

Predicting Consumer Behavior Toward Healthy Beverages In Surabaya

Nyana Vaddhano

Fakultas Kewirausahaan,
Universitas Katolik Widya Mandala Surabaya,
Jl. Dinoyo No.42-44, Keputran, Kec. Tegalsari,
Kota Surabaya, Jawa Timur, Indonesia
managemaster.nyana.v.21@ukwms.ac.id

Aldo Hardi Sancoko

Fakultas Kewirausahaan,
Universitas Katolik Widya Mandala Surabaya,
Jl. Dinoyo No.42-44, Keputran, Kec. Tegalsari,
Kota Surabaya, Jawa Timur, Indonesia
aldo@ukwms.ac.id

Diyah Tulipa

Fakultas Kewirausahaan,
Universitas Katolik Widya Mandala Surabaya,
Jl. Dinoyo No.42-44, Keputran, Kec. Tegalsari,
Kota Surabaya, Jawa Timur, Indonesia
diyah@ukwms.ac.id

ABSTRACT

This study investigates consumer behavior toward healthy beverages and examines the impacts of subjective norms and attitudes toward healthy beverages on the purchase intention of healthy beverage products. In this study, consumers' long-term orientation, health concerns, and Trust in healthy beverage products influenced attitudes toward healthy beverages. It was conducted in Surabaya City, Indonesia, and the sample size consisted of 137 consumers of healthy drinks in Surabaya. Structural Equation Modeling was applied to measure the relationship among the constructs. The results indicated that health concerns and long-term orientation did not influence consumers' attitudes toward healthy beverages. Purchase intention was not affected by health concerns and long-term orientation through Attitude. However, Trust influenced consumers' attitudes toward healthy beverages, and Trust was proven to impact purchase intention with Attitude as the mediating factor. Attitude and subjective norm had a positive relationship toward purchase intention.

Keywords: *Healthy Beverages, Consumer Behavior, Trust; Attitude, Subjective Norm.*

INTRODUCTION

Obesity is a chronic and non-communicable disease that occurs when excess fat accumulates (Purnell, 2018). Research suggests that many health risks may be attributable to obesity, such as cardiovascular diseases (Ortega et al., 2016), type 2 diabetes and cancer (Dyson et al., 2014), and pulmonary diseases (Lainscak et al., 2011). Obesity has become a major global problem in present times. According to recent estimates by the World Health Organization (2016), 39% of adults aged 18 years and above were categorized as overweight, and 13% as obese. The obesity epidemic can also be observed in Indonesia, in which 23.1% of the Indonesian adult population experienced obesity, and 28% experienced central obesity (Harbuwono et al., 2018). Obesity is typically caused by a sedentary lifestyle, becoming more prevalent in the modern era. A sedentary lifestyle means people move less and spend more time doing activities that expend less energy, such as watching television or playing video games. Poor eating and drinking habits, such as binge eating and drinking beverages high in sugar, can also cause obesity. Most present-day canned drinks for the masses contain high fructose corn syrup instead of refined sugar. High fructose corn syrup, or HFCS, is now widely used in various food and beverage products because of its solubility and acidity and is cheaper to produce than other sweeteners (Parker et al., 2010). Previous research suggests there seems to be a correlation between the increased usage of HFCS and the obesity epidemic (Bray et al., 2004; Brown et al., 2008; Tappy, 2018) and decreased consumption of HFCS contributed to reduced waist circumference and lower blood glucose levels (Domínguez et al., 2020). Healthy eating and drinking habits are now crucial for all people's health, especially during the COVID-19 pandemic. A scientific article by Butler and Barrientos (2020) showed that obesity and an unhealthy diet can impair the immune system. However, Ammar et al. (2020) showed that home confinement during the COVID-19 pandemic significantly decreased physical activity, and most respondents resorted to unhealthy eating habits. Growing obesity cases worldwide during the COVID-19 pandemic have become a significant concern, making consumer behavior research towards healthy products increasingly relevant to finding new ways to suppress the obesity epidemic and promote a healthier diet for the general public. Healthy beverages can deliver health benefits, such as boosting the immune system, cardiovascular health, joint health, satiety, body energy, and digestive health (Lee et al., 2014). Healthy beverages referred to in this study include tea, fruit, and vegetable juice, yogurt drinks suggested by Lee et al. (2014), and Indonesian traditional herbal drinks suggested by Kusumo et al. (2020).

Most previous research in Indonesia explored factors affecting the purchase intention of beverages with high sugar content. In contrast, previous research on healthy products primarily investigated consumer behavior toward healthy or organic foods. Much research was done to understand consumers' purchase intention toward healthy beverage products, so this study could shed some light on

factors that may influence a consumer to purchase healthy beverage products on the market. A previous study showed that Health Concerns and Long-Term Orientation significantly affect Attitudes toward green products (Troudi&Bouyoucef, 2016). This research investigates how a consumer's internal motivations, Health Concerns, Long-Term Orientation, and Trust affect their view toward healthy drinks in Surabaya City, Indonesia, as an extension of the Theory of Reasoned Action. This research also investigates the change in consumer behavior toward healthy beverage products during the COVID-19 Pandemic in Indonesia.

LITERATURE REVIEW

Health Concern

Health concern is the degree to which an individual actively maintains and nurtures his or her well-being (Gould, 1988). Consumers who are concerned about their health will most likely eat or drink foods that are healthier for their health and regularly control their food and drink intake. The study by Troudi and Bouyoucef (2020) investigated the effect of Environmental Concern on Attitudes Towards Green Food Products, and consumer concern has been shown to affect Attitudes toward a particular behavior significantly. In this case, positive environmental concern significantly affects the consumer's Attitude towards green food. Health Consciousness was also shown to positively affect Attitudes toward local foods in a study conducted in the United States of America (Kumar & Smith, 2017). Because previous research suggests consumers' concerns may positively affect their Attitude towards a particular behavior, the hypotheses are posited:

H₁: Health concern has a positive impact on Attitude towards healthy beverages

H₂: Attitude as a mediator on health concerns toward purchase intention

Long-Term Orientation

Long-term orientation is defined as a cultural concept of orientation towards future rewards and is highly regarded by the society (Merkin, 2004). Long-term orientation stems from Confucian values and is about the perseverance to do something for the future rather than focusing on and doing things for the short-term (Salim et al., 2017). Based on the study by Troudi and Bouyoucef (2020), Long-Term Orientation is not a significant predictor of consumers' Attitudes. However, a study by Nguyen, Lobo, and Greenland (2017) proved that Long-Term Orientation positively enhanced consumers' attitudes towards environmentally friendly products. Previous studies also showed that Long-Term Orientation and Collectivism are the two most influential dimensions of Hofstede's 5 Cultural Dimensions in determining Green Purchase Intention (Leonidou et al., 2010; Cho et al., 2013). Therefore, we proposed the following hypotheses:

H₃: Long-term orientation has a positive impact on Attitude toward healthy beverages

H₄: Attitude as a mediator on long-term orientation toward purchase intention

Trust

Consumers want to be assured that the products they consume are safe and that the information about the product is accurate (Rupprecht et al., 2020). According to Nuttavuthisit and Thøgersen (2015), Trust is "a psychological state comprising the intention to accept vulnerability based on positive expectations of the intentions or behaviors of another." In this study, this refers to consumers' willingness to take risks and consume a healthy beverage product because of the positive claims made by the beverage manufacturer. The result from the study conducted by Lim and Goh (2019) showed that the Trust variable positively and significantly impacts Attitude. We therefore proposed the following hypotheses:

H₅: Trust has a positive impact on Attitude

H₆: Attitude as a mediator on Trust towards purchase intention

Attitude Toward Healthy Beverages

Attitude is one of the primary factors in determining the behavioral intention of an individual, and Attitude refers to how people feel about a specific action or behavior (Ajzen & Albarracín, 2007). Based on the study by Lim and Goh (2019), a Positive Attitude toward Healthy Drinks has a positive and significant impact on Purchase Intention. A positive Attitude Towards Green Foods significantly affects the Purchase Intention of Green Foods, according to the study by Troudi and Bouyoucef (2020). Thus, the hypothesis for the relationship between Attitude Towards Healthy Beverages and Purchase Intention is as follows:

H₇: Attitude towards healthy beverages has a positive impact on purchase intention

