al., 2022) study on purchasing behavior and interest in organic food in Norway and Portugal, health consciousness has a favorable impact on purchase intention. According to research (Iqbal et al., 2021) on organic food purchasing interest in Pakistan, health consciousness has a favorable effect on purchase intention.

Food safety has a positive relationship with purchase intention in the study of (Iqbal et al., 2021) on buying interest in organic food in Pakistan. According to (Phan & Mai, 2016), food safe positively affects purchase intention in the case of fast food in Vietnam. Food safety strongly correlates with purchase intention, according to (Dang & Tra, 2021) on food safety convenience food in India.

According to (Natarajan et al., 2022) study on the usage of functional drinks in India following the covid -19 pandemic reported that perceived benefits favorably impact buy intention. According to (Rezai et al., 2017) study on purchasing interest in natural functional food in Malaysia, perceived benefit favor purchase intention. Perceived benefits have a good association with purchase intention in (Ula & Fauzi, 2014) on e-commerce buying intention in Indonesia.

Based on the statement above, the hypotheses in this study are as follows:
H_1: Health consciousness positively influences purchase intention of healthy drinks in Jakarta.
H_2: Food safety positively influences purchase intention of healthy drinks in Jakarta.
H_3: Perceived benefits positively influence purchase intention of healthy drinks in Jakarta.

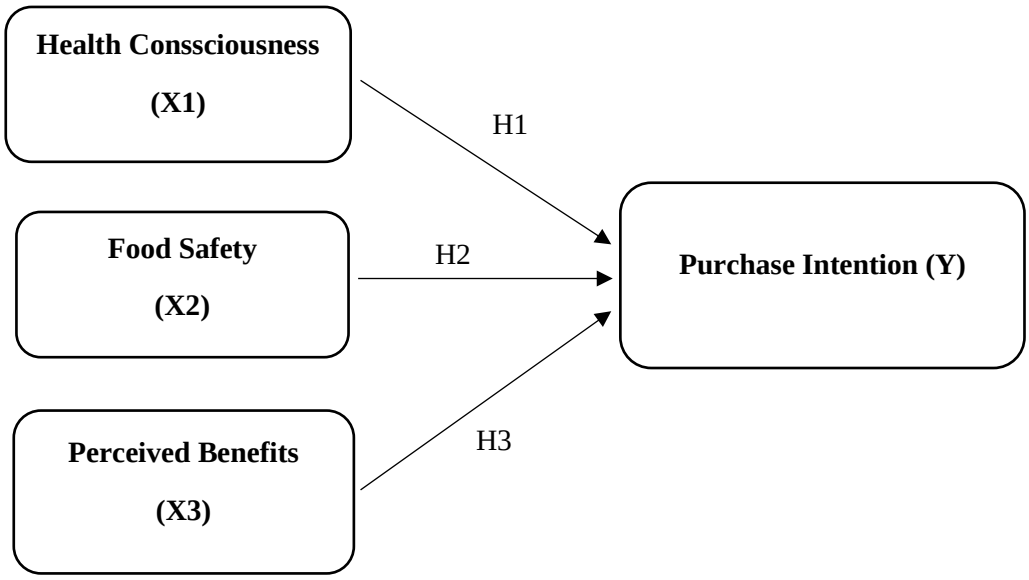

Figure 1. Research Model

2. RESEARCH METHOD

Data for this study were gathered through quantitative research using questionnaire answers. The researcher employs descriptive methods, a cross-sectional, non-probability sampling method, and a convenience sampling strategy. The primary data used in this study was gathered via online questionnaires, more specifically, Google Forms. The sample for this research consists of Jakartans who made healthy beverage purchases in the previous three months. 224 individuals participated in the poll. Men accounted for 65.2% of the 146 answers, or most respondents. The majority of respondents in this research, 157 in total, were aged 17-21 years, with a proportion of 70.1%. The bulk of respondents' occupations are as students, with a percentage of 74.6% working as students. With a percentage of 50.4%, the bulk of respondents

have a monthly salary of less than Rp. 3,000,000. Partial Least Squares - Structural Equation Modeling (PLS SEM) was used for data analysis with Smart PLS 4 software. This research employs 19 signs evaluated on a scale of 1-5, with 1 indicating strongly disagree and 5 indicating strongly agree.

