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The antecedents of purchase intention on healthy instant noodle products: Is it worth fighting for?

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Abstract

Instant noodles are one of the favorite foods in Indonesia. Many food and beverage companies compete to attract consumer interest by providing promotions for various flavors of instant noodle products. The health issue of instant noodle products has become a concern for business owners who want to provide healthier food. However, the importance of healthy food has yet to receive a positive and significant response from Indonesian consumers. Increasing consumer interest in healthy food in Indonesia is crucial since it can significantly affect public health. This study aims to measure the effect of convenience, advertising, subjective norms, and product attributes as antecedents of people's purchase intention for healthy instant noodle products. This research used a quantitative approach by distributing questionnaires to respondents selected through a purposive sampling technique based on the criteria: consumers of healthy instant noodle products who have previously purchased instant noodles or a variety of healthy instant noodles. A total of 210 respondents participated in filling out this research questionnaire. Partial least squares structural equation modeling (PLS-SEM) was used as an analytical technique. The results of this study indicate that subjective norms are not proven to be an antecedent that affects consumer purchase intentions for healthy instant food products. In contrast, product attributes are the most influential antecedent. This study provides academic implications by adding literature on the antecedents of people's purchase intentions for healthy instant noodle products. The practical implications, especially for business owners, are shown by helpful information to improve campaigns, promotions, and product sales.

Keywords—Consumer behavior; Healthy instant noodles; Marketing management; Purchase intention

Abstrak

Mie instan merupakan salah satu makanan favorit di Indonesia. Banyak perusahaan makanan dan minuman berlomba-lomba menarik minat konsumen dengan memberikan promosi produk mie instan berbagai rasa. Isu kesehatan produk mie instan menjadi perhatian para pemilik usaha untuk menyediakan makanan yang lebih sehat. Namun pentingnya makanan sehat belum mendapat respon positif dan signifikan dari konsumen Indonesia. Meningkatkan minat beli konsumen terhadap makanan sehat di Indonesia merupakan hal yang penting karena dapat memberikan dampak yang signifikan terhadap kesehatan masyarakat secara umum. Penelitian ini bertujuan untuk mengukur pengaruh kenyamanan, periklanan, norma subjektif, dan atribut produk sebagai anteseden terhadap niat beli masyarakat terhadap produk mie instan sehat. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada responden yang dipilih melalui teknik purposive sampling, berdasarkan kriteria: mereka merupakan konsumen produk mie instan sehat dan pernah membeli mie instan atau aneka mie instan sehat. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada responden menggunakan teknik purposive sampling dengan kriteria: konsumen produk mie instan sehat, dan pernah melakukan pembelian mie instan dan aneka mie instan sehat. Sebanyak 210 responden berpartisipasi dalam pengisian kuesioner penelitian ini. Pemodelan persamaan struktural kuadrat terkecil parsial (PLS-SEM) digunakan sebagai teknik analisis. Hasil penelitian ini menunjukkan bahwa norma subjektif tidak terbukti menjadi anteseden yang mempengaruhi niat beli konsumen terhadap produk makanan instan sehat. Sebaliknya, atribut

produk merupakan anteseden yang paling berpengaruh. Penelitian ini memberikan implikasi akademis dengan menambahkan literatur mengenai anteseden niat beli masyarakat terhadap produk mie instan sehat. Implikasi praktisnya, terutama bagi pemilik bisnis, ditunjukkan dengan adanya informasi yang berguna untuk meningkatkan kampanye, promosi, dan penjualan produk.

Kata kunci—Mie instan sehat; Manajemen Pemasaran; Niat membeli; Perilaku konsumen

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I. INTRODUCTION

Many people know the importance of a healthy lifestyle, including consuming nutritious foods that provide the body with a full spectrum of nutrients. Many studies show various factors that encourage someone to purchase healthy food (Rana & Paul, 2017; Singh & Verma, 2017). In developed countries, healthy food purchases are significant compared to many developing countries (Nguyen et al., 2021). The need for adequate distribution and promotion of healthy food affects consumer buying interest in developing countries (McGill et al., 2015; Popkin et al., 2021). One of the popular foods that is expected to be consumed with healthier ingredients is instant noodles (Widyasari & Wirawanda, 2022).

