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Revisiting Healthy Beverage Purchase Drivers Among Young Indonesian Consumers

Catharina Clara[1], Alycia Angel[2]
[1,2] Faculty of Business and Accounting, Universitas Katolik Musi Charitas, UKMC, Palembang, Indonesia

Abstract
This study investigates the influence of ethical marketing, social environment, and health consciousness on consumers' purchasing decisions of beverages claimed to be "healthy." Employing a quantitative approach with a purposive sample of 193 respondents, data were analyzed using Structural Equation Modeling (SEM) with SmartPLS 4. The findings show that social environment and health consciousness significantly influence purchase decisions, while ethical marketing does not have a direct impact. Furthermore, health consciousness does not moderate the relationship between ethical marketing or social environment and purchasing decisions. These results suggest that consumers are more strongly influenced by social factors and personal health awareness than by ethical marketing messages alone. The study's contribution lies in its integrated model, which examines the combined and interactive effects of these variables—offering a more comprehensive understanding of consumer behavior in the growing health beverage sector. While previous research has considered these factors separately, this study highlights the relative strength of social and health-driven motivations and reveals the limited moderating role of health consciousness—an area often overlooked in existing literature. Practically, marketers should prioritize strategies that leverage peer influence and social media engagement while communicating clear health benefits to enhance brand appeal. Ethical marketing efforts may be more effective when embedded within socially resonant and health-oriented narratives. For policymakers, these findings underscore the importance of promoting public health awareness and ensuring transparent marketing practices. Overall, the study offers new insights relevant to both academic and industry efforts aimed at encouraging responsible and health-conscious consumer behavior.
Keywords— Ethical Marketing; Health Awareