

CONSUMER BEHAVIOR | RESEARCH ARTICLE

The Role of Health Consciousness and Trust on Gen Y and Gen Z Intention to Purchase Functional Beverages

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Abstract: This study explored the purchasing intentions of Generation Y and Generation Z concerning functional beverages, with a focus on health awareness and trust as key influencing factors. This research aims to investigate the determinant factors of the consumption of functional beverages as an alternative to sugary drinks among Generation Y and Z in Indonesia. The study population comprises individuals aged 18 to 40, with a particular focus on Generation Y (born 1981-1996) and Generation Z (born 1997-2012) in the West Java Region. Purposive sampling was carried out to select 406 participants. Primary data were collected through a Google Form-hosted online questionnaire, focusing on respondents' characteristics, purchasing habits, health consciousness, and intentions to purchase functional beverages. SmartPLS 3.0 was employed to analyze the data. Various analyses, including descriptive, measurement, Fornell-Larcker, structural model, and path analyses, were carried out. The results indicated noteworthy connections between health consciousness, trust, and purchase intention. Respondents, primarily from Generation Z, exhibited a positive inclination towards health consciousness and trust, suggesting a promising opportunity for the functional beverage industry.

Keywords: functional beverages, gen Y and Z, health consciousness, purchase intention, trust

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PUBLIC INTEREST STATEMENT

The expansion of the Indonesian beverage industry has a bright future. Moreover, as a tropical nation, Indonesia has a tremendous opportunity to produce functional fruit juice. In accordance with this occurrence, the growth of the fruit juice industry has not been optimal, and sales have not increased significantly. However, a recent survey revealed that Indonesians are becoming more interested in functional foods, resulting in a significant demand for healthier beverages. Thus, this study aims to increase Generation Y and Z consumers' intention to purchase functional beverage products.

Applying the Theory of Planned Behavior and two other extended factors, namely health consciousness and trust, substantially impact purchase intention in functional beverages with the extended variable through mediation, namely attitude. Health consciousness and trust have an effect on Gen Y and Z's purchase intention toward functional beverages.



1. Introduction

Currently, the population of Generation Z and Generation Y is on the rise in Indonesia, and these two generations exhibit remarkably high levels of productivity, which will impact their activities due to dietary and lifestyle choices. Currently, modern urban youth greatly enjoy the lifestyle trend of socializing, often termed as 'hanging out' (Bado et al., 2023). This trend is expected to contribute to a rise in the consumption of fast food and packaged sugary drinks (Knit, 2022). Research carried out by Momentum Works and Qclub indicates that individuals aged 15 to 39 demonstrate the highest levels of sweetened beverage consumption (Angelia, 2022; Hasan, 2017). Furthermore, Indonesia occupies the third position among Southeast Asian countries in terms of the prevalence of pre-packaged sweetened beverage consumption (UGM Faculty of Medicine, 2020).

Consumption of sweetened beverages has been identified as a potential trigger for symptoms associated with non-communicable diseases, including diabetes and cardiovascular disease (heart disease) (Ferretti & Mariani, 2019). The IDF data reveal that Indonesia is ranked fifth globally in terms of the highest number of individuals with diabetes (International Diabetes Federation, 2021). This trend is anticipated to persist, with excessive consumption of sweetened beverages being one of the contributing factors. Consequently, the provision of functional beverages presents itself as a viable strategy to impact consumer product preferences, both in domestic settings and in various public venues, such as educational institutions, dining establishments, healthcare facilities, and other activity centers (Fanda et al., 2020).

Despite a growing trend toward the consumption of healthy beverages, a significant proportion of the Indonesian population continues to favor sweetened beverages over functional alternatives (Megananda, 2021). One type of functional beverage that is still rarely consumed is milk. It is known that milk consumption in Indonesia is still relatively low, even though it has increased (Santoso et al., 2023). Consumers' preference for sweetened beverages can be attributed to various factors, such as established brand recognition, quality, and product price (Megananda, 2021). In addition to that, non-fruit juice drinks with artificial flavors are known to be increasingly popular among business people nowadays due to their low production costs (Giri et al., 2023). Indonesia is facing growing concern as there is growing apprehension regarding the rise in the number of individuals affected by diabetes. According to the International Diabetes Federation, the annual incidence of diabetes among individuals in Indonesia (International Diabetes Federation, 2021).