Instant noodles are instant food products that grow dynamically based on regions' cultures and food tastes worldwide (Lee et al., 2021). Instant noodles have been considered a staple food in many Asian countries (Huh et al., 2017) because they are considered practical and can solve the problem of eating needs of busy people. Likewise, instant noodles are a favorite food in Indonesia, and they have become a routine consumption in society (Sutrisna et al., 2018). According to data from the World Instant Noodles Association (WINA, 2022), Indonesia ranks second out of 56 countries in demand for instant noodles, especially fried noodles called "Mie Goreng" are the most popular type of noodle among Indonesian consumers, with a demand of 13, 27 billion portions in 2021. This number increased by 5.05% compared to the previous year, which was 12.64 billion portions. Indonesia is under China/Hong Kong, with instant noodle consumption of 43.99 billion portions.

The level of awareness of the Indonesian people towards healthy food products is indicated to have increased from the previous period (Harimurti et al., 2017), although not evenly distributed. Responding to these concerns, many noodle companies have started making variations of healthy instant noodle products (Sikander et al., 2017). Healthy noodles are different in terms of the composition of the ingredients and the processing process (Gulia et al., 2014), namely that they do not contain preservatives, are low in gluten, and are processed using an oven. Noodles produced from wheat flour and rice bran are healthful dishes that may be created as a new culinary enterprise and are thought to improve the community's economic resilience.

There are many factors behind the intention to consume instant noodles. According to Wartaka and Sumardjono (2020), variations in taste, ease of obtaining, halal, attractive packaging, portions, prices, and gift-giving in sales are product attributes that influence purchasing decisions for instant noodles. Gulia et al. (2014) revealed that taste, nutrition, convenience, long shelf life, and affordability make instant noodles popular. Instant food can be known as fast food, which is easy and fast to prepare and convenient to eat (Inoni, 2017).

According to Sallam and Algammash (2016), advertising can increase product familiarity because it may increase favorable attitudes, subjective norms, and buying behavior of potential buyers. Previous studies have found that certain product qualities, such as convenience, advertising, subjective norms, and perceived risk, all have a role in influencing customers' purchase intentions (Tan et al., 2021). It is essential to continue studying consumer attitudes and behavior toward healthy products because they impact socio-demographic societal changes (Azzurra & Paola, 2009; de Boer & Aiking, 2019). According to Ajzen (1991), subjective norms are perceived social forces to carry out specific behaviors given to consumers by family, relatives, or close friends, including the intention to purchase products. Therefore, when purchasing a product, subjective norms play a functional role in reflecting consumers' perceptions of their close relationship, such as whether their reference thinks he/she should buy the product and his/her motivation to conform to the reference (Noble et al., 2009). Consumers are more likely to adjust their purchase intentions when their references have strong negative feelings about a product. Likewise, customer purchase intention will increase if others more positively refer to the same product (Kotler & Amstrong, 2018).

Based on Katadata.co.id (2022) data, Indonesia has the five most popular instant noodle brands: Indomie, Mie Sedap, Sarimi, Gaga 100/mie 100, and Supermi. Lemonilo is a new instant noodle brand in Indonesia that positions it as a healthy instant noodle. According to Cahaya & Dewi (2022), Lemonilo instant noodles have the advantage of having healthy, natural, and safe ingredients for daily consumption because it is non-MSG, safe in 3P (Production Preparation Process), and low in calories and fat in one serving. There is much literature on consumer attitudes toward noodles or healthy products, but research on healthy noodle products still needs to be completed.

Woo & Kim (2019) argue that consumers' attitudes toward health affect their buying interest in healthy products. This study addresses a gap in prior studies by providing empirical evidence regarding the intention to purchase instant noodle products in Indonesia. This study attempts to answer the following research questions: What is the effect of convenience, advertising, subjective norms, and product attributes on purchase intentions for healthy instant noodle products in Indonesia? This study focuses on the Lemonilo product as an Indonesian icon of healthy instant noodles.

II.   LITERATURE REVIEW

2.1 Theoretical Underpinning

This study integrates consumer behavior theory and the theory of planned behavior (TPB) in modeling the factors that influence purchase intentions. This research aims to understand the driving factors behind consumers' purchase intentions towards healthy instant noodle products, which involves exploring various factors that influence these intentions.