Table 1. Research Variables

Variable	Code	Item	Source
Health Consciousness	HC1	Choosing food carefully to ensure the health of my body.	(Zayed et al., 2022)), (Irianto, 2015)
	HC2	Consider myself a health-conscious consumer.	
	HC3	Think about health issues often.	
	HC4	Bad habits are not good for my health.	
Food Safety	FS1	Confident in the quality and safety of the product x.	(Phan & Mai, 2016)
	FS2	Confident in the manufacturing process of the product x.	
	FS3	Confident in the natural ingredients used by the product x.	(Iqbal et al., 2021)
	FS4	Choosing product x because it is certified.	
	FS5	Choosing product x because it does not contain artificial ingredients.	(Imtiyaz et al., 2021)
Perceived Benefits	PB1	Taking x will help me keep away from diseases.	(Rezai et al., 2017)
	PB2	Eating x helps me achieve a healthy lifestyle.	
	PB3	Consuming x helps boost the body's immunity.	(Garg, 1994)
	PB4	Drink x has no harmful effects on the body.	
Purchase Intention	PI1	Happy to purchase product x.	(Rezai et al., 2017)
	PI2	Choosing to buy product x because it has no side effects.	
	PI3	Considering buying product x for a balanced diet.	
	PI4	Choosing drink x because it is easy to drink.	
	PI5	Would recommend product x to others.	
	PI6	Will buy product x because it uses natural ingredients.	

3. RESULTS AND DISCUSSION

Results

The data is assessed to see if the search indicators meet the criteria for validity and reliability. This research has two validity tests: convergent validity (factor loading value > 0.7) and average variance extracted (AVE) value > 0.5. The discriminant validity value, as analyzed by the heterotrait-monotrait ratio (HTMT) results variable, is less than 0.90, the reliability value is greater than 0.7, and the composite reliability is valid if it is between 0.7 and 0.95.

Table 2 Outer Model

Variable	Indicator	Loading	CA	CR	AVE	HTMT			
						HC	FS	PB	PI
Health Consciousness (HC)	HC1	0.829	0.841	0.894	0.678	-	0.887	-	-
	HC2	0.862							
	HC3	0.766							
	HC4	0.834							

Food Safety (FS)	FS1	0.775	0.874	0.909	0.665	-	-	-	-
	FS2	0.830							
	FS3	0.835							
	FS4	0.826							
	FS5	0.811							
Perceived Benefits (PB)	PB1	0.883	0.933	0.777	0.682	0.887	-	-	
	PB2	0.877							
	PB3	0.885							
	PB4	0.881							
Purchase Intention (PI)	PI1	0.826	0.930	0.690	0.760	0.880	0.734	———	
	PI2	0.833							
	PI3	0.797							
	PI4	0.853							
	PI5	0.825							
	PI6	0.848							

Notes: Loading: Standardized loading, CA: Cronbach's Alpha, CR: Composite Reliability, AVE: Average Variance Extracted, HTMT: Heterotrait-Monotrait Ratio of Correlations

The composite reliability results, which measure the reliability value of an indicator in this study show that each variable has a value of more than 0.70 (>0.70). This proves that each variable in this study has been tested and is reliable. The heterotrait-monotrait ratio (HTMT) results in this study show that each variable has a value of less than 0.90 (<0.90). This proves that all values in each indicator in this study have met the requirements of discriminant validity, namely the heterotrait-monotrait ratio (HTMT).

Reliability Test

Researchers got the findings of the indicator reliability analysis, namely Cronbach's alpha, and the results of the internal consistency reliability analysis, namely composite reliability, after studying the data using SEM analysis methods. Cronbach alpha test findings of 0.7 or greater are considered appropriate. The Cronbach alpha value in this research is greater than 0.7, indicating that it fulfills the criteria. In this research, the results of composite reliability, which measures an indicator's reliability value, indicate that each variable has a value greater than 0.70 (> 0.70). This results demonstrate that each variable in this research has been tried and found reliable.

Inner Model

Table 3. Inner Model

	Variable Relationship	**Path**	f^2	**P-Values**	**Explanation**
H_1	Health Consciousness → Purchase Intention	0.165	0.031 (Weak)	0.004	Accepted
H_2	Food Safety → Purchase Intention	0.557	0.212 (Medium)	0.000	Accepted
H_3	Perceived Benefits → Purchase Intention	0.134	0.019 (No Effect)	0.177	Not Accepted

R-Square (R^2) Test

In this research, the coefficient of determination or R-square analysis findings indicate a value near to 1, indicating that it has complete accuracy. Table 4 shows an R-square value of 0.635, which explains that health consciousness, food safety, and perceived benefits can explain up to 63.5% of the purchase intention variable. The remaining 36.5% can be explained by other variables not examined in this study.

