Healthy Drink Marketing and Consumer Decisions: A Study of REJUVE

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Abstract. This research aims to explore the correlation between the level of awareness of healthy food and healthy food marketing strategies with consumer purchasing decisions for healthy drink products offered by Re.juve Indonesia. This research uses quantitative research methods, with the Unit of Analysis being consumers or customers involved in purchasing healthy drink products from the Re.juve Indonesia company. The sample size used was 385 respondents. Respondents were selected using a non-probability sampling method with the criteria of having carried out at least one transaction with Re.juve Indonesia in the period 2018 to 2023. This research used SPSS to process data with data analysis techniques such as validity tests, reliability tests, classical assumption tests (normality tests, heteroscedasticity test, multicollinearity test), multiple linear regression, and hypothesis testing (f-test, t-test, coefficient of determination test). The result is that Healthy Food Awareness (HFA) and Healthy Food Marketing Strategy (HFMS) also make a significant contribution to Customer Purchase Decision (CPD). This shows the importance of considering several factors that influence consumer behavior and supports the hypothesis.

Keywords: *Purchase Decision, Consumer Behavior, Health Behavior Theory, Consumer Behavior Theory, Marketing Strategy*.

1   INTRODUCTION

1.1   Background

Expanding natural complexity and worldwide competition, companies, especially multinational ones, are confronted with challenges that debilitate the coherence of their trade. Broadening procedure is the most important key in confronting the company's development and advancement, utilizing assets with dangers that are managed effectively and potential that is continuously increased. Worldwide financial improvement has quickened towards more profound integration, upheld by the speeding up of worldwide exchange streams, resulting in financial markets that are progressively connected and forbidden [1].

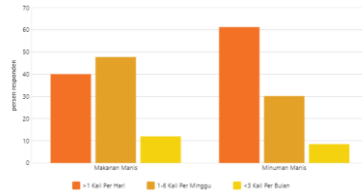* Corresponding author: Anthon Stevanus Tondo

Fig 1. Frequency of Consumption of Sweet Foods and Drinks in Indonesia

The majority of the Indonesian population seems to tend to like sweet food and drinks; this is reflected in the results of Basic Health Research (Riskesdas), issued by the Ministry of Health (Kemenkes). Based on 2018 Riskesdas data, 61.3 percent of respondents were known to consume sweet drinks more than once a day. In addition, 30.2 percent of respondents consumed sweet drinks in the range of 1–6 times per week, while only 8.5 percent consumed them less than three times per month. In a report entitled "Remaining Productive, Preventing and Overcoming Diabetes Mellitus" (2020), the Ministry of Health stated that diabetes is the main cause of various health problems such as blindness, heart disease, and kidney failure, and can even lead to death.

Re.juve Indonesia, a company working within the solid drinks industry, has developed an effective promoting procedure to extend client mindfulness and intrigue in its items. One methodology utilized is a cold-pressed processing technique that guarantees the juice product is not uncovered, which leads to warming and oxidation during production. Key situations and viable advancements can increase buyer awareness of healthy refreshment brands and items, which in turn can increase consumer interest and Customer Purchase Decisions (CPD). By extension, a comprehensive and differing promotional procedure can reach different market segments, courting buyers who have diverse wellbeing inclinations. By actualizing the correct promoting techniques, healthy refreshment companies can construct a strong brand posture, extend market share, and increase client devotion, all of which are key variables within the long-term victory of healthy beverage items on the market [2].

The healthy refreshment industry has uncommon characteristics that require a centered and successful marketing methodology. One of the best methodologies is solid branding, where the brand must communicate the values of wellbeing, genuineness, and unwavering quality of the item. Solid branding will offer assistance in making a positive brand picture within the minds of consumers and in differentiating the item from competitors. Apart from that, the correct dissemination procedure is additionally exceptionally imperative in guaranteeing that healthy refreshment items are broadly accessible and effectively open to all consumers. Dissemination can be accomplished through retail stores, wellbeing booths, wellness centers, or, indeed, online stages to reach more buyers [3].