Consumer behavior is regarded as one of the most intricate and mysterious elements in marketing. The American Marketing Association (AMA) defines consumer behavior as a dynamic interplay between cognition and behavior and the environment in which individuals conduct various exchanges of their daily lives (Peter & Olson, 2010). According to Raorane & Kulkarni (2011), consumer behavior studies how individuals, groups, and organizations select, acquire, utilize, and discard products, services, experiences, or concepts. Meanwhile, according to Schiffman et al. (2011), consumer behavior studies consumer actions in which individuals utilize, distribute, and seek out products and services to fulfill their needs. In general, consumer behavior is often associated with sociological (Foxall, 1974), psychological (Santos et al., 2022), economic (Verma & Naveen, 2021), anthropological (Bobadilla et al., 2020), purchase intention (Weismueller et al., 2020) and the purchasing decision process (Santos et al., 2022; Wartaka & Sumardjono, 2020). Research on Asian consumer behavior in buying noodle products has grown in the last ten years (e.g., Eddyono & Subroto, 2014; Gulia et al., 2014; Huh et al., 2017; Sikander et al., 2017; Sutrisna et al., 2018; Wartaka & Sumardjono, 2020). Changes in consumer behavior are driven by many factors, such as the Covid-19 pandemic (Verma & Naveen, 2021), lifestyle (Marina et al., 2023), green and environmental awareness (Zameer & Yasmeen, 2022); halal awareness (Anggadwita et al., 2019; Arifin et al., 2022) and health awareness (Das et al., 2022; Harimurti et al., 2017). Yang & Kim (2021) stated that the consumer group with utilitarian goals feels better when consuming instant noodles, reducing unhealthy ingredients. In contrast, the hedonic group feels that adding good nutrition to food ingredients reduces the guilt of consuming instant noodles. The digitalization of the food environment is a central issue in public health, including availability, price, vendor and product properties, marketing and regulation, accessibility, affordability, convenience, and the desire of the digital community to consume food (Granheim et al., 2022).

The Theory of Planned Behavior (TPB) is a development of the Theory of Reasoned Action (TRA). This theory is used to overcome the behavioral limitations of the TRA model regarding individuals' incomplete volitional control (Ajzen, 1991). The main factor of TPB is the individual's intention to carry out a certain behavior. TPB is a model used to predict consumer behavior (Ajzen, 1991), in which consumer intention is the best predictor of behavior (Lodorfos & Dennis, 2008). This socio-psychological theory attempts to predict and comprehend why an individual may engage in particular actions. TPB identified three behavioral intention antecedents: perceived behavioral control, attitude, and subjective norms. Ajzen (1991) posits that intention is a motivating factor influencing behavior, reflecting an individual's willingness and effort to engage in a particular action. This research examines subjective norms to explore the social influences shaping individual behaviors or decisions. While this study does not explicitly employ the perceived behavior control variable, it acknowledges that purchase intentions are linked to an individual's perceived ease or difficulty in performing a behavior. This perception may be influenced by self-confidence and the individual's capability (Ajzen, 1991), including the convenience factor, which is a primary focus of this study. Several studies have applied the theory to predict and explain food-related behavior (McEachan et al., 2011; Riebl et al., 2015), including adopting healthy eating patterns (e.g., Biasini et al., 2021). Researchers have widely used TPB to explain consumer purchase intentions for halal food products (Jusmaliani & Nasution, 2009; Khalek et al., 2015).

2.2 Hypotheses Development

2.2.1   Convenience

Convenient products are designed to save customers time and effort while purchasing and owning a product (Yale & Venkatesh, 1986). Woo & Kim (2019) and Ali & Ali (2020) describe convenience into five dimensions: access, search, evaluation, transaction, and possession/post-purchase. When a feature directly influences

repurchase intention and mediates the relationship between convenience and repurchase intention, it demonstrates the importance of perceived value (Pham et al., 2018). In addition, price, complete information on noodle ingredients, details of noodles, and attractive packaging provide convenience to customers and generate interest in purchasing noodle products (Brunner et al., 2010; Nguyen et al., 2021).