According to survey data retrieved from the Statista website, the consumption of functional beverages still needs to be higher among Indonesians. People under 45 are less likely to incorporate healthy beverages into their routine (Nurhayati, 2021). This information is supported by research findings conducted by Tirto, which show that Generation Z prefers dining out over home cooking and favors instant food. Supported by the "hanging out" lifestyle, generation Z prefers sweet beverages, which confirms the findings of Momentum Works and Qclub that Generation Z consumes the sweetest beverages (Hasan, 2017). In addition, the significant skepticism surrounding the efficacy of health-promoting functional foods is identified as a hindrance to consumption (Toorani et al., 2023). Therefore, there is a need for measures to enhance consumer confidence in functional beverages. In addition, The expansion of industries producing functional beverages, such as the fruit juice sector, remains sluggish and unchanging. Fruit juice sales have not reached their full potential since 2021, with only a modest annual increase averaging 0.6% (Nurhayati, 2021). There are still many opportunities to develop the functional beverage industry in Indonesia. As

a tropical country, Indonesia has enormous potential for developing the functional beverage industry, especially fruit-based industries such as fruit juice (Ministry of Industry of the Republic of Indonesia, 2021). Moreover, the international market has witnessed a rise in the sales of probiotic drinks in recent years, particularly those based on dairy. There is an opportunity to utilize grains, vegetables, and fruits as substrates for producing probiotic beverages (Sharma et al., 2021).

Prior research has been conducted in China (Chang et al., 2020) and Thailand (Binhawihok, 2021). According to specialists' analysis, individuals from diverse cultural backgrounds may possess distinct motivations for procuring organic food items and beverages (Rana & Paul, 2020). In addition, this research focuses on the Y and Z generations, given that Indonesia has entered a demographic bonus phase since 2020, wherein the productive population is expected to constitute a significant proportion of the population. This phenomenon is referred to as the demographic bonus. It pertains to a specific time frame during which the segment of the population within the productive age range (15-64 years) surpasses the fraction of the population within the non-productive age range (65 years and above), constituting more than 60% of Indonesia's total population (Kusnandar, 2022).

The recent population census conducted by the Central Bureau of Statistics has indicated that Indonesia's demographic composition primarily comprises Generation Z (those born between 1997 and 2012) and Generation Y (those born between 1981 and 1996) (Jayani, 2021). Both cohorts belong to the working-age population, thereby possessing the capacity to expedite economic expansion and represent a significant market segment worthy of consideration. The implications of this development are expected to impact companies that operate specifically in the beverage industry significantly. Similar to the important role that sugary beverages play in the lives of Generation Y and Generation Z, functional beverages can also take advantage of existing opportunities to align themselves with this lifestyle. This study was conducted to gain new insights for functional beverage manufacturers, enabling them to effectively target Generation Y and Generation Z consumers by emphasizing their preferences for health awareness and beliefs.

Understanding consumer preferences for functional beverages is a worthwhile pursuit for promoting health-conscious lifestyle decisions. The rise in the consumption of sweetened beverages necessitates implementing strategies by both governmental bodies and manufacturers of functional foods and beverages to address this issue. The primary aim of this study was to ascertain the factors influencing the escalation of functional beverage consumption. The resultant innovation will thereafter prove valuable for producers in offering significant insights into successfully and precisely promoting their functional beverage products to the target demographics of Generation Y and Z. By comprehending consumer purchasing intentions for functional beverages, manufacturers may connect their marketing strategy with consumer preferences, thus fostering a symbiotic relationship between the consumer and the promoted product.

2. Literature Review

2.1 Functional Beverages

The comprehensive scope of functional foods encompasses functional beverages. The nomenclature "functional food" was first coined in the 1990s, which corresponded with the implementation of Japan's FOSHU (Foods for Specific Health Use (FOSHU) regulations. This policy marked the initial establishment of a regulatory framework

for functional foods (Wildman, 2016). Functional beverages serve a purpose for human health. Countries employ various definitions to describe healthy food products. For instance, Japan refers to products such as "food for certain health uses," while China uses the term "functional food," and Taiwan employs the label "health food" (Chang et al., 2020). However, thus far, there has not been a universally agreed upon definition worldwide (Cong et al., 2020). The newly formulated functional beverages, rich in fruit juice and enriched with plant extracts known for their health benefits, serve as a significant source of polyphenols, anthocyanins, carotenoids, and vitamin C. Each of these drinks exhibits great antioxidant capacity. Therefore, this functional beverage deserves to be called a drink that supports health (Skapska et al., 2020). Certain experts can define functional foods as a type of food or food constituent that offers physiological health advantages beyond its fundamental nutritional value (Bagchi, 2008; Wildman, 2016).

Functional beverages are a type of drink that is formulated and designed to provide specific health benefits beyond basic nutrition and hydration. Beverages usually contain bioactive compounds, functional ingredients, or additional ingredients that are believed to positively impact a person's health or well-being. Functional beverages can serve a variety of purposes such as improving digestion, boosting the immune system, improving heart health, enhancing cognitive function, and providing other specific health benefits. The product employed in this study was a functional beverage presented as ready-to-drink fruit juice.