In this context, it becomes imperative for Re.juve Indonesia and similar enterprises to continually assess and adapt their marketing approaches to cater to the changing needs and preferences of consumers. Thus, this research endeavors to delve deeper into the intricate interplay between awareness of healthy food and the efficacy of marketing strategies in shaping CPD, particularly concerning healthy beverage products. By gaining a comprehensive understanding of these dynamics, businesses like Re.juve Indonesia can refine their marketing strategies to effectively engage their target audience, meet consumer expectations, and maintain a competitive edge in the market.

2   LITERATURE REVIEW
2.1   Consumer Behavior Theory
Buyer behavior can be affected by different variables, such as needs, inspiration, and the environment. Schiffman and Kanuk (1997) clarified that buyer behavior can be impacted by different models, such as the Hypothesis of Contemplated Activity and the Hypothesis of

Arranged Behavior [4]. Variables that impact customer behavior incorporate needs, inspiration, behavior, and environment. Schiffman and Kanuk (1997) clarified that shopper behavior can be affected by different variables, such as needs, inspiration, behavior and the environ-ment. They moreover clarified that buyer behavior can be impacted by different models, such as the Hypothesis of Contemplated Activity and the Hypothesis of Arranged Behavior [5].

2.2   Healthy Behavior Theory

Concurring with WHO (2018), wellbeing alludes to an idealized condition, counting physical, mental, social and otherworldly viewpoints. In common, wellbeing reflects an energetic condition where people can adjust to changes in both the inside environment (such as mental, otherworldly, and infection) and outside (such as the physical, social, and financial environment) to preserve their well-being (Arief, 2017). According to Notoatmodjo (2014), healthy behavior alludes to activities related to anticipating infection or wellbeing issues (preventive) as well as endeavors to preserve and make strides in wellbeing (promotive). In order to differentiate unhealthy behavior, which incorporates personal reactions to illness, wellbeing behavior is preventive and promotive.

2.3   Marketing Strategy

According to Kotler and Keller (2016), marketing is characterized as an arrangement of exercises, education, and forms that aim to make, communicate, provide, and trade offers that have esteem for consumers, accomplices, and society at large. A marketing methodology could be a marketing rationale that centers on making esteem and expanding promotions through the integration of controlled and dynamic marketing exercises, as well as considering the target advertisement, client needs, and item situation within the advertisement. A marketing methodology regularly comprises several components: [6]
  1.   Market Analysis
  2.   Product Positioning
  3.   Competitive Analysis
  4.   Marketing Mix
  5.   Target Audience
  6.   Marketing Objectives

2.4   Customer Purchase Decision

Agreeing to Kotler and Keller (2016), obtaining choices are a portion of customer behavior, which considers how people, groups, and organizations select, purchase, utilize, and assess products, administrations, thoughts, or encounters to meet their needs and wants. Concurring with Pradipta in Chandra and Keni (2019), acquiring a choice is the ultimate step taken by a shopper to buy a good or benefit, taking into consideration different variables. This acquiring choice reflects the degree of the marketer's endeavors in promoting the item to customers.
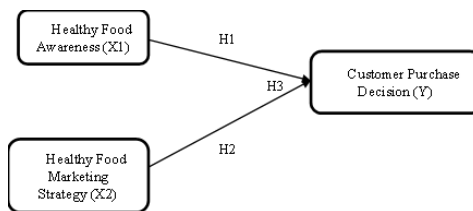
2.5   Research Model

Fig 2. Research Model

2.6   Hypotheses Development

H1[1]: Healthy Food Awareness has a significant and positive effect on Customer Purchase Decision

$H1^0$: Healthy Food Awareness does not have a significant and negative effect on Customer Purchase Decision

$H2^1$: Healthy Food Marketing Strategy has a significant and positive effect on Customer Purchase Decision