H1: There is a significant effect of convenience on purchase intention for instant healthy food products

2.2.2 Advertising

Food advertising uses numerous sources and channels to reach various people and age groups. It can easily alter one's eating habits, especially among adolescents and younger children (Roose & Mulier, 2020). Customers' positive behavioral intentions grow as comedy, infotainment, credibility, and brand awareness grow (Hameed & Awan, 2017). Inducing humor in advertisements is a common tactic in today's advertising; one of every five TV commercials contains a humorous appeal (Oikarinen & Söderlund, 2016). Entertainment and informativeness are combined to construct infotainment (Savolainen, 2021). Besides, consumer purchase intention is considerably increased by source attractiveness, trustworthiness, and expertise (Weismueller et al., 2020). Brand awareness is aided by ads that are both informational and convincing. Purchasing intention increases due to ad persuasiveness and informativeness (Tan et al., 2021). Many people use social media and online groups to achieve personal health goals, such as eating healthier or exercising more. Chung et al. (2017) examined how people use Instagram to support their healthy eating goals by combining photo-based meal journaling with social interactions in public Instagram communities. Social influencers must establish warm personal contacts and connections with their audience to advertise healthy products (Folkvord et al., 2020). Therefore, effective advertising can impact customers' decision to purchase healthy food (Roose & Mulier, 2020).

H2: There is a significant effect of advertising on purchase intention for instant healthy food products

2.2.3 Subjective Norm

Subjective norms (SN) can impact customers' decision to convert to healthy food goods and services (Hidayat et al., 2021). Ham et al. (2015) created three models to illustrate the predictive power of attitudes, perceived behavioral control, and subjective norms and found that all three antecedents had a substantial positive connection with green food purchasing intention. Quah & Tan (2009) said that sick family members influenced the purchase of healthier food products. Being in an environment and network with a high-income and educated profile also affects an interest in buying healthy food products (Ali & Ali, 2020). The family's financial condition affects the interest in healthy products; low-income families buy something other than healthy noodle products (Sangye, 2013). However, families with young children tend to consume organic food at a higher price (Ghazaryan et al., 2018).

H3: There is a significant effect of subjective norms on purchase intention for instant healthy food products

2.2.4 Product Attributes

Several studies have shown that healthy noodle products are characterized by adding spinach to the noodle dough (Irmayanti, 2020; Shere et al., 2018). Product quality (Ali & Ali, 2020), food safety (Quah & Tan, 2009), price (Ali & Ali, 2020; Quah & Tan, 2009), taste (Ali & Ali, 2020), packaging (Ali & Ali, 2020) influence toward purchase decision of healthy noodle, while Eddyono & Subroto (2014) added a risk factor to consider in buying healthy noodle products. Brand (Indumathi & Dawood, 2016), product variation (Sangye, 2013), and nutrition labels (Mauludyani et al., 2021) also affect purchase decisions on healthy food products. Various healthy food products can be added by adding fruit and vegetable ingredients (Sangye, 2013).

H4: There is a significant effect of product attributes on purchase intention for instant healthy food products

III. RESEARCH METHODOLOGY

3.1 Approach and Data Collection

This study uses a quantitative and deductive approach to examine the relationship between variables. In deductive research, hypotheses are developed to test theories (Saunders et al., 2007). Observation and a cross-sectional survey were employed to acquire the data (direct and online). Observations were made at one restaurant and one Jakarta coffee shop selling healthy instant noodle menus. This observation provided an overview of advertising by several healthy instant noodle companies. Online observations were conducted by exploring information about the healthy instant noodle business through the Lemonilo YouTube channel, which has 19.8 thousand subscribers and 386 videos (December 2021). In addition, online observations were made on websites,

Instagram, and YouTube with the keywords "healthy instant noodle reviews." It was found that several brands indicated healthy instant noodles, whereas the Lemonilo brand appeared to be the most popular.

Questionnaires were distributed to respondents who are consumers of healthy instant noodle products, including Lemonilo, who were active followers of Instagram @lemonilo. The respondent must also be someone who had consumed and made purchases of instant noodles and other healthy instant noodles, thus providing objective responses. The Questionnaires were distributed using two techniques, namely direct and online questionnaires. Direct distribution was carried out in three Jakarta coffee shops and several offices. Meanwhile, the online questionnaires were distributed via direct message Instagram of @lemonilo. The number of respondents was determined through the sample-to-variable ratio, which refers to the indicators-to-variable, namely, 5 : 1 (Hair et al., 2014). Thus, the number of respondents was 5 x 42 = 210. The Questionnaires were distributed in the period November – December 2021.