F-Square (f^2) Test

The Effect Size (f^2) measures the effect of certain predictor constructs on the endogenous construct. This measurement evaluates whether eliminating a predictor construct will significantly affect the values of f-Square from the endogenous construct. It can be seen that the variables of Food Safety have medium effects, Health Consciousness has minor effects, and the variable of Perceived Benefits has no effects.

Hypothesis Tests

The theories tested in this study are the direct impact hypotheses. H1, H2, and H3 are the theory of direct impacts that must be accepted before a hypothesis can be accepted. The path coefficient is a metric that demonstrates the connection between factors. A path coefficient number can describe a relationship ranging from -1 to +1. The path indicated by a minus or plus symbol explains the association between variables. Table 2 shows the p-values and path coefficients for the direct impact theories. Hypotheses H1–H3 will be supported if the route coefficients run from 0 to +1 and the p-values are less than 0.05 (0.05).

According to the findings of the first hypothesis test, health consciousness has a favorable and substantial impact with a minor effect on the buying intention of healthy beverages in Jakarta. Table 2 shows that the P-value is 0.004 with the highest limit of 0.05 (0.05), indicating that H1 is supported.

According to the findings of the second hypothesis test, food safety has a favorable and substantial impact on the buying intention of healthy beverage items in Jakarta, with a modest effect. Table 2 shows that the P-value is 0.000 with the highest limit of 0.05 (0.05), implying that H2 is supported.

According to the third hypothesis test findings, perceived benefits have a favorable but insignificant impact on the buy intention of healthy drinks in Jakarta. Table 2 shows that the p-value of 0.177, greater than 0.05, implying that H3 is not supported.

Discussion

The questionnaires used in this study were distributed online and on social media via Google forms to potential respondents who complied with the criteria. The study's criteria were individuals who lived in Jakarta and had consumed healthy drink products, which resulted in the collection of 240 data that matched the criteria and 16 data that had to be removed because they did not. Therefore, specialists will use 224 data points that satisfy the specifications. Residents of Jakarta who have bought healthy beverages are the study's participants. The researcher uses a screening query to filter the subject during data collection so that it satisfies the preset criteria. This result ensures that the information received corresponds to the actual

field circumstances. The researcher then analyzes the identification of respondents in a month, such as a gender, age, employment, and money.

There were 224 respondents in this research. This participation explains why the respondents who answered the questionnaire were Jakarta residents who drank healthy beverages. 78 women and 146 men were among the responses, or 65.2% and 34.8%, respectively. Most of the 157 respondents (70.1%) who participated in this research were between 17 and 21. Additionally, 167 (74.6%) of the study's respondents were students, making up most of the task. In addition, 113 respondents (or 50.4%) of the total who participated in this research reported having an income of fewer than three million rupiahs (Rp 3,000,000.00) per month.

Based on information on age, occupation, and income in a month, the average respondent who participates in filling out the questionnaire is old enough to understand and answer statements well. SmartPLS 4.0 is the software used to test the data through a Google form questionnaire. Using SEM data analysis techniques, researchers tested the outer model's validity and reliability. The validity test results using Average Variance Extracted (AVE) show that each variable has met the requirements. The Heterotrait-Monotrait Ratio (HTMT) analysis results show that all indicators' values have met the requirements. The reliability analysis results using the loading factor, which measures the construct of the indicators in this study show that each variable has been tested and is reliable. The composite reliability analysis results, which measure an indicator's reliability value, prove that the variables used in this study have been tested and are reliable.

Data analysis in this study uses multicollinearity, coefficient of determination, and predictive relevance. In the multicollinearity test using the VIF value, the relationship between health consciousness and purchase intention has a VIF value of 2.391. The relationship between food safety and purchase intention has a VIF value of 4.066, then the relationship between perceived benefits and purchase intention has a VIF value of 2.650. It concluded that there is no multicollinearity because the VIF value is below 10. Then test the coefficient of determination based on the R-square value. The R-Square value for the purchase intention variable is 0.635, which means that the ability of the independent variables to influence the purchase intention variable is 63.5% and 36.5% is influenced by other variables not examined in this study. Furthermore, the predictive relevance test based on the Q2 value shows that the purchase intention variable has a value of 0.615 so it can be well because the Q2 value> 0.