According to research carried out by various food and life institutions in Europe, food can be classified as functional if it has a favorable impact on the body, leading to better health and a decreased risk of diseases. Functional beverages contain extracts of natural ingredients that are recognized for their potential to mitigate the risk of cardiovascular disease and enhance various physiological processes, such as digestion (Chang et al., 2020). Functional beverages can be classified into three main categories: milk-based drinks rich in probiotics and minerals, vegetable and fruit drinks, and isotonic sports and energy drinks (Cong et al., 2020). The act of frequenting a coffee establishment to socialize with peers has gained significant popularity among those belonging to the Generation Z demographic (Bado et al., 2023). Individuals with this mindset exhibit a strong inclination towards prioritizing personal gratification and are willing to engage in whatever means are necessary to attain such pleasure, often without considering the potential repercussions.

In addition, individuals belonging to Generation Y and Generation Z exhibited a preference for sweetened carbonated beverages. However, it is worth noting that these beverages are deemed unfavorable for bodily health because of their elevated caloric and carbohydrate contents, which can lead to increased blood sugar levels and subsequently contribute to the development of diabetes (Bado et al., 2023; Suharjo & Harianto, 2019). With the previous behavior of Gen Y and Gen Z, as explained in the previous paragraph, interest in functional beverages is increasing in Indonesia due to health problems related to lifestyle, which ultimately require food to supplement the body's nutritional needs (Fanda et al., 2020). The increasing concern for well-being has led to a growing demand for innovative formulations, contributing to the rising popularity of functional beverages over the years (Gupta et al., 2023). Functional beverages contain high concentrations of functional ingredients (Paunisaari, 2019). Furthermore, previous research has shown that purchasing and consuming functional beverages can help individuals lose weight faster. Simultaneously, the company promotes a healthy lifestyle and seeks to prevent certain diseases (e.g., cardiovascular diseases) (Mohammadi et al., 2016).

2.1 Purchase Intention

The term "purchase intention" is frequently used to predict purchasing behavior to anticipate buying patterns. The term "purchase intention" pertains to the probability that a consumer purchases a particular product. There is a direct and positive correlation between purchase intention and product purchase level, indicating that greater intention to purchase is linked to higher levels of product purchase (Ingrassia et al., 2017; Schiffman & Kanuk, 2000). Experts also define purchase intention as the circumstance in which consumers like particular products and intend to purchase them in the future (Mirabi et al., 2015).

Nastiti et al. (2021) show that brand image can also influence consumer purchase intentions. This is in line with Meliawati et al. (2023), product quality, especially appearance, influences purchase intentions. This shows that brand image and quality greatly determine consumers' purchasing intentions for a good/service. The intention to purchase can indicate the level of effort consumers are willing to exert to acquire this type of functional food (Mauricio et al., 2022). Consumers must accept products to be successful in the market (Fan & Miao, 2012). There is a growing trend among consumers to take notice of and enhance their buying inclination toward functional foods and beverages with reduced levels of calories, sugar, and sodium (Burton et al., 2015). Consequently, consumer acceptance is required for this product to be commercially successful, influencing consumer purchase intentions. Numerous academic studies have reported that individuals with a favorable disposition toward functional foods are inclined to purchase them (Cabral Rebouças et al., 2021; Chang et al., 2020; Rezai et al., 2017).

2.3 Health Consciousness

Health consciousness can be defined as the impetus for engaging in behaviors that promote enhanced physical and bodily well-being (Liang, 2016). According to Hoque et al. (2018) health consciousness indicates the degree to which an individual engages in health-related activities, encompassing four key aspects: heightened concerns for health, genuine care about health, active pursuit of health information, and a commitment to maintaining healthy conditions. All these elements are geared towards fostering a healthy lifestyle. Consequently, the significance of a well-balanced dietary meal, particularly one with functional attributes, becomes paramount.

As per the findings of the aforementioned study, the demand for health-oriented products is fueled by individuals committed to maintaining healthy lifestyles and those whose personalities incline towards a more nutritious way of life. This influence extends to individuals with varying degrees of health perception, encompassing robust and less robust perspectives (Tansiritanes, 2016). Thus, the sway of the healthy eating trend becomes a determining factor in shaping consumer behavior when purchasing functional foods.

Individuals who prioritize their well-being typically opt to embrace a wholesome way of life that encompasses consuming nutritious food, engaging in regular physical activity, obtaining sufficient rest, and refraining from substance abuse. Available evidence suggests that individuals who purchase functional food products prefer such items because of their prioritization of overall health, encompassing personal well-being, familial health, and the health of their acquaintances (Yadav & Pathak, 2016).

2.4 Trust

When looked at narrowly, trust is the confidence consumers have in the performance of a product or service. However, from a broader standpoint, trust goes beyond mere performance and includes the recognition that the product embodies authenticity and responsibility within the context of the relationship (Huang et al., 2019). Establishing trust in connection with consumers is a vital precursor to corporate marketing strategies and is fundamental to reinforcing the robustness of consumer-brand connections. Trust is characterized as the emotional steadiness experienced by consumers when engaging with functional beverages (Lee & Chung, 2020). This is particularly evident in the firm's conviction that the product will confer beneficial effects. In the present investigation, trust is conceptualized as consumers' subjective assessment of the dependability and credibility of functional beverages in promoting a healthy way of life and furnishing nourishment that enhances their well-being.

Consumer trust is a psychological factor that has the potential to impact consumer behavior by eliciting a greater inclination towards purchasing products and fostering more positive attitudes (Liang, 2016; Nuttavuthisit & Thøgersen, 2015). According to the extant literature, the probability of consumers' acceptance of functional foods is positively associated with their confidence in the origin. Trust formation depends on the reliability of institutions and socioeconomic structures such as governmental bodies, food producers, and vendors (Dolgopolova et al., 2015). Furthermore, trust positively influences consumer attitudes and directly affects purchase intentions (Liang, 2016). Prior studies also indicated that trust exerts a positive and significant impact on customers' purchase intentions of customers (Lee et al., 2015).

3. Conceptual Framework

The present study has developed a conceptual framework (Figure 1) that draws from established theoretical underpinnings, specifically health awareness and trust, to elucidate the interplay between health consciousness, trust, and purchase intention. This research examined the validity of the theoretical model by utilizing the existing literature.

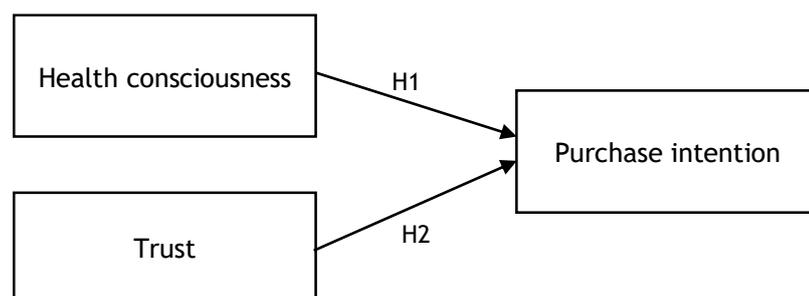


Figure 1. Conceptual framework

The hypothesis is as follows, based on the conceptual framework:

- H1: Health consciousness has a positive and substantial effect on the intention to purchase functional beverages.
- H2: Trust has a positive and substantial effect on the intention to purchase functional beverages.

4. Methods

4.1 Participant

This study was conducted in the West Java Region using a descriptive research design. West Java exhibits a notable concentration of individuals belonging to the Generation Y and Z cohorts, suggesting a potentially elevated level of productivity among its population (Kusnandar, 2022). Data collection was conducted using purposive sampling. This study included a cohort of 406 individuals aged 18 to 40 years, encompassing both Generation Z (born between 1990 and 2010) and Generation Y (born between 1990 and 2000) individuals. The participants were selected based on their use of functional beverages, status as individuals in their prime working years, and tendency to engage in social activities. The determination of the sample size was based on using the Slovin formula, which was deemed appropriate owing to the considerable size of the population under study and the need to optimize the research timeline.

4.2 Measurement

Primary and secondary data were both types of data obtained for this investigation. In this study, a Google Form-hosted online questionnaire was used to collect primary data from Generation Y and Generation Z respondents, who were chosen because they are at the pinnacle of their careers and engage in productive activities on a daily basis. The characteristics of the respondents (gender, age, highest level of education acquired, employment, and monthly income), as well as their purchasing habits, levels of trust in functional beverages, levels of health consciousness, and intentions to purchase functional beverages, were gathered as data. The respondent must complete a questionnaire, and any incomplete survey will either be discarded or disregarded as unreliable.

A Likert scale was employed for the variable measurements, utilizing an ordinal measurement scale. The research measurement instrument employed statement items organized according to various research indicators. The measurement scale served as a reference point to determine the extent of the interval on the measuring instrument. Research can utilize measuring tools to generate quantitative data (Sugiyono, 2013).

The concept of trust has been substantiated by prior scholarly investigations, in which awareness of one's surroundings, particularly in terms of health, has the potential to influence behavior by promoting self-protection and adopting healthier practices (Pienwisetkaew et al., 2022). The notion of health consciousness pertains to an individual's proclivity towards adopting a healthier lifestyle and undertaking the necessary measures to achieve this objective. The health consciousness was measured using a Likert scale ranging from strongly agree to strongly disagree.

Prior scholarly investigations substantiate the concept of trust, asserting that confidence in functional products is contingent upon the attributes of the product, service, or brand. This reliance is rooted in beliefs or expectations formed as a consequence of the perceived credibility and capabilities of the constituent elements (Chen & Chang, 2012). The present study operationalizes trust as individuals' subjective assessment of the dependability and genuineness of functional beverages in promoting a health-conscious lifestyle and enhancing their overall well-being. The trust variable encompasses four indicators, according to the source. These indicators were as follows: (1) the belief that functional beverages

offer beneficial effects on the body, (2) trust in the ingredients present in functional beverages, (3) the belief that consuming functional beverages poses no harm to the body, and (4) confidence in the quality of the functional beverages that have been consumed.