A hundred respondents from direct distribution (offline) with a profile of 50% are homemakers aged 30 -50 years, 30% are employees aged 30-50, and the remaining 20% are university students aged 17-22 years. The dominance of homemakers as respondents is to Lemonilo's target market, which targets product purchase decision-makers in households, namely housewives (Lemonilo, 2021). Jakarta Province residents have consumed Lemonilo instant noodles more than once. Based on location, respondents from online distribution of as many as 110 are spread over five islands in Indonesia: Sumatra, Java, Kalimantan, and Bali. About 50% are residents of West Java Province, Central Java Province, and East Java Province (Java Island). While the rest, 12% of respondents are residents of South Kalimantan Province (Kalimantan Island), 25% are residents of North Sumatra Province, West Sumatra Province, and Palembang Province (Sumatra Island), and 13% are residents of Bali Province (Bali Island).

Based on income, 70% have an income above IDR 5 million/month, and 30% have an IDR 3-5 million/month. As many as 82% are intent on doing sports, and 18% admit that they only exercise occasionally. Based on sources of information regarding the Lemonilo healthy instant noodle product, 50% knew about it from Instagram, 37% from YouTube ads, and 13% from supermarkets.

3.2 Measurement

This survey measures all factors using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The English survey was translated into Indonesian so respondents could comprehend its content. The instrument's validity and reliability were evaluated through a pilot study, and 42 items were utilized to measure five variables (purchase intention, convenience, advertising, subjective norm, and product attribute). We use purchase intention as the dependent variable to identify respondents' behavior regarding healthy instant noodle products. We use eight items adapted from Zagata (2012) and Eddyono & Subroto (2014) to measure purchase intention. The independent variables of this study consist of convenience, advertising, subjective norms, and product attributes. Convenience is measured by nine indicators adapted from Ali & Ali (2020), Brunner et al. (2010), Nguyen et al. (2021), Pham et al. (2018), and Woo & Kim (2019). Nine indicators to measure advertising were adapted from Aiolfi et al. (2021) and Janssen et al. (2022). Subjective norm uses five items adapted from Al Kurdi et al. (2021), Quah & Tan (2009), and Zhuang et al. (2021). The last ten indicators for product attributes were adapted from Ali & Ali (2020), Sae-Eaw et al. (2022), and Sangye (2013).

3.3 Data Analysis

The analysis technique of this study uses Partial Least Square Structural Equation Modeling (PLS-SEM) with SMART PLS software. This study uses a reflective model approach, which has two measurement focuses: the outer model (indicator test) and the inner model (hypothesis test) (Hair et al., 2014). The outer model test aims to specify the relationship between latent variables and their indicators. The outer model is evaluated by examining its convergent validity, discriminant validity, and reliability. The criteria for measuring convergent validity are Average Variance Extracted (AVE) > 0.50 and outer loading > 0.70. Meanwhile, discriminant validity is measured by the square root of the AVE, with each construct must be greater than the AVE value of the construct. Reliability represents the model's internal consistency using Cronbach's Alpha value criteria > 0.7 and composite reliability > 0.70.

The inner or structural model is used to examine the effect of one latent variable on another. The inner model is measured using the parameter R^2adj (path coefficient) and t-statistics. The R^2adj value was determined using a bootstrapping method with a suggestion of 5,000 subsamples. According to Hair et al. (2014), the value of the path coefficient in the inner model indicates the significance level in hypothesis testing. The t-statistic score for the path coefficient must be greater than 1.96 for the two-tailed hypothesis and greater than 1.65 for the one-tailed hypothesis, with an alpha value of 5%.

IV. RESULTS

4.1 Outer Model

The outer model test results are presented in Table 2 below. One item is removed from the convenience variable, namely "could quickly locate products," because it has an outer loading value <0.7, reducing the number of indicators from the convenience variable that meet the criterion to eight items. Thus, convergent validity is met with the value of all items having outer loading > 0.7 and AVE > 0.5. Based on the discriminant validity test, the square root of the AVE is higher than the correlation between variables or the latent value in the AVE column; hence, all constructs are considered valid. In addition, the reliability test demonstrates the internal consistency of the research construct as measured by CR and Cronbach's Alpha. CR is used as a reference to measure the overall construct reliability. The study results show that the CR and Cronbach Alpha values are > 0.7, indicating that the outer model is reliable.

