

FACTORS AFFECTING YOUNG-ADULT CONSUMERS' ATTITUDE ON HEALTHY FOOD CONSUMPTION AND DIETARY CATERING PURCHASE INTENTION

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Abstract. Health factors on food preference has become an important aspects on consumer motivation and impact company to develop their strategy in food industry. This trend perceived as new business opportunities in Indonesia which is dietary catering business where businesses that provide food for customers who need healthy and nutritious food for health at a remote site. However, the consumer attitude on towards food choices from expected health benefits are not uniform across individuals. Therefore, The result of this study will give an insight to the dietary catering services and other healthy food related business on how to understand their consumer needs through their internal values and recommendation on how to create marketing strategies by escalate those values to the target market. The author will collect the data directly from consumer sides with in depth interview and online questionnaire. This research using Value Attitude Behaviour Model as the main framework. This study is using SEM SmartPLS as the main software to run the data. The results shows that health beliefs and disease prevention are the underlying factors that affected people consuming healthy food and it also affected their intention to purchase dietary catering

Keywords: Healthy; Healthy Food Consumption ; Customer Attitude; Value Attitude Behavior; Dietary Catering; Purchase Intention

INTRODUCTION

Healthy eating is a market trend that will have a high influence on consumer motivation and impact company strategy in upcoming years (Deloitte, 2012). The rise of population as well as increase in gross domestic product (GDP) allow the assumption to be made that this trend will growing significantly until 2030 (Lappo, Bjørndal, Polanco, & Lem, 2015). The trend is driven by the customer preference to choose food has changed in fast pace movement that provided threat and opportunity to the food producers (Bech-Larsen & Grunert, 2003). However, consumer attitude on food choices are not uniform across individuals. Kaya (2016) claimed that customer desire to pick food are drive by many causes such as health conscious, weights concern, ideological reasons, convenience, and price. Young adults are chosen to become the main target of this research because they tend to have unhealthy eating behavior when leaving the parental home for example snacking on daily basis and have tendency to consume high fat food (Swinburn, Caterson, Seidell, & James W, 2004). In addition, young adults are consider as the future parents, so having such habits could impact their health in the future (Orfanos, Naska, Trichopoulos, & et al, 2007). One type of business that has high opportunities and can be developed at this time is diet catering, where businesses that provide food for customers who need healthy and nutritious food for health (Anjasari, Nikmawati, & Setiawati, 2015). The concept of diet catering is a low-calorie food delivery service every day, according to the customer's choice at a remote site (Kompas.com, 2015). In Indonesia specifically in big cities such as Jakarta and Bandung, there are many dietary catering businesses such as 3skinnyminnies, dietplusbandung, kkala kitchen, daputfit, and My Meal Catering. Variety programs of catering product offered. Some provide food menu services for sufferers of certain diseases, weight loss, and also a menu of healthy food for daily necessities (Tempo.co, 2012).

This research is aimed to identify the underlying factors of consumer attitude towards healthy food and determine the effect of consumer attitude towards healthy food on intention to purchase of dietary catering using Value Attitude Behaviour Model. This research will emphasize more on factors affecting consumer attitude towards healthier food using customer perspective only that already consume healthy food and future potential customer. Also their intention to purchase dietary catering. The result of this study will give an insight to the dietary catering services and other healthy food related business on how to understand their consumer needs through their internal values and recommendation on how to create marketing strategies by escalate those values to the target market. The scope of this study is the researcher only survey respondent live in Jakarta and Bandung.

Healthy Lifestyle

Health in wellbeing define as a condition of feeling well, strong and energetic as opposed to suffer from sickness, depression, and pain (Tengland, 2006). Healthy lifestyle has been recognized as one of the key factors of increasing the health of the individual. (Wang, Xing, & Wu, 2013). This way health is seen as one of the important factors that could contribute to quality of life. Eating in dietary pattern, exercise, weight management, and not smoking can be considered as healthy lifestyle (Chiuve, McCullough, Sacks, & Rimm, 2006).