The construct of purchase intention has been substantiated by prior scholarly investigations, which show that individuals who possess a proclivity towards functional beverages are more inclined to make prompt decisions regarding the purchase or consumption of functional beverages (Mohd Suki, 2015; Pienwisetkaew et al., 2022). The phrase "purchase intention" is commonly included in purchase indicators used to predict consumer buying behavior. This variable encompasses five characteristics: (1) intention to purchase functional beverages due to health considerations and (2) desire to make regular purchases due to perceived benefits. (3) The act of purchasing functional beverages during shopping endeavors. (4) The desire to uphold one's well-being through the acquisition of functional beverages. Individuals express a desire to modify their way of life and incorporate the frequent consumption of nutritious beverages.

4.3 Analysis

The SmartPLS was employed to analyze the data. The utilization of this program is justified by the nature of the research, which involves a relatively small to medium sample size. In such cases, the PLS-SEM (Partial Least Squares and Structural Equation Modeling) is advantageous because it can yield reliable outcomes, even when working with a limited sample. In addition, the present research exhibits a multidisciplinary approach aligned with studies within the management science domain. Consequently, the PLS-SEM is deemed more appropriate in this context. Descriptive, measurement, Fornell-Larcker, structural model, and path analyses were some of the data analysis components. Before being utilized in this investigation, the questionnaires developed for it were subjected to a series of tests to determine their validity and reliability. The questionnaire was tested on 406 respondents to measure the research.

The data were evaluated as a part of the validity test that indicates whether the data supplied in the report are correct and whether the instrument is in line with the research (Suhartanto, 2014). The reliability test determines the degree to which the research instrument remains aligned and assesses the consistency of the data obtained by the researcher (Sugiyono, 2012). The outer loading value is compared to a standard, and only values with an outer loading value of at least 0.7 are considered genuine. The outer loading and Average Variance Extracted (AVE) values must exceed 0.5. With a grade of at least 0.7, Cronbach's alpha and Composite Reliability (CR) were deemed reliable (Hair et al., 2019). Furthermore, the GoF (Goodness of Fit) encompasses three distinct criteria, namely 0.1, 0.25, and 0.5, denoting tiny, middle, and 0.36 signifying the large category, respectively (Suhartanto, 2020).

5. Findings

5.1 Respondent Characteristics

The respondents' profiles were based on sex, age, highest education, occupation, and monthly income. The results showed that the research participants consisted of 57% females and 43% males. Most survey participants were below the age of 25 and belonged to Generation Z, making up 51% of the sample. In this study, there was no significant difference in the comparison between Generation Y and Generation Z, as

49% of the respondents were above 25 years old. In contrast, those over the age of 25, or Generation Y, constituted 49% of the sample, with a relatively minor difference in proportion. Based on the occupation, nearly a third of respondents are entrepreneurs, followed by students (25%), civil servants (17.5%), and casual workers (15%). The study revealed that a notable portion of the respondents, comprising students and entrepreneurs, falls within an income bracket of less than IDR 3,000,000, making up 41% of the sample. The subsequent income category, ranging from IDR 3,000,001 to IDR 5,000,000, represented 31% of the respondents.

Approximately 25% of the participants earned a monthly income ranging from IDR 5,000,001 to IDR 8,000,000, while the remaining 4% belonged to the income group of IDR 8,000,000 and over. Concerning the frequency of purchasing functional beverages, a survey indicated that a third of participants imbibe functional beverages once or thrice within one month. In comparison, just over half of respondents consumed functional beverages four to six times, and 15% of participants reported a monthly consumption frequency of six or more times. Based on the data, it can be inferred that most respondents were individuals engaged in entrepreneurial activities in the development stages of establishing their ventures. Furthermore, these respondents exhibited a notable frequency of consumption of functional beverages. Understanding income and consumption frequency holds potential value in the examination and strategy of functional beverages.

5.2 Descriptive Analysis

Table 1 shows that the third variable possesses an average value greater than four, together with a standard deviation much greater than 0.00. This demonstrates that respondents, on the whole, have diverse views of health awareness statements, opinions, and buying intentions that fit their respective areas of interest. A rating of close to four shows that the responder agrees that several platforms can strengthen their trust and health knowledge of their bodies, which will, in turn, impact their intention to acquire the items being sold. It may be deduced from the fact that the value of the health awareness variable is often higher than 4, namely, 4.193, that most respondents agreed with the statement that their health awareness was generally positive. The fact that respondents gave the trust a score higher than four on average (4.301) indicates that they tend to react favorably when it is associated with a product. Based on these findings, participants are inclined toward agreement, have a good view of the product, and have a predisposition toward acquiring the product.