Table 2. Validity and reliability

Construct	Items	Outer loading (>0.7)	Cronbach's alpha (α >0.7)	Composite reliability (>0.7)	AVE (>0.5)	√AVE (>0.5)
Convenience	There is information about healthy ingredients	0.831	0.930	0.935	0.645	0.940
	Could order goods from various channels	0.755				
	Flexible payment methods	0.811				
	Using retailer's website more frequently	0.810				
	Provides product details	0.856				
	The product is packaged safely	0.809				
	Price according to benefits	0.790				
	The overall convenience of consuming the product	0.847				
Advertising	Product advertisements represent my personality	0.759	0.941	0.945	0.656	0.810
	Advertising helps me to know the benefits of the product	0.715				
	Product advertising is very entertaining.	0.880				
	Product ads are more attractive than competitors' ads.	0.844				
	Advertising provides consumers with appropriate product information and brands	0.745				
	Advertising is an excellent method to find out about new products and services.	0.877				
	The advertisement convinced me that the product is healthy	0.867				
	Advertisements inform me what people with similar lifestyles will buy and utilize	0.791				
	Advertising shows that the product is trusted	0.795				
Subjective Norm	My family influences me to purchase the product	0.856	0.875	0.879	0.596	0.865
	My social media network influences me to purchase the product.	0.865				
	My friends motivate me to purchase the product	0.748				
	My circle convinces me to purchase the product	0.793				
	Trusted people influence me to purchase the product	0.879				
Product Attribute	The product contains safe ingredients	0.726	0.931	0.937	0.602	0.958
	Guaranteed product hygiene	0.775				
	The product has the necessary nutrients.	0.852				
	Product seasoning uses harmless ingredients	0.835				
	Attractive product display	0.776				
	Product packaging is easy to identify	0.818				
	Product taste as expected	0.858				
	Products have various variants	0.790				
	Competitive product price	0.770				
	Halal label product	0.718				
Purchase Intention	I will purchase this item where I regularly shop	0.710	0.901	0.906	0.549	0.891
	I prefer to buy this product, even though it is cheaper.	0.824				
	My chances of buying this product are high	0.791				
	I prefer to buy this product over other products	0.793				
	I always buy products that have harmless ingredients	0.756				
	I will buy instant noodles that have a halal label	0.741				
	I am interested in buying the product because the information that the product is healthy is sufficient	0.745				
	The pandemic condition makes me prefer this instant noodle product	0.832				

4.2 Inner Model

This study used the adjusted R2 (R2adj) criterion to assess the inner model in PLS analysis, as Hair et al. (2014) recommended to prevent bias. The value of R2adj in the purchase intention construct is 0.889. The three criteria for R Square values are 0.67, 0.33, and 0.19, indicating strong, moderate, and weak relationships, respectively (Chin, 1998). The results of the R2adj test indicate that convenience, advertising, subjective norms, and product attributes influence purchase intention by 88.9% (strong). In contrast, additional factors outside the scope of this study had an effect of 11.1%.

The evaluation of hypothesis testing is based on the results of t-statistics. In addition, the path coefficient is employed to assess the positive or negative relationship between latent construct indicators and other constructs. The results of testing hypotheses are provided in Table 3. The results of the t-statistics for H1, H2, and H4 show a value > t-table (1,650), indicating that all three hypotheses are supported, which means that convenience, advertising, and product attributes influence purchase intention. Meanwhile, the H3 hypothesis is rejected, indicating no significant effect of the subjective norm variable on purchase intention.

Table 3. Hypotheses Testing Results

Hypothesis	Correlation	Path Coefficient	t-statistics	Conclusion
H_1	C → INT	0.507	4.031	Supported
H_2	Ad → INT	0.367	2.190	Supported
H_3	SN → INT	0.024	0.271	Rejected
H_4	PA → INT	0.795	4.970	Supported

Notes: C=Convenience, Ad=Advertising, SN=Subjective Norms, PA=Product Attributes;
INT: Purchase Intention