Healthy and Dietary Food

Healthy food is to provide food that contains nutrients which are low in fat, sugar, salt, additives, and high in fibre that would contribute to good health (Darrall, 1992). Another definition provided by Conner, Norman, and Bell (2002) that see healthy in food consumption as a diet that are high in fruit and vegetable, low in fat, and high in fiber. Diet is characterized by high consumption of particular foods that are related with lower consumption of other food related to health issues (Cshulze, 2018). Healthy dietary behaviour is characterized as trying to limit daily intake of fried food, snacks, and fast food including to consume including eating at least 5 servings of fruits and vegetables, eating low-fat or fat-free dairy products, adding very little fat to foods, and eating small servings of meat, poultry, and fish to create healthy eating patterns (Wang F, 2018).

Dietary Catering

Catering services is a business in the food and beverage processing industry that is highly developed in the community (Rachmat, 2009). The development of catering services is influenced by changes in lifestyle that are more practical towards individual or and group needs. The differences of between dietary catering and other catering business is the importance of nutrition knowledge to arrange a healthy balanced menu needed for consumer (Anjasari, Nikmawati, & Setiawati, 2015). Moreover, the number of diet catering business is still not common so it become an opportunity to develop a diet catering business (Anjasari, Nikmawati, & Setiawati, 2015).

Consumer Attitude

According to Solomon (2013), the focus of attitude as a way to express favourable or unfavourable way towards product, brand, and advertisement. Consumer has been evaluating their preferences towards product as the implication of attitude behaviour (Petrovici & Marinov, 2007).

Value Attitude Behavior Model

According to Homer and Kahle (1988), value attitude behaviours model shown that values affected both behaviour and attitudes. There are three variables in VAB model which are values, attitude, and behaviour. VAB model mainly state that the influence in situation will flow from values to attitudes to behaviour outcomes (Homer & Kahle, 1998). This model can be shown in the sequence below:



Figure 1: Value Attitude Behaviour Sequence (Homer & Kahle, 1998)

These model indicates that value in people perceptions will affected their attitudes and affect their behaviour towards something (Homer & Kahle, 1998). Likewise, attitudes and behaviours are the result of abstract values (Rajani, 2010).

Value Attitude Behaviour on Healthy Food Choice

In the context of food choices, values is one of the important aspect affecting consumer selection (Sobal & Bamossy, 2009). Customer desire to pick food are drive by many causes such as health conscious, weights concern, ideological reasons, convenience, and price (Kaya, 2016). Previous research from Homer & Kahle (1998) used VAB model on the context of natural food shopping behaviours and find the causal sequence from abstract values to mid - range attitude to specific behaviours. Another research from Kang, Jun, & Arendt (2015), used VAB model to understand customer choices on healthy food at casual dining restaurant. They found that value as a critical component in explaining why health value is important and results in healthy food purchase. This study also found an important link between customers health value and food choice behaviours which gives insight and provides foundation for investigating customer motivations aspects of eating healthy food items.

Purchase Intention

Purchase intention is defined as decision making made by customer on the base of particular reason (Shah, et al., 2012). In another view, purchase intention could be used as a way to gain in depth understanding of the consumer that lead to possibility of an action of buying certain things (Schiffman & Kanuk, 2004).

Literature Gap

There are not enough evidence for consumer attitude on healthy food towards dietary catering purchase intention on the previous journal because dietary catering is a new trend and different from the nature of buying regular products one time at stores. Dietary catering is a food services which provide meals in different package and purposes which is paid at the beginning and then customer will be get the food at home in a period of time. For example it could be 3 days, 7 days, or 12 days. People who purchase dietary catering products is willing to consume all the meals that has been provided with the food provider in a long time because they already paid at the beginning. Therefore, it is important to find their values on consuming healthy food and their knowledge on dietary catering through preliminary research.