Table 1. Descriptive analysis of research variables

| Construct | Mean | Std. deviation |
|----------------------|-------|----------------|
| Health consciousness | 4.193 | 0.750 |
| Trust | 4.301 | 0.677 |
| Purchase intention | 4.290 | 0.684 |

5.3 Measurement Analysis

Table 2 show that the measurement model analysis yielded several results, including outer loading, Cronbach's alpha, composite reliability, and Average Variance Extracted (AVE). The author excluded one of the construct items in the initial stage, specifically during factor loading, because its factor value fell below 0.7. Nevertheless, the author retains an indicator that exhibits a value lower than 0.7 (0.693) as an indicator possessing a loading factor exceeding 0.40 may still be retained, given that it possesses an AVE value of 0.50 or higher (Hair et al., 2019).

Indicators with low loading factors were removed by increasing the AVE value. All indicators have satisfied the criteria for various loading factor values, and each variable's Average Variance Extracted (AVE) value exceeds 0.5, indicating their validity (Hair et al., 2019).

Table 2 displays two Cronbach's alpha values that fell below the commonly accepted threshold of 0.7. Specifically, these values are 0.693 as to the statements of prior experts; a reliability value of 0.6 is deemed acceptable, while a value of 0.5 is considered moderate in terms of reliability but still significant. Table 2 demonstrates the validity of all variables, as indicated by the AVE value exceeding 0.5, which is consistent with prior research. Therefore, it can be inferred that the variables are valid. Because all Cronbach's alpha and composite reliability values were greater than 0,5, all variables analyzed in this study were considered reliable (Suhartanto, 2014).

Table 2. Measurement analysis result

| Construct | Outer loading | Cronbach's alpha | CR | AVE |
|----------------------|---------------|------------------|-------|-------|
| Health consciousness | | 0.745 | 0.834 | 0.557 |
| H1 | 0.754 | | | |
| H2 | 0.758 | | | |
| H3 | 0.693 | | | |
| H4 | 0.777 | | | |
| Purchase intention | | 0.741 | 0.836 | 0.561 |
| PI1 | 0.701 | | | |
| PI2 | 0.740 | | | |
| PI3 | 0.783 | | | |
| PI4 | 0.769 | | | |
| Trust | | 0.563 | 0.821 | 0.696 |
| T1 | 0.838 | | | |
| T2 | 0.831 | | | |

*Note: CR = Composite Reliability; AVE = Average Variance Extracted

The results of the Fornell-Larcker criterion analysis, which is valuable for assessing discriminant validity, are presented in Table 3. The correlation coefficient between each variable and its own value is greater than that between this variable and other variables, as shown in the table (Fornell & Larcker, 1981). Thus, it can be asserted that the construct met the discriminant validity criterion.

Table 3. Fornell-Larcker analysis result

| Variables | HC | PI | T |
|----------------------|-------|-------|-------|
| Health consciousness | 0.746 | | |
| Purchase intention | 0.600 | 0.834 | |
| Trust | 0.747 | 0.749 | 0.931 |

*Note: HC = health consciousness; PI = purchase intention; T = trust

5.4 Structural Model Analysis

Table 4 presents a Goodness-of-Fit (GoF) score of 0.746, indicating a substantial GoF value based on the established criteria. The Goodness-of-Fit (GoF) measure falling within the big category indicates that the research model is practical and suitable for effectively characterizing the anticipated hypothesis. Table 4 presents the R² value, which assesses the impact of the independent factors on the dependent variable

within the context of this investigation in addition to the GoF value. The table shows that the purchase intention possesses an R-square value of 0.922, indicating that about 92.2% of the variance in the purchase intention can be accounted for by the variables evaluated in this study. In contrast, the remaining variance is attributable to the unexamined variables. Table 4 also demonstrates the predictive relevance (Q²) with a value greater than 0, indicating that the model utilized in this study can make reasonable predictions.

Table 4. The structural model analysis result

| Construct | AVE | R ² | Q ² |
|-------------------------------|-------|----------------|----------------|
| Health consciousness | 0.557 | | |
| Purchase intention | 0.561 | 0.922 | 0.499 |
| Trust | 0.696 | | |
| Average | 0.604 | | |
| AVE x R ² | 0.557 | | |
| Gof $\sqrt{(AVE \times R^2)}$ | 0.746 | | |

5.5 Path Analysis

According to the path analysis findings depicted in Figure 2, the maximum path coefficient of the effect of the trust variable on purchase intention had a value greater than 32.300. The second influence, namely, health consciousness, on purchase intention was more than 11.600. According to this explanation, all variables in this model have positive path coefficients. This demonstrates that the stronger the effect of the independent factors on the dependent variable, the larger the path coefficient value of an independent variable on the dependent variable.