$H2^0$: Healthy Food Marketing Strategy does not have a significant and negative effect on Customer Purchase Decision

$H3^1$: Healthy Food Awareness and Healthy Food Marketing Strategy have a significant and positive effect on Customer Purchase Decision

$H3^0$: Healthy Food Awareness and Healthy Food Marketing Strategy do not have a significant and negative effect on Customer Purchase Decision

3   RESEARCH METHODOLOGY

This research used quantitative research methods, with the Unit of Analysis being consumers or customers involved in purchasing healthy drink products from the   Re.juve Indonesia company. The sample size used was 385 respondents. Data was collected through an online survey using a prepared questionnaire. Respondents were selected using a non-probability sampling method with the criteria that they had carried out at least one transaction with Re.juve Indonesia in the period 2018 to 2023. This survey was conducted online to facilitate accessibility and to increase the response rate. After the data was collected, statistical analysis was then carried out to answer the research questions. This research used SPSS to process data with data analysis techniques such as validity tests, reliability tests, classical assumption tests (normality tests, heteroscedasticity test, multicollinearity test), multiple linear regression, and hypothesis testing (f-test, t-test, coefficient of determination test).

Table 1 Operational Variable

Variable	Indicator	Skala
Healthy Food Awareness (X1)	-Recognition of healthy food benefits	Likert 1-5
	-Knowledge of nutritional values	Likert 1-5
	-Perception of healthy eating habits	Likert 1-5
Healthy Food Marketing Strategy (X2)	-Brand recognition	Likert 1-5
	-Effectiveness of promotional campaigns	Likert 1-5
	-Customer engagement with marketing materials	Likert 1-5
Customer Purchase Decision (Y)	-Likelihood of purchasing healthy drinks	Likert 1-5
	-Intent to repeat purchase	Likert 1-5

4   RESULTS AND DISCUSSION
4.1   Validity Test

Table 2 Validity Test Result

Variable	Indicator	Sig.	R tabel	Keterangan
Healthy Food Awareness (X1)	**Recognition of healthy food benefits**			
	HFA 1.1	0.344	0.132	Valid
	HFA 1.2	0.344	0.132	Valid
	HFA 1.3	0.329	0.132	Valid
	HFA 1.4	0.311	0.132	Valid
	HFA 1.5	0.318	0.132	Valid
	Knowledge of nutritional values			
	HFA 1.6	0.278	0.132	Valid
	HFA 1.7	0.299	0.132	Valid

	HFA 1.8	0.257	0.132	Valid
	HFA 1.9	0.243	0.132	Valid
	HFA 1.10	0.321	0.132	Valid
	Perception of healthy eating habits			
	HFA 1.11	0.339	0.132	Valid
	HFA 1.12	0.358	0.132	Valid
	HFA 1.13	0.439	0.132	Valid
	HFA 1.14	0.34	0.132	Valid
	HFA 1.15	0.304	0.132	Valid
Healthy Food Marketing Strategy (X2)	**Brand recognition**			
	HFMS 2.1	0.282	0.132	Valid
	HFMS 2.2	0.361	0.132	Valid
	HFMS 2.3	0.339	0.132	Valid
	HFMS 2.4	0.315	0.132	Valid
	HFMS 2.5	0.371	0.132	Valid
	Effectiveness of promotional campaigns			
	HFMS 2.6	0.352	0.132	Valid
	HFMS 2.7	0.26	0.132	Valid
	HFMS 2.8	0.36	0.132	Valid
	HFMS 2.9	0.319	0.132	Valid
	HFMS 2.10	0.316	0.132	Valid
	Customer engagement with marketing materials			
	HFMS 2.11	0.396	0.132	Valid
	HFMS 2.12	0.327	0.132	Valid
	HFMS 2.13	0.259	0.132	Valid
	HFMS 2.14	0.253	0.132	Valid
	HFMS 2.15	0.38	0.132	Valid
Customer Purchase Decision (Y)	**Likelihood of purchasing healthy drinks**			
	CPD 1.1	0.396	0.132	Valid
	CPD 1.2	0.331	0.132	Valid
	CPD 1.3	0.273	0.132	Valid
	CPD 1.4	0.335	0.132	Valid
	CPD 1.5	0.339	0.132	Valid
	Intent to repeat purchase			
	CPD 1.6	0.326	0.132	Valid
	CPD 1.7	0.335	0.132	Valid
	CPD 1.8	0.38	0.132	Valid
	CPD 1.9	0.37	0.132	Valid
	CPD 1.10	0.36	0.132	Valid