Preliminary Research

Preliminary research were conducted using in depth interview adaptive way to explore different attitude across profile towards healthy food consumption. 7 respondents in this preliminary research consist of: people who pursuing healthy lifestyle, 2 male and 5 female, 3 college student and 4 employees, and 4 people already in subscription of dietary catering and 3 people are not in subscription of diet catering. The purpose of in depth interview to embodies conceptual framework variables which involves previous research and the result of interviews answer. Moreover, it is importance to used qualitative in the initial phase and using previous research to develop instrument that could be validated in quantitative analysis (Stafleu, van Staveren, de Graaf, Burema, & Hautvast, 1995). This approach is relevant for this research proposal as relation of internal values factors towards healthy eating attitude and specifically dietary catering purchase intention on is not explored yet in Indonesia. Based on the preliminary research, the found 3 underlying values which are weight concern, health beliefs, and disease prevention towards their attitude on healthy food consumption which will be elaborated further on the next chapter.

Conceptual Framework

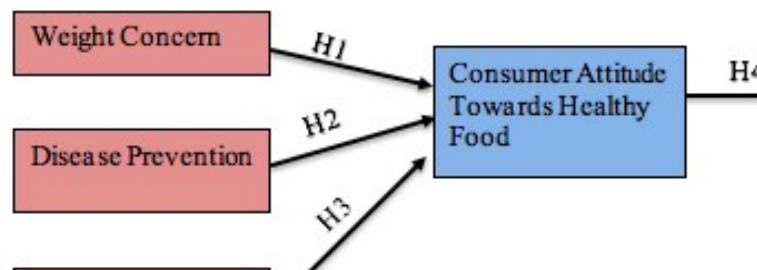


Figure 2: Conceptual Framework

Hypothesis Development

- Weight concerns are usually defined both in terms of actual weight but also fear of gaining weight and methods the individual may imply to maintain or lose weight (Taylor, 2016). Previous findings from Davy, Benes, and Driskell (2006) indicate that individual tend to limit the amount intake of fat and carbohydrate consumption in order to lose weight.
H1: Individual value on weight concern has influence on consumer attitude towards healthy food.
- Previous research shows that by adding more consumption on fruit, vegetables and whole grain products due to low intakes of fat and cholesterol could lower the incidence of chronic disease such as cancers, stroke, hypertension, and cholesterol (Burkett, Muckenhuber, Großschädl, Ra'sky, & Freidl, 2014). According to Lee (2013), there is positive relationship between people who believe that eating behaviour could lead to health problem related issues.
H2: Individual value on disease prevention has influence on influence consumer attitude towards healthy food.
- Health beliefs outcomes indicate that it is drives people to change their lifestyles and the way they behave to improving their health (Tromp, et al., 2005). According to Kim, Ahn, & No (2012) found a significantly association that health beliefs significant influence on consumer attitude towards healthy food.
H3: Individual value on health conscious has influence on consumer attitude towards healthy food.
- Healthy food is to provide food that contains nutrients which are low in fat, sugar, salt, additives, and high in fiber that would contribute to good health (Darrall, 1992). According to Anjasari, Nikmawati, & Setiawati (2015), diet catering is one type of businesses that provide food for customers who need healthy and nutritious food for health.
H4: Consumer attitude towards healthy food has influence on consumer purchase intention of dietary catering

METHODOLOGY

Qualitative Data

Population and Sampling

The population of this study is people with the range of age 20-30 years old who already pursuing healthy lifestyle. However it is impossible to study all the population member. According to Guest, Bunce, & Johnson (2006), the minimum of six respondent is sufficient to be interpreted as meaningful themes. Therefore, the author interviewed 6-8 respondents with different background until saturation of data was achieved, which means when there is no more new findings generated from the respondent.

Validity Test

Before performing coding analysis, data must go through a validity test. In this research case, validity will be tested through

data triangulation, where it test the equation of recording and transcript should accurately the same (Write, 2010).

- **Coding Analysis**

After the triangulation process, coding analysis is conducted. Coding is the initial step toward an even more thorough and evocative analysis and interpretation (Saldana, 2012). The author using open coding analysis which means that reading data several times and then start to create labels for of data based on the meaning that generated from the interview result (Saldana, 2012).