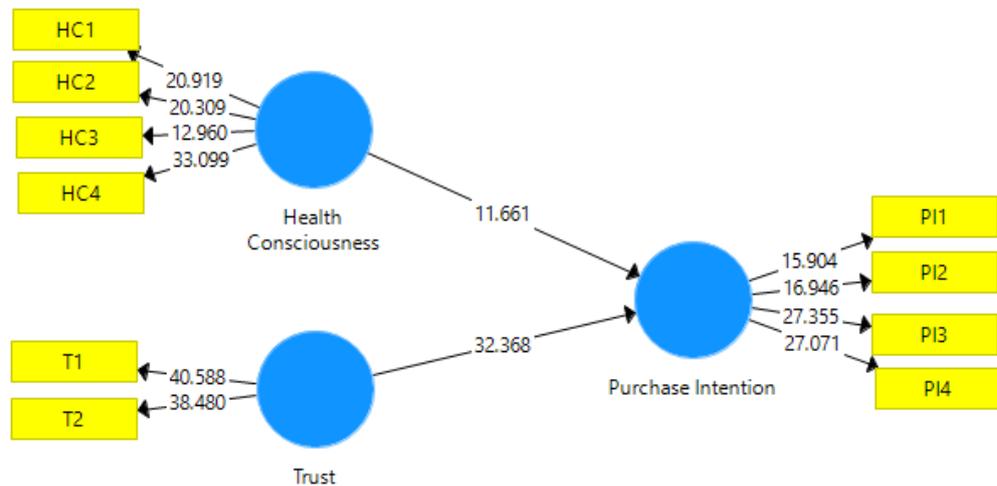


Figure 2. Structural equation modelling

The findings presented in Table 5 depict the outcomes of the strip analysis, indicating that the hypotheses posited in this study were accepted. The health consciousness ($B= 0.295$, $t= 11.831$) and trust ($B= 0.753$, $t= 34.501$) had a statistically significant impact on the intention to purchase functional beverages.

According to the data presented in the table, it can be inferred that the variable of health consciousness exhibits the lowest B value, indicating that it has the least impact and significance among the variables studied. Upon examination of the aforementioned table, it is evident that each variable exhibits a noteworthy and affirmative influence on the intention to purchase. As a result, it can be inferred that hypotheses H1 and H2 are supported.

Table 5. Path analysis result

| Hypothesis | Path/Relationships | B | t-value | p-value | Result |
|------------|---|-------|---------|---------|----------|
| H1 | Health consciousness → purchase intention | 0.295 | 11.831 | 0.000 | Accepted |
| H2 | Trust → purchase intention | 0.753 | 34.501 | 0.000 | Accepted |

6. Discussion

In this study, the predominant group consists of females below and above the age of 25, with entrepreneurship and student roles being the prevailing occupations. Most samples earn less than IDR 3,000,000 and consume functional beverages four to six times a month. Most of the participants engage in entrepreneurial activities, demonstrating a noteworthy frequency of functional beverage consumption. Recognizing the correlation between income and consumption frequency is crucial in devising strategies related to functional beverages.

This study investigates consumer purchasing intentions for functional beverages, specifically focusing on Generation Y and Generation Z demographics. This study incorporated multiple variables, specifically purchasing intention, health knowledge, and trust, to examine their influence on the effectiveness of functional beverages. Functional beverages encompass a classification of non-alcoholic beverages that integrate atypical components, including minerals, vitamins, amino acids, dietary fiber (DFs), probiotics, and supplementary raw fruits, among other substances (Raman et al., 2019). This research aims to provide valuable insights into the functional beverage sector regarding customer preferences, marketing strategies, and enhancement of purchasing intent for functional beverages. The direct influence test findings indicate a statistically significant and positive relationship between health consciousness, trust, and purchase intention.

On average, participants exhibited a level of consciousness regarding their individual health and actively practiced self-monitoring of their health condition. The current situation presents a favorable opportunity for the functional beverage industry, specifically for marketers who can adopt a more proactive approach to developing and executing their promotional strategies. This will result in increased consumer awareness and involvement with the functional beverage products the industry offers. This study demonstrates a substantial relationship between health consciousness and purchasing intention. This suggests that individuals possess knowledge of healthy lifestyles and beneficial practices that promote their well-being, such as consuming functional beverages. Consumers of functional beverages typically exhibit characteristics such as higher levels of education and wealth, belonging to the millennial generation, holding progressive ideologies, demonstrating environmental consciousness, and displaying a willingness to allocate additional financial resources toward sustainable companies. The target demographic is strongly inclined towards prioritizing well-being, adhering to a nutritious dietary regimen (often favoring low-carbohydrate meals), and engaging in regular physical activity (Simporter, 2022).