Subjective Norm

Subjective norm is the notion that a behavior done by an individual is influenced mainly by an important person or group of people close to the individual (Ham et al., 2015). Subjective norm is peer pressure or the reflection of an individual's impression of how others will feel when the individual performs an action or behavior (Foltz et al., 2016). Subjective norm is significant and positively influential on the Purchase Intention of Healthy Drinks based on the study results by Lim and Goh (2019). The hypothesis for the relationship between Attitude Towards Healthy Beverages and Purchase Intention is as follows:

H₈: Subjective norm has a positive impact on purchase intention

Purchase Intention

Purchase Intention is a susceptibility to purchase a particular product or the matching of product attributes and consumers' motives for brands considered by consumers (Belch & Belch, 2012). Another definition of Purchase Intention is the preference to purchase a product or service after consumers evaluate the product or service (Younus et al., 2015). Purchase intention is a significant predictor for actual purchase. Purchase intention is the dependent variable to be investigated in this study. (Figure 1)

Hypothesis

H₁: Health concern has a positive impact on Attitude towards healthy beverages

H₂: Attitude as a mediator on health concerns toward purchase intention

H₃: Long-term orientation has a positive impact on Attitude toward healthy beverages

H₄: Attitude as a mediator on long-term orientation toward purchase intention

H₅: Trust has a positive impact on Attitude

H₆: Attitude as a mediator on Trust towards purchase intention

H₇: Attitude towards healthy beverages has a positive impact on purchase intention

H₈: Subjective norm has a positive impact on purchase intention

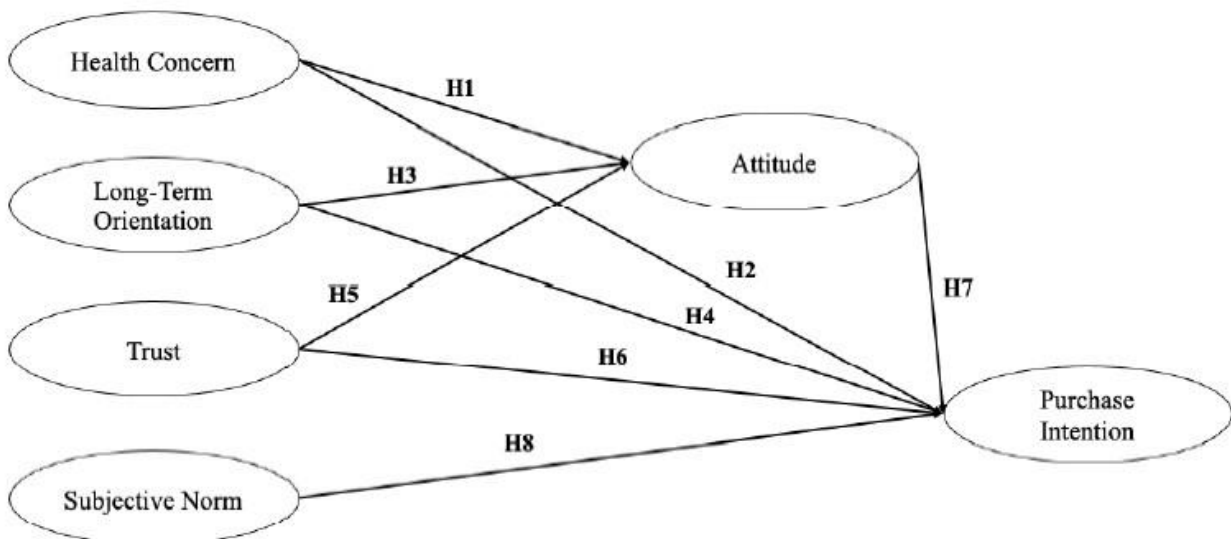


Figure 1. Conceptual Framework

RESEARCH METHODS

The primary purpose of this research was to investigate the factors affecting Purchase Intention of Healthy Beverage Products. This research employed a quantitative approach because the data collected from the respondents were numerical and then statistically analyzed to extract relevant information. This study used a survey method with questionnaires in order to collect data from respondents.

The subjects of this study were regular healthy beverage consumers in Surabaya. A purposive sampling method was applied to gather the required respondents. Purposive sampling, also known as judgment sampling, is a method of selecting participants who possess the qualities required for research deliberately (Etikan et al., 2016). In purposive sampling, the researchers search for respondents willing to give out data and fulfill the requirements to be the respondent for the study. There are nine questions regarding respondent demographics and 26 about the respondents' consumption behavior and motivation behind the purchase intention of healthy beverage products.