Quantitative Data

- **Population and Sampling**

The target population for this research is female and male who lives in Jakarta and Bandung. The range of age is 20 - 30 years old. According to Badan Pusat Statistik Jakarta dan Bandung total of population on both city with the age criteria is 2.423.254. To determine the amount of respondent that needs to be collected researcher using variance – based SEM which indicates the sample size should be equal to the larger of 10 times the largest number of formative indicators used to measure a single construct (Hair, Hult, Ringle, & Sarstedt, 2017). There are 18 items consist of 3 indicators on each variable, therefore the minimum sample size require in this research is 18 times 10 equal as 180 respondent.

- **Validity and Reliability**

Validity is the indicator of accuracy that represent a meaning (Field, 2009). In SEM Smart PLS the outer loading should be above 0,7 and AVE above 0,5. Reliability means that the variable can consistently interpreted under different situation (Field, 2009) To become a reliable construct, the value of Cronbach Alpha must be > 0.6 and the value of Composite Reliability must be > 0.7

- **Structural Equation Model Smart Partial Least Square (SEM SmartPLS)**

The relationship between the variables have been analyze by applying PLS-SEM. Partial least squares SEM (PLS-SEM) is a commonly used form of statistical analysis for latent variables, and can be used both to confirm the validity of the constructs of an instrument and assess the structural relationships among the constructs (Chin, 1998; Gefen, Straub , & Boudreau, 2000). The researcher preferred PLS-SEM is over other analysis technique due to its multiple advantages and its premises are less limiting. There is no simple size assumption and can work effectively even in small sample size (Hair, Black , Babin , & Anderson, 2010). Smart PLS is a stand for software specialized for PLS path models. It is built on a Java Eclipse platform making it operating system independent. The model is specified via drag & drop by drawing the structural model for the latent variables and by assigning the indicators to the latent variables. The graph representing the model can be exported to PNG. Besides bootstrapping and blindfolding methods it supports the specification of interaction effects (Monecke & Leisch, 2012)

FINDINGS AND ARGUMENT

Coefficient of Determination (R^2)

Coefficient of determination (R^2) is a measurement to predict model's accuracy. To describe predictive accuracy, the value varies from 0 to 1 which means the higher score show the better the model.

- the R^2 value for the four factors (Weight Concern, Disease Prevention, Health Beliefs) could explain 0,419 on Consumer Attitude Towards Healthy Food variable.
- the R^2 value for Consumer Attitude Towards Healthy Food could explain 0,407 on Dietary Catering Purchase Intention

Total Indirect and Total Effect

Total indirect effect is used to evaluate percentage of indirect influence of independent variable on dependent variable through mediating process. Meanwhile, the total effect result evaluates the percentage of influence brought by both independent and mediating variables on dependent variable. from the results of the analysis total effects using PLS as shown above, it was found that the relationship of disease prevention with t value 3,422, and health beliefs with t value 4,733 towards dietary catering purchase intention was still significant with p-value 0,0001 and 0,0000 (<0.05) respectively. Thus, it can be concluded that this mediation is only quasi mediating because the independent variable could directly influence the dependent variable without going through mediating variable.

Hypothesis Testing

	T Statistics	P Values	Result
Consumer Attitude towards Healthy Food -> Dietary Catering Purchase Intention	12,603	0,000	Accepted
Disease Prevention -> Consumer Attitude towards Healthy Food	3,422	0,001	Accepted
Health Beliefs -> Consumer Attitude towards Healthy Food	5,215	0,000	Accepted
Weight Concern -> Consumer Attitude towards Healthy Food	1,768	0,078	Rejected

H1: Individual value on weight concern has significant influence on consumer attitude towards healthy food.