The establishment of the trust is significant in influencing consumer intentions to make purchases, particularly in the domain of functional beverage products. Establishing customer trust in specific businesses has the potential to cultivate positive attitudes. This study's findings demonstrate a statistically significant relationship between the constructs of trust and purchase intention. This implies that if customers have a positive perception of the efficacy of functional beverages, they

are likely to have a heightened inclination toward engaging in a purchase. A previous study proposed that functional drink makers might potentially commence health claim authorization procedures, provided they have robust scientific data demonstrating the health effects associated with the intake of their product. The inclusion of health claims in product labeling has the potential to enhance customer confidence in proclaimed health advantages and exerts an impact on their purchase behavior (Dimitrova & Ilieva, 2023).

Before utilizing a product or service, users are presented with multiple options, enabling them to ascertain their preferred decisions. When deciding, customers typically possess a preexisting benchmark for evaluating and selecting goods and services. The process of making Purchasing decisions plays a crucial role in shaping customer preferences. Presently, buyers depend on a diverse range of input information when selecting to acquire information.

The demand for more pertinent product information from individual observations has risen among consumers owing to the growing complexity of products. Consequently, conventional sources of information, such as acquaintances and relatives, significantly influence consumers' engagement in the product purchasing process (Pavlovic Hock, 2022). This study examined the impact of two independent variables, trust and health consciousness, on purchase intention when consuming functional beverages. The findings reveal a strong positive relationship between these variables and purchase intention. This implies that the aforementioned elements also significantly influence the consumer decision-making processes pertaining to functional beverages.

The theoretical findings of this study suggest that future research endeavors may benefit from expanding the scope of the survey within the same research context. This would make the research outcomes more comprehensive and applicable to other scenarios. Moreover, conducting additional research presents the potential to incorporate variables that should have been examined in this study. This would enable the identification of other factors that may impact consumers' purchasing behavior toward functional beverages.

The lack of consumer inclination to buy functional beverages is one of the losses experienced by producers and individuals themselves. The consumption of sweetened beverages by consumers in Indonesia is projected to result in a gradual increase in the prevalence of diabetes until it reaches its peak in 2045 (Fanda et al., 2020). Hence, corporations must adopt a more assertive approach to advocate for health consciousness to exert an impact on their customers. Through intensified promotion of health awareness, individuals are expected to exhibit greater awareness of their well-being and increase their consumption of functional food products.

Functional drink manufacturers strive to ensure that ingredients listed on their packaging labels are presented lucidly and comprehensibly. This practice not only imparts nutritional advantages to consumers but also indirectly promotes health education. This study was subject to various constraints, primarily due to the restricted data collection process, which solely encompasses questionnaires obtained from a few significant cities in West Java. Hence, it should be noted that this study has several limitations in terms of its ability to reflect the entire population of West Java accurately.

7. Conclusion

As a result of various technological advancements, how individuals conduct their daily lives has been transformed. The impact of lifestyle and dietary habits on Generation Y and Z's activities, which are known for their productivity, was particularly significant. Several studies indicate that the current preference for sweetened beverages among individuals in the Gen Y and Z cohorts may harm their health if consumed excessively. However, after the outbreak of the Covid-19 pandemic, there has been a noticeable change in consumer behavior toward the selection of functional beverages, resulting in a corresponding increase in demand for such products. Therefore, it is imperative for companies to be aware of consumer preferences regarding functional beverages.

The findings of this study suggest that health trust and awareness have a notable and favorable impact on individuals' intentions to make purchases. This implies that these two characteristics can serve as benchmarks for functional beverage makers in their efforts to promote a health-conscious way of life, validate the effectiveness of functional beverages, and prioritize genuineness over the constituents of their offerings. This can be achieved by categorizing content based on compliance with integrity, appropriate product quality, and other relevant factors. By using the strategies mentioned above, customers' inclination towards healthier beverages will increase, resulting in a more favorable and constructive impact on their purchase intentions and overall brand perception.

8. Recommendation

The study's theoretical conclusions indicate that expanding the range of survey topics in similar research contexts could benefit future research. This enhances the comprehensiveness and applicability of the research findings across diverse circumstances. Furthermore, the implementation of further research has the opportunity to incorporate additional characteristics, such as brand image and attitude, which should have been explored in the present study. This research suggests that there are various justifiable reasons for considering incorporating additional variables into the study. Specifically, it highlights the potential to enhance the comprehension of consumer buying patterns pertaining to functional beverages. This proposition provides a solid foundation for advocating the creation of surveys encompassing a wider range of topics, thus enhancing the comprehensiveness of research findings. Furthermore, incorporating supplementary variables in future studies can facilitate the identification of a wider range of factors that impact consumer purchasing behavior, thus enhancing the comprehensiveness of this research. The recommendation for these variables is predicated on the recognition that they have the capacity to exert a substantial impact on consumer buying patterns. Through further exploration of these variables, it becomes feasible to uncover other aspects that could potentially impact consumer buying behavior in relation to functional beverages.

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