The statistical analysis method used in this study is Structural Equation Modeling or SEM. Structural Equation Modeling is a statistical technique utilized to depict all the relationships among constructs in a proposed model (Hair et al., 2014, p. 546). LISREL was used to analyze the proposed constructs in this study. The sample size of this study amounted to 137 respondents, exceeding the minimum sample size of 100 respondents required for Structural Equation Modeling (Hair et al., 2014, p. 576).

This study used measurement scales from multiple sources for the questionnaire design. The measurement scales applied in this study's questionnaire were from the following sources: Questions about Long-Term Orientation were from Chairy (2013); Questions about Trust were from Chen and Chang (2012); Questions about Consumers' Attitudes were from Haque et al. (2015); Questions about Subjective Norm were from Teng and Wang (2015); and Purchase Intention questions were from Mohd Suki (2016).

Table 1. Measurement Table

No	Indicator/Variable	Mean	Level of Approval	Source
1	HC1	4.029	Agree	Kähkönen and Tuorila (1999)
	HC2	3.920	Agree	
	HC3	3.788	Agree	
	HC4	3.438	Agree	
	HC5	3.453	Agree	
	Health Concern	3.726	Agree	
2	LTO1	3.956	Agree	Chairy (2013)
	LTO2	4.496	Strongly Agree	
	LTO3	4.058	Agree	
	LTO4	4.591	Strongly Agree	
	Long-term Orientation	4.275	Strongly Agree	
3	TR1	3.496	Agree	Chen and Chang (2012)
	TR2	3.482	Agree	
	TR3	3.401	Agree	
	TR4	3.066	Neutral	
	TR5	3.460	Agree	
	Trust	3.381	Neutral	
4	ATT1	3.431	Agree	Haque et al (2015)
	ATT2	3.387	Neutral	
	ATT3	3.613	Agree	
	ATT4	3.387	Neutral	
	Attitude	3.454	Agree	
5	SN1	2.832	Neutral	Teng and Wang (2015)
	SN2	3.277	Neutral	
	SN3	3.489	Agree	
	SN4	3.569	Agree	
	Subjective Norm	3.292	Neutral	
6	PI1	3.299	Neutral	Mohd (2016)
	PI2	3.394	Neutral	
	PI3	3.102	Neutral	
	PI4	3.168	Neutral	
	Purchase Intention	3.240	Neutral	

Source: Processed Primary Data, 2021

RESULTS

Research Sample Data from 137 respondents were collected. Most of the respondents were from the 21-34 age group and made up 65.7% of the total participants. 75.2% of the participants were female, and 53.3% of the respondents are currently working as employees. The dominant educational background of participants in this study is an undergraduate degree, with 49.6% of the total respondents. Most respondents' monthly income is less than IDR 5,000,000 (57.7%), and 81% of respondents drink healthy beverages regularly. 74.5% of respondents always prepare their food, 51.8% do not have an exercise routine, and 78.1% do not join any exercise community. (Table 2)

Table 2. Participants' Demographic

Sample Profiles		Numbers (137 in total)	% Percentage
Gender	Male	34	24.8
	Female	103	75.2
Age	17 – 20 yearsold	12	8.8
	21 – 34 yearsold	90	65.7
	35 – 54 yearsold	31	22.6
	55 – 65 yearsold	4	2.9
Occupation	Students	47	34.3
	Employees	73	53.3
	Entrepreneurs	8	5.8
	Housewives	9	6.6
Education Background	HighSchool Diploma	42	30.7
	Vocational Degree	6	4.4
	Undergraduate Degree	68	49.6
	Masters or Doctoral Degree	21	15.3
Income	Lessthan 5 million Rupiah	79	57.7
	5 – 10 million Rupiah	38	27.7
	More than 10 million Rupiah	20	14.6
Knows Healthy Beverages	Yes	130	94.9
	No	7	5.1
Drinks Healthy Beverages Regularly	Yes	111	81
	No	26	19
Drink Healthy Beverages Frequency	Occasionally	39	28.5
	Once a Week	25	18.2
	Twice a Week	34	24.8
	More Than 3 Times a Week	39	28.5
Prepare their own food	Yes	102	74.5
	No	34	25.5
Exercise Regularly	Yes	66	48.2
	No	71	51.8
Join Exercise Community	Yes	30	21.9
	No	107	78.1

Source: Processed Primary Data, 2021

Statistical Analysis

Validity and reliability tests were conducted to confirm that the data were supported or valid for further analysis. Each latent construct had satisfactory internal consistency. Validity was assessed by the t-value of each indicator on the latent constructs, with a t-value more than 1.96 for $\alpha = .05$. Every item loaded significantly on its construct. Construct reliability was adopted in the assessment of reliability. The construct reliability for each construct ranged from .754 to .908. Tables 3 and 4 presented a summary of the reliability and validity data.