The result shows that this hypothesis is rejected as the result shows that the t-value is 1,768 with p-value 0,078 that means weight concern has no significant influence consumer attitude toward healthy food. However the result is not aligned with brief findings from in depth interview and previous research Steptoe, Pollard, & (1995) on weigh concern factors that could affected individual food choice. It shows that even they have concern with their weight, it doesn't engage the to have positive attitude towards healthy eating. The result is aligned with previous research from Jankauskiene & Baceviciene (2019) that eventhough individual felt concern regarding their body weight and shape, they are not expressing positive attitude to consume healthy food either. Instead the respondent shows less frequent consumption to help them reduce weight.. Moreover, A study by Silva RC et al. (2018) showed that overweight and obese adolescents with a higher body dissatisfaction demonstrated so called "restrictive pattern" of eating. This research suggested that individual that concern about their weight did not affected their attitude towards healthy food consumption which could reflect on their diet restriction rather than to interest on heathy food as a method to lose weight.

H2: Individual value on disease prevention has significant influence on influence consumer attitude towards healthy food.

The result shows that this hypothesis is accepted as the result shows that the t-value is 3,422 with p-value 0,001 that means disease prevention has significant influence consumer attitude toward healthy food so result is aligned with brief findings from in depth interview. The result is aligned with previous findings from Lee (2013), there was a positive relationship between perceived threat and healthy eating behavior in casual dining restaurants. In the findings, it concluded that people who believe that there is a possibility of developing health problems caused by unhealthy eating behavior and believe that these health problems could be severe tend to select healthy menu items in casual dining restaurants. This research suggested that individual preventing disease affected their attitude towards healthy food which could reflect on effective factor of performing healthy behavior such as consuming healthy and nutritious food.

H3: Individual value on health beliefs has significant influence on consumer attitude towards healthy food.

The result shows that this hypothesis is accepted as the result shows that the t-value is 5,215 with p-value 0,000 that means health beliefs has significant influence consumer attitude toward healthy food so result is aligned with brief findings from in depth interview. The result is aligned with previous findings Kim, Ahn, & No (2012) found that values on health beliefs of university student would express positive interest on healthy food and influence their intention on eat healthy foods and engage in physical activity. They also found that the young adult seems to have more interest in nutrition because it is beneficial for them. This research suggested that individual beliefs on health value reflected on young adult attitude on consuming healthy food could which could reflect on effective factor of performing healthy behavior such as consuming healthy and nutritious food.

H4: Consumer attitude towards healthy food has significant influence on dietary catering purchase intention

The result shows that this hypothesis is accepted as the result shows that the t-value is 12,603 with p-value 0,000 that means consumer attitude toward healthy food has significant influence dietary catering purchase intention so result is aligned with brief findings from in depth interview. Previous research from Anjasari, Nikmawati, & Setiawati (2015), elaborate the purpose of diet catering which is to provide food for customers who need healthy and nutritious food. Moreover the result is aligned with Kang, Jun, & Arendt, (2015), that found several internal values influence interest in healthy foods, which in turn enhanced intentions to purchase healthy food items. In addition, the findings from Weerasiri & Koththagoda (2017) demonstrated that the more positive attitude the consumers hold towards organic food, the more likely that they want to purchase organic food afterwards. This research suggested that individual consumer attitude toward healthy food could reflected on dietary catering purchase intention.

CONCLUSIONS

The researcher conduct a preliminary research to explore different value that could affected people attitude towards healthy food using in depth interview of 7 respondent with different background. After that, further analysis is needed to test the variables and answer the research objective. The required data were gathered using quantitative approach with survey distributed through online platform such as Instagram, Facebook, Line, and Twitter. The researcher distributed the survey to 250 people which is higher than the minimum requirement needed to fulfill the criteria of SEM sample size (180 respondent). The researcher used purposive sampling because those technique choose sample based on several criteria such as people with the range of age 20-30 years old that live in Jakarta or Bandung and already has intention to eat healthy or having intention to eat healthy. So that the data obtained can be more representative. Each variables in online questionnaire is using 3 indicators 5 point likert scale as the main measurement.

Below is the conclusion of the research by answering every research question according to data analysis and discussion.