The research results indicate that all measured variables are valid.

4.2   Reliability Test

Table 3 Reliability Test Result

Reliability Statistics

Cronbach's Alpha	N of Items
.622	40

The research results showed a Cronbach's Alpha value of 0.622 for the 40 items tested. This value indicates a good level of internal consistency for the research instruments used.

4.3   Classic Assumption Test

1.   Normality Test

Table 4 Normality Test Result

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		385
Normal Parameters A,b	Mean	.0000000
	Std. Deviation	1.56651424
Most Extreme Differences	Absolute	.025
	Positive	.025
	Negative	-.020
Test Statistic		.025
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

The conclusion of this normality test is that the data used in this study meets the assumption of normality, which is important for the validity of further statistical analysis.

2.   Heteroscedasticity Test

Table 5 Heteroscedasticity Test Result

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.660	1.572		1.056	.292
	HFA	.004	.021	.009	.166	.868
	HFMS	-.010	.021	-.026	-.459	.647

a. Dependent Variable: Abs_RES

Based on the Glejser test results table, the coefficients for the independent variables Healthy Food Awareness (HFA) and Healthy Food Marketing Strategy (HFMS) are not statistically significant, with the t-value and significance of each as follows:
-      For the HFA variable, the B coefficient is 0.004 with a t-value of 0.166 and a significance of 0.868.

- For the HFMS variable, the B coefficient is -0.010 with a t-value of -0.459 and a significance of 0.647.

3. Multicollinearity Test

Table 6 Multicollinearity Test Result

		Coefficients^a							
		Unstandardized Coefficients		Standardize d Coefficients				Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	20.099	2.615		7.686	.000		
	HFA	.141	.036	.198	3.945	.000	.844	1.185
	HFMS	.222	.035	.316	6.308	.000	.844	1.185

a. Dependent Variable: CPD

Collinearity statistics show a tolerance value of 0.844 and a variance inflation factor (VIF) of 1.185 for the two independent variables. A tolerance value that is close to 1 and a VIF that is far below 10 indicates that there is no multicollinearity problem in this regression model, so that the two independent variables are not excessively correlated with each other.

4.4 Multiple Linear Regression

Table 7 Multiple Linear Regression Result

		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	20.099	2.615		7.686	.000
	HFA	.141	.036	.198	3.945	.000
	HFMS	.222	.035	.316	6.308	.000

a. Dependent Variable: CPD

This multiple regression model aims to understand how much influence each independent variable has on the dependent variable.

$$CPD = 20.099 + 0.141 \times HFA + 0.222 \times HFMS + e$$

● Constant (20,099): This is the CPD value when all independent variables (HFA and HFMS) are zero. It provides a starting point from which the effect of the independent variable is measured.
● HFA Coefficient (0.141): Every one unit increase in HFA is expected to increase CPD by 0.141 units, assuming other variables remain constant. The t-value for HFA is 3.945 with a significance of 0.000, indicating that the effect is statistically significant.
● HFMS Coefficient (0.222): Every one unit increase in HFMS is expected to increase CPD by 0.222 units, assuming other variables remain constant. The t-value for HFMS is 6.308 with a significance of 0.000, indicating that the effect is highly statistically significant.

4.5 Hypothesis Test
1. T-test

Table 8 T-test Result

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.