Table 3. Assessment of Validity and Construct Reliability for All Variables

LatentConstruct	Indicator	t-value	FactorLoading	ConstructReliability
HealthConcern	HC1	Reference	.67	.851
	HC2	6.44	.57	
	HC3	5.38	.61	
	HC4	7.39	.88	
	HC5	7.99	.89	
Long-term Orientation	LTO1	Reference	.47	.789
	LTO2	5.50	.87	
	LTO3	4.93	.65	
	LTO4	4.58	.76	
Trust	TR1	Reference	.82	.868
	TR2	20.13	.86	
	TR3	12.31	.80	
	TR4	8.69	.66	
	TR5	7.78	.61	
Attitude	ATT1	Reference	.82	.908
	ATT2	16.38	.89	
	ATT3	9.23	.78	
	ATT4	12.70	.88	
SubjectiveNorm	SN1	Reference	.73	.754
	SN2	8.72	.74	
	SN3	7.32	.66	
	SN4	5.16	.49	
PurchaseIntention	PI1	Reference	.78	.908
	PI2	9.97	.85	
	PI3	10.89	.83	
	PI4	10.77	.91	

Source: Processed Primary Data, 2021

Table 4. Goodness of Fit Statistics

<i>GoodnessOf Fit Index</i>	<i>Cut-offValue</i>	<i>ValueofTest</i>	<i>Description</i>
<i>Chi-Square</i>		574.42	
SignificanceProbability	$\geq 0,05$.001	Not fit
RMSEA	$\leq 0,08$.086	Moderate fit
GFI	$\geq 0,90$.71	Not fit
AGFI	$\geq 0,90$.65	Not Fit
CMIN/DF	$\leq 2,83$	1.994	Good fit
NFI	$\geq 0,90$.90	Good fit
CFI	$\geq 0,95$.94	Moderate fit

Source: Processed Primary Data, 2021

Structural equation modeling was used to test the hypothesized model. The fit statistics of the structural model showed good fit, $\chi^2 / df = 1.994$; NFI = .90. Moderate fit for RMSEA = .086 and CFI = .94. The result of the fit statistic supported the idea that attitude and subjective norm influence purchase intention. Path coefficients for structural equation modeling are shown in Figure 2.