Based on the findings of testing the first hypothesis (H1), it can be inferred that H1 is supported. Health consciousness has a positive and significant effect on the buying intention of healthy drinks in Jakarta. This finding is in line with earlier findings (Huang et al., 2022); (Roseira et al., 2022); (Iqbal et al., 2021) that health consciousness has a favorable impact on purchase intention. According to earlier studies on healthy food in China (Huang et al., 2022), organic food in Norway and Portugal (Roseira et al., 2022), and organic food in Pakistan (Iqbal et al., 2021), health consciousness affects purchase intention, has an impact on healthy beverages as well as healthy food and organic food products in Jakarta. Furthermore, it deduced that a person's interest in buying healthful drinking products increases with their level of health awareness.

The results of testing the second hypothesis (H2) prove that food safety can positively and significantly influence buying interest in healthy drinks in Jakarta, so it concluded that H2 is supported. This finding is similar to previous research (Iqbal et al., 2021); (Phan & Mai, 2016); (Dang & Tra, 2021), which states that food safety has a positive influence on the purchase

intention of healthy drinks. Previous research discusses organic food in Pakistan (Iqbal et al., 2021), and fast food in Vietnam research (Phan & Mai, 2016). It examines convenience food in India (Dang & Tra, 202, showing that respondents feel confident about the quality of healthy drinks. Furthermore, respondents believe that making healthy drinks is safe, that the natural ingredients are safe, that they choose healthy drinks because they already have safety certification, and that healthy drinks do not contain artificial chemicals. This means that food safety, which influences buying purpose, applies to organic food, fast food, and ready-to-eat food and healthy beverage goods in Jakarta.

Based on the findings of the third hypothesis (H3) testing, perceived benefits can have a positive but small impact on the purchase intention of healthy beverages in Jakarta, implying that H3 is not supported. This result is consistent with previous research by (Prawita et al., 2021), which discovered that perceived benefits have a positive but non-significant influence on purchase intention. However, this study examines purchase interest using fintech applications, in contrast to previous research by (Natarajan et al., 2022); (Rezai et al., 2017); (Ula & Fauzi, n.d.)), which states that perceived benefits have a positive and significant influence on purchase intention. Previous studies examined functional drinks (Zayed et al., 2022) and natural functional foods (Rezai et al., 2017)

4. CONCLUSIONS AND SUGGESTIONS

The study's findings and discussion concluded that health consciousness and food safety positively and significantly influence the purchase intention of healthy drinks in Jakarta. Moreover, perceived benefits have a positive but insignificant influence on the purchase intention of healthy beverages in Jakarta.

This study has several limitations, including that the variables used to examine the purchase intention of healthy drinks in Jakarta are limited to health consciousness, food safety, and perceived benefits. Additionally, due to time constraints during the sample collection stage, the sample used in this study only amounted to 224 samples.

Theoretical suggestions for future research researchers recommend using other factors that can influence buy intention, such as EWOM variables, perceived price, brand trust, and others so that this research can provide more benefits to parties. This study has the potential to help more parties.

Based on the research findings, there are several suggestions that healthy beverage producers can consider in increasing consumer purchase intention. It is recommended for healthy beverage producers to be able to carry out appropriate strategies such as conducting campaigns on health awareness and how important it is to maintain personal health, collaborating with well-known influencers, and continuing to make various innovations.

Other than that, producers of healthy beverage products should keep an eye on their all-natural ingredients and ensure that the manufacturing process is clean. From the result of this research, it is suggested to use healthy products to promote health and wellness. Working with well-known influencers would be an advantage for the producers. Other than that, continuing to innovate to improve consumer health and maintain the various components and minerals found in their beverages to provide excellent benefits, particularly for preserving their consumers' health, so that customer purchasing interest increases.

ACKNOWLEDGMENT

The researcher would like to thank Dr. Miharni Tjokrosaputro, S.E., M.M., as Research Supervisor, Dean of the Faculty of Economics and Business, as well as Head of S1 Management Study Programme, for providing direction to complete this research. The researcher would also like to thank all other parties who participated in helping and supporting the preparation of this research article.

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