1	(Constant)	20.099	2.615		7.686	.000
	HFA	.141	.036	.198	3.945	.000
	HFMS	.222	.035	.316	6.308	.000

a. Dependent Variable: CPD

The significance value for both variables is 0.000, which is far below the threshold of 0.05, indicating that the effect of HFA and HFMS on CPD is highly significant at the 99 percent confidence level.

2.   Significance Test (F-test)

Table 9 F-test Result

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	219.349	2	109.675	44.460	.000ᵇ
	Residual	942.323	382	2.467		
	Total	1161.673	384			

a. Dependent Variable: CPD
b. Predictors: (Constant), HFMS, HFA

This shows that the regression model used, which includes the independent variables Healthy Food Awareness (HFA) and Healthy Food Marketing Strategy (HFMS), overall makes a significant contribution to explaining variations in consumer purchasing decisions (CPD) for healthy beverage products Re.juve. Thus, it can be concluded that at least one of these independent variables has a significant influence on CPD.

3.   Coefficient of Determination Test

Table 10 Determination Test Result

Model Summary

Mode l	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.435ᵃ	.189	.185	1.571

a. Predictors: (Constant), HFMS, HFA

In research on Re.juve's healthy drink marketing and consumer decisions, the Coefficient of Determination Test revealed that the regression model's R Square value is 0.189. This indicates that 18.9 percent of the variation in consumer purchasing decisions can be explained by Healthy Food Awareness (HFA) and Healthy Food Marketing Strategy (HFMS).

4.6   Discussion

Based on the hypothesis proposed, the research results show that Healthy Food Awareness (HFA) has a significant and positive influence on Customer Purchase Decision (CPD), with a regression coefficient of 0.141 and a significance of 0.000. This means that every one unit increase in awareness of healthy food will increase consumer purchasing decisions by 0.141 units, assuming other variables remain constant. These results support hypothesis H1[1], which states that HFA has a positive and significant effect on CPD.

Apart from that, the Healthy Food Marketing Strategy (HFMS) variable was also proven to have a significant and positive influence on CPD, with a regression coefficient of 0.222 and a significance of 0.000. This means that every one unit increase in HFMS will increase consumer purchasing decisions by 0.222 units, assuming other variables remain constant. These results support hypothesis H2[1], which states that HFMS has a positive and significant effect on CPD.

Furthermore, these two variables, HFA and HFMS, together also make a significant contribution to CPD, as indicated by the T-test results which show the significance of the two coefficients at the 99 percent confidence level. This confirms hypothesis H3[1], which states that HFA and HFMS together have a positive and significant effect on CPD.

5   CONCLUSIONS AND RECOMMENDATIONS
5.1   Conclusions
Based on the results of research related to the formulation of the problem proposed, several conclusions can be drawn:
1.   Healthy Food Awareness (HFA) has a significant and positive influence on Customer Purchase Decision (CPD) for healthy drinks Re.juve Indonesia.
2.   Apart from that, the Healthy Food Marketing Strategy (HFMS) also has a significant and positive influence on CPD.
3.   Together, HFA and HFMS also make a significant contribution to CPD.
4.   The results of the Significance Test analysis using the F-test show that the overall regression model makes a significant contribution in explaining variations in CPD. This means that the combination of HFA and HFMS plays an important role in consumer purchasing decisions.

5.2   Recommendations
Based on the research results that have been presented, here are several suggestions for further research:
1.   Although this research has identified Healthy Food Awareness and Healthy Food Marketing Strategy (HFMS) as significant factors in influencing consumer purchasing decisions (CPD), it is still possible that other factors also have an influence.
2.   Although this research has provided insight into the factors influencing CPD, a deeper understanding of consumer behavior in choosing healthy drinks is still needed.
3.   To deepen understanding of the effectiveness of marketing strategies and their impact on CPD over time, comparative and longitudinal studies can be conducted.

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