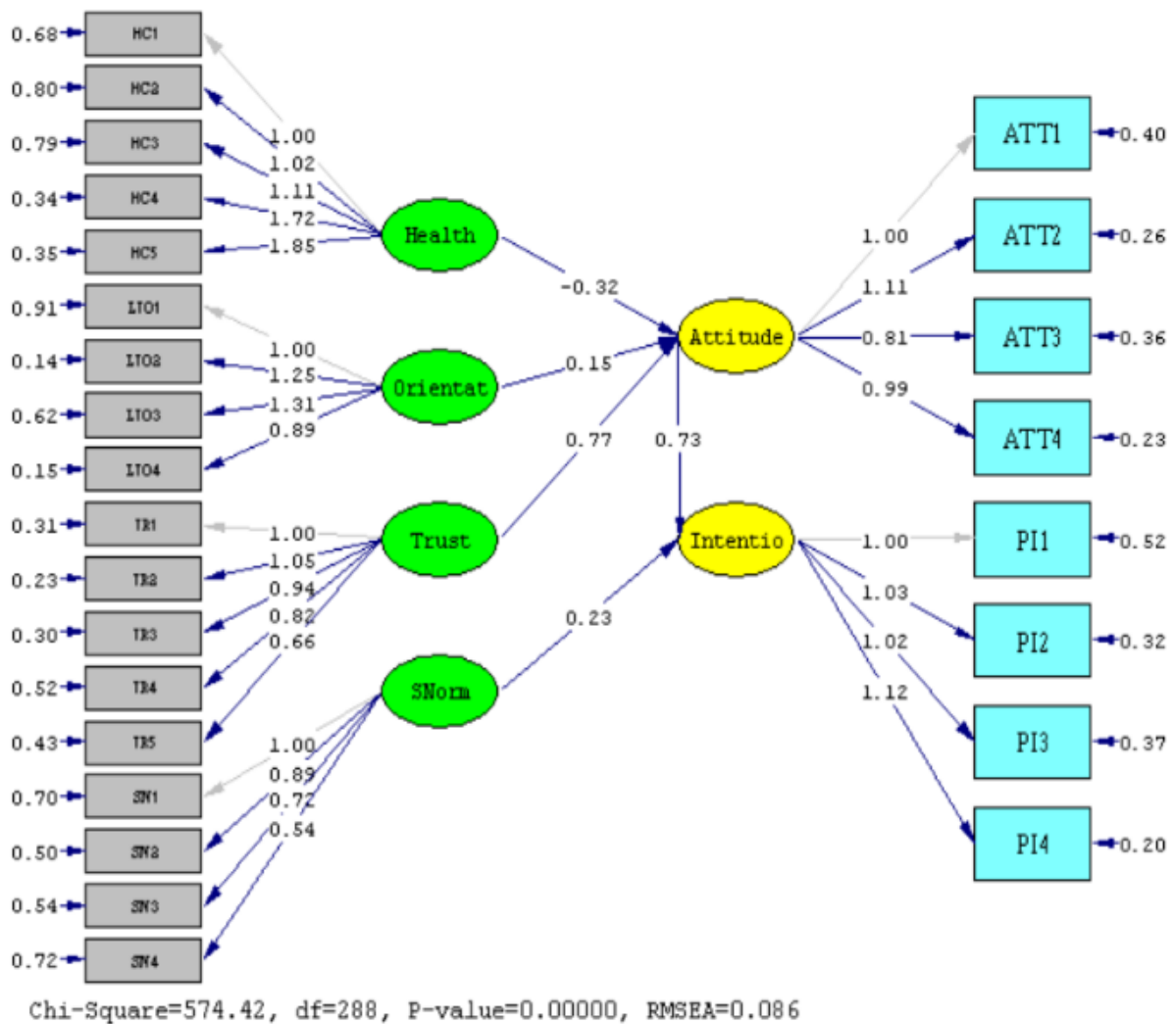


Figure 2. Path Coefficient Diagram

The hypotheses test results can be seen in Table 5. The results of this study showed that H1, which proposed Health Concern would have a positive relationship with Attitude, was not supported ($\gamma_1 = -0.32$, $t\text{-value} = -1.80$). H2, which stated that Attitude is a mediating factor for Health Concerns towards Purchase Intention, was also not supported. H3 that Long-term Orientation has a non-significant effect on Attitude was supported ($\gamma_2 = 0.15$, $t\text{-value} = 0.80$). Hypothesis H4, which defined Attitude as a Mediator for Long-term Orientation toward Purchase Intention, was not supported. H5 predicted that Trust will have a positive relationship with Attitude. As hypothesized, Trust has a positive relationship with Attitude, with the significant result ($\gamma_3 = 0.77$, $t\text{-value} = 5.6$) supported. H6 described Attitude as a Mediator on Trust towards Purchase intention was supported. Moreover, this study proved that Attitude (H7) and Subjective Norm (H8) positively impacted Purchase Intention.

Table 5. Hypotheses Test Result

Hypotheses	Variables	PathCoefficient		t-Value	
H1: Health Concern has a positive impact on Attitude	Health Concern to Attitude	γ_1	-.32	- 1.8	Not supported
H2: Attitude as Mediator for Health Concern towards Purchase Intention	Health Concern to Attitude to Purchase Intention		-.23	- 1.86	Not supported
H3: Long-term Orientation has a positive impact on Attitude	Long-term Orientation to Attitude	γ_2	.15	.80	Not supported
H4: Attitude as Mediator for Long-term Orientation towards Purchase intention	Long-term Orientation to Attitude to Purchase Intention		.11	.81	Not supported
H5: Trust has a positive impact on Attitude	Trust to Attitude	γ_3	.77	5.6	Supported
H6: Attitude as Mediator for Trust towards Purchase intention	Trust to Attitude to Purchase Intention		.56	5.55	Supported
H7: Attitude has a positive impact on Purchase Intention	Attitude to Purchase Intention	β_1	.73	8.79	Supported
H8: Subjective Norm has a positive impact on Purchase Intention	Subjective Norm to Purchase Intention	β_2	.23	3.35	Supported