Significance values can be seen through a bootstrapping procedure. Figure 2 is bootstrapping outputs. The PLS bootstrapping output is used to view the magnitude of the t-statistical significance value. The product attribute variable has the most significant effect on the purchase intention (0.795), followed by convenience (0.507) and advertising (0.367).
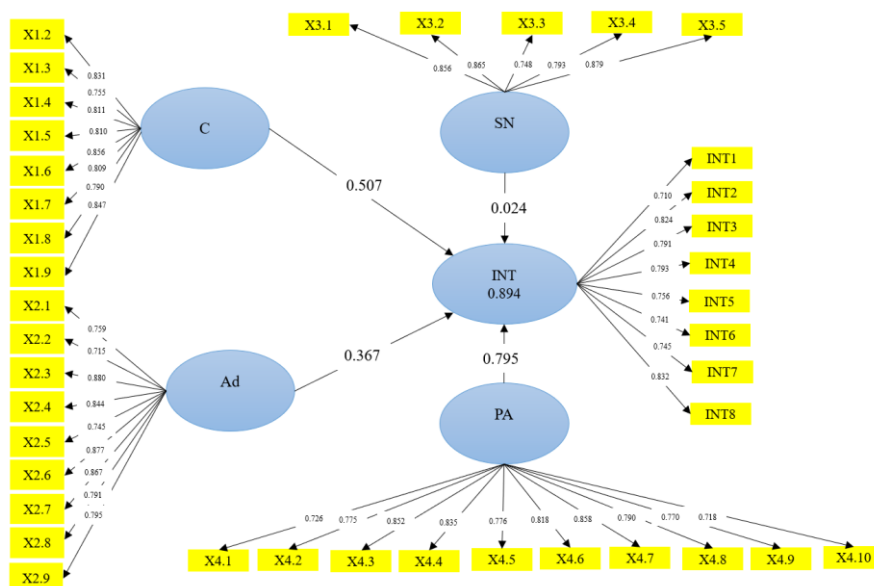
Note:
ξ1= C = Convenience; ξ2=Ad = Advertising
ξ3=SN = Subjective Norm ; ξ4=PA = Product Attribute η = INT = Intention to buy; ζ = Error

Fig 2. The output of PLS Bootstrapping

V. DISCUSSION

Based on data processing results, three of the four exogenous variables affect the endogenous variables. This study's H1, H2, and H4 are supported. The subjective norm variable is the only one that does not affect the purchase intention; thus, H3 of this study is rejected. The subjective norm in this study consists of the influence and motivation of family, network on social media, friends, circle, and trusted people and has not discussed the celebrity endorser plan. As is well known, subjective norms are a function of normative beliefs representing perceptions of other significant preferences regarding whether the behavior should be performed. This model quantifies this belief by multiplying the subjective probability of a person being called relevant, thinking that someone should carry out the behavior by a motivation to follow what one wants to do. Although some studies doubt the effect of celebrity endorsers on purchase intention (Jamil & Hassan, 2014; Osei-Frimpong et al., 2019), many agree that they are influential subjective norms (Pradhan et al., 2016).

Companies commonly employ celebrities because they can quickly elevate the brand and save resources in establishing credibility by transferring their beliefs to the brand. There are five types of celebrity endorsers based on the source: celebrity attractiveness, non-celebrity attractiveness, celebrity trustworthiness, non-celebrity trustworthiness, celebrity expertise, and celebrity non-expertise (Tanjung & Hudrasyah, 2016). Future research can consider celebrity endorsers as part of the subjective norm element.

The product attribute variable, as the most influential variable, is relevant to the findings of Indumathi & Dawood (2016), Mauludyani et al. (2021), and Sangye (2013). Lemonilo instant noodles have a superior product attribute. Lemonilo noodles are made with organic spinach as the primary ingredient. Equipped with seasonings free from Monosodium Glutamate (MSG), hydrolyzed Vegetable Protein (HPV), preservatives, artificial flavors, and colorings. Unlike instant noodles, lemonilo noodles have lower calories, around 280 to 320 kcal per serving. In addition, because these noodles are made by roasting and not frying, the fat content is even less (Lemonilo, 2021).

This product already has a halal label with safe and halal ingredients. In Indonesia, halal-certified products have higher competitiveness than products that do not include halal labels on their products (Anggadwita et al., 2019). Lemonilo also has a variety of flavors that Indonesian consumers prefer, namely fried noodles, chicken curry-flavored noodles, onion chicken-flavored noodles, and spicy Korean flavors, which are trending among Indonesian teenagers (Lemonilo, 2021).

From the appearance, Lemonilo noodles have a slightly greenish color for the fried noodles and the taste of onion chicken. In contrast, the chicken curry and spicy Korean flavors are more brownish. The packaging is also easy to find because it is bright and attractive in color. The fried noodle packaging is the most prominent, with its green nuance and distinctive batik motif. Packaging color, packaging material, font style, packaging design, and printed information correctly affect the purchase intention (Panda et al., 2021).

Advertising carried out by Lemonilo has also become quite intense, carrying out massive promotions and education through various channels for the four variants of instant noodle products that it has launched. Furthermore, Lemonilo targets the housewife market, adjusting its marketing strategy (Lemonilo, 2021). Homemakers have good attention to nutrition in the food consumed by the family compared to career women (Wang et al., 2014).