RQ1: What are the underlying factors of consumer attitude towards healthy food?

The PLS analysis result shows that health beliefs and disease prevention is a significant factors to engage consumer to have favourable intention towards healthy food. It is shows that it is important for dietary catering business to promote their products providing more information regarding health advantages and risk of chronic disease in their food marketing strategies so the consumer would feel there is aligned outcome by purchasing dietary catering.

RQ2: Is there an effect of consumer attitude towards healthy food on intention to purchase dietary catering?

The PLS analysis result shows that consumer attitude towards healthy food on intention to purchase dietary catering has significant influence. It is shows that if the consumer have positive attitude towards healthy food, it will affects their intention to purchase dietary catering afterwards. Since dietary catering is provided the healthy and nutritious food so the consumer will perceive dietary catering as their way to consume healthy food because they already have positive attitude on healthy food. Moreover, it can be concluded that the more consumer perceive positive attitude on healthy food, the more they want to purchase healthy food products through dietary catering business.

Practical Implication

This research suggest practical implication to dietary catering business to to understand their their consumer needs through their internal values. Based on the findings, health beliefs and risk of disease in terms of interest in healthy food should be considered when developing marketing strategies for promotion of the business. Dietary catering marketing team should understand their current customer health values to understand on how to attract those target customers. It is important to analyse customers want from eating healthy foods. By knowing customer wants can give more insight about what content that the business should emphasize in promotional messages. For example disease prevention expectation play as an important role in engaging customer interest in healthy food. Restaurants could promote prevention of several disease through information on their ingredients in their food through their Instagram page. For example, by adding more consumption of green such as avocado, olives, green beans, and green grapes could maintain cholesterol level and decreasing the risk of heart attacks and strokes. Another approach may be to focus efforts on increasing health beliefs. The business could use several public figures to communicate the importance of health and may increase their intention to consume healthy food. Moreover, the dietary catering business could also create creative marketing campaign such as short video advertisement about young adult who wants to eat healthy but having limited time to prepare food can still eat healthy food with dietary catering so it engage the customer to buy because they feel relate with the situation.

Theoretical Implication

This research is the first to use VAB model to the dietary catering business context since it is the new trends emerge in food business industry. Numerous of previous study has used VAB model approach in the context of food industry such research from Homer & Kahle (1998) used VAB model and found values has influence people toward natural food and attitude will also influence intention to purchase natural food but there is no direct influence on values towards behaviour. Also, another research from Kang, Jun, & Arendt (2015), used VAB and found that value as a critical component in explaining why health value is important and results in healthy food purchase. This research found an important link between customers value on their attitude toward healthy food and there is also relationship between consumer attitude on healthy food toward dietary catering purchase intention. But it turns out that there is no fully mediating in consumer attitude on healthy food variable. Which means that this model is not fully explain in the context of dietary catering because consumer still purchase dietary catering without going through consumer attitude towards healthy food variable. This gives insight that the nature of subscription context rather than one stop buying perceived different sequence in terms of VAB hierarchy flow. Moreover, its shows that health beliefs and disease prevention values is strong enough to makes consumer to purchase dietary catering directly because the consumer has a strong purpose that they want to achieve, So if the consumer does not have to have positive attitude on healthy food, they will still purchase dietary catering anyway if they feel that the dietary catering could help them achieve their goals which are improving overall health and preventing risk of disease.

Further Research Direction

Several suggestion is generated that could enhance the further research:

1. This research is using individual customer perspective only. Further research will be beneficial by involving dietary catering provider and supplier perspective to make the research more comprehensive.
2. This research in emphasizes internal values that affected their favorable intention on healthy food. Further research could also include product features such as price, taste, plating, and packaging so it could give more details on how to improve the products itself.
3. Further research could also use more criteria on respondent profile such as income so it would enrich generate more result in terms of different behavior due to different income.
4. Further research could also use different age samples such as young people and older people in order to grasp comparison between their motivation to consume healthy food

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