Source: Processed Primary Data, 2021

DISCUSSION

Hypothesis H₁ posited that Health Concern has a positive impact on Attitude. Contrary to expectation, the hypothesis testing of H₁ showed that Health Concern was not a significant predictor of Attitude, as observed in the result of this study. This result contrasted previous studies (Troudi&Boyoucef, 2020; Kumar & Smith, 2017; Çabuk et al., 2014), which stated that Health Concern was a positive and significant factor in predicting Attitude toward green products. This contrasting result revealed that green product consumption behavior differs from healthy consumption, especially in Surabaya City, Indonesia. Health concern does not significantly influence consumers to like a healthy product. Taste has always been the primary driver of food and drink decisions based on decades of research (Drewnowski&Monsivais, 2020; Kourouniotis et al., 2016; Verbeke, 2006; Lennernäs et al., 1997; Colby et al., 1987). A negative stigma is associated with healthy foods and beverages that healthy products are not tasty (Turnwald& Crum, 2019; Wansink et al., 2000). The study also revealed that hypothesis H₂ was not supported, that Attitude was not a mediator for Health Concerns toward Purchase

Intention. Health Concerned individuals do not view healthy beverages favorably, which the healthy = untasted intuition may cause. Health-concerned individuals drink healthy beverages not because they like healthy beverages but because other variables most likely drive them.

The hypothesis H_3 and H_4 were not supported in this study. This study showed that Long-Term Orientation was not an antecedent for consumer attitude toward healthy beverage products, and Attitude was not a mediator for Long-Term Orientation toward Purchase Intention. Surabaya's consumers who have Long-term Orientation do not have a favorable view toward healthy beverages. This result contradicts previous studies (Troudi & Boyoucef, 2020; Zhang et al., 2020; Samarasinghe, 2012). Although regular consumption of healthy drinks benefits general well-being in the long run, Surabaya's consumers do not associate healthy drinks with long-term health benefits. The insignificant result may be caused by the lack of products referred by the study in the market (Sreen et al., 2018), and in this case, healthy beverage products. Hence, consumers need to be made aware of the long-term benefits of the products on overall health.

Hypotheses H_5 and H_6 , which stated that Trust had a significant and positive impact on Attitude and that Attitude was a valid mediator for Trust toward Purchase Intention, were supported in this study. This result aligns with previous studies (Lim & Goh, 2019; Teng & Wang, 2015). Consumers only consume healthy drinks when they believe the healthy drink products are reliable trustworthy, and may fulfill the consumers' expectations. The theory of reasoned action was also proven to be valid. Attitude and Subjective Norm were the primary antecedents of purchase intention, and thus, the hypotheses H_7 and H_8 were supported. Consumers' favorability toward healthy beverage products and the influence of close friends and family are the main reasons why consumers have the intention to purchase healthy drinks in the first place.

CONCLUSION

Study on healthy drinks is still challenging, and most research investigated consumer behavior toward soft drinks and other unhealthy beverages. Studies investigating healthy drink consumption are significant today because of the rapid increase in obesity cases worldwide. This study concluded that Health Concerns and Long-Term Orientation did not affect attitudes toward healthy drinks. This study also showed that Trust is influential and positively impacts Attitudes toward healthy beverage products. Attitude and Subjective Norms are the main antecedents of healthy drink Purchase Intention per the Theory of Reasoned Action.

There are two limitations of this study. First, this study only collected 137 data from participants, and thus, the result of this study might reflect something other than the overall population in Surabaya

City, Indonesia. Second, 75.2% of the participants were female and thus constituted the majority of the participants. Future studies should be conducted with a larger sample size and diverse demographics to get more generalized and valid results.

SUGGESION

This study indicated that healthy beverage products should not only promote the health benefits associated with them but also focus on enhancing the flavor of healthy beverage products to break the negative stigma that healthy products are not tasty. Taste is still preferred in healthy drinks, even during the pandemic. Healthy drinks businesses must inform that healthy beverages are also crucial for well-being, in addition to consuming healthy foods and regular exercise.

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