Meanwhile, Lemonilo focuses on making its products available and accessible throughout Indonesia. Lemonilo's various sales channels evidence this, ranging from online via the web, applications, official stores in the marketplace, and offline at supermarkets and minimarkets throughout Indonesia. Digital-based marketing has proven effective in marketing healthy food products (Chung et al., 2017; Folkvord et al., 2020). With the growth of social media, consumer voices have become more potent and can now be heard by a more significant number of people (Dwivedi, 2021). However, Harris et al. (2020) argue that advertising in supermarkets is still essential and promotes healthy lifestyles and reduces obsession in children.

For the price, Lemonilo has a higher price than competitors for boiled noodles and relatively the same for its superior product, fried noodles. Lemonilo once carried out a price reduction strategy intended so that general noodle consumers could reach healthy noodles in Indonesia. Competitive pricing strategies on healthy foods can increase product sales and consumption (Grech & Allman-Farinelli, 2015), which is in line with the vision and mission of the Lemonilo noodle company (Lemonilo, 2021).

5.1 Implications

This study provides academic and practical implications, adding insight into important antecedents in purchasing healthy instant noodle products. The image of instant noodles as a product that can cause health issues makes this antecedent essential for further study. This study shows that subjective norms are antecedents that do

not affect consumers' purchase intentions for healthy instant noodle products, so external references (family, friends, environment) do not affect a person's decision-making process for product purchase intentions. This exciting finding contradicts the study conducted by Pangaribuan et al. (2020), who found a significant effect of subjective norms to buy or consume organic instant noodles on purchase intention.

This study's practical implications indicate that advertising, product attributes, and convenience influence purchase intentions. Business actors can increase public awareness and sales of healthy food consumption by concentrating their product sales efforts on these three crucial antecedents. The research findings indicate that product attributes influence purchase intentions for healthy instant noodle products. Consequently, organizations may focus their research and development efforts on enhancing and advertising such attributes. Businesses are advised to develop viral marketing campaigns that emphasize and convey health benefits to consumers clearly and effectively. Emphasizing nutritional aspects and promoting these features can increase sales. Although subjective norms have no impact, there is an opportunity to educate consumers about the importance of healthy eating. Through awareness campaigns or initiatives, businesses can influence consumer perceptions and norms regarding healthy food choices. Additionally, companies can focus on product packaging and labeling, ensuring a clear display of nutritional information, certifications, or health-related attributes to attract health-conscious consumers. Collaborating with health organizations or influencers can validate and reinforce the health benefits of their products. Government support is crucial in advancing community health campaigns, and partnering with credible entities can significantly impact consumer perception. Implementing these practical strategies can empower food industry businesses, particularly those offering healthy instant noodle products, to enhance consumer perceptions, boost sales, and contribute positively to public health awareness.

VI.   CONCLUSION, LIMITATIONS AND FUTURE RESEARCH DIRECTION

The immense popularity of instant noodles in Indonesia has triggered a fierce competitive landscape among food and beverage companies, leveraging an array of flavors and promotional tactics to capture consumers' attention. Despite growing concerns among business owners regarding healthier options in this market, Indonesian consumers have yet to show a significant inclination toward these alternatives. Nevertheless, nurturing consumer interest in healthier food choices remains crucial, given its potential to substantially impact public health nationwide. This research shows a positive and significant influence of convenience, advertising, and product attributes on the intention to purchase healthy instant noodle products in Indonesia. Product attributes emerged as the most influential factor, indicating that features highlighting health significantly affect consumers' intention to purchase the product. Interestingly, subjective norms did not influence consumers' purchasing intentions toward healthy instant food products. The role of celebrity endorsers as influential figures impacting purchase intentions warrants further exploration.

This study has several limitations, which can be opportunities for future research. The small number of samples with cross-section data is the weakness of this study. Thus, future research can test it on a more extensive and longitudinal sample to determine public awareness about healthy processed products from period to period. This study has not involved perceived value, consumer attitudes, or consumer behavioral intentions, which generally affect purchasing decisions (Ramdhani et al., 2012), so future studies can focus on these variables in a more comprehensive understanding of the antecedents of purchase intention. Further research could involve many moderating/mediating variables, such as product knowledge, price perception, and brand image. The government's policy regarding the determination of subsidies for healthy food products can also be an exciting study in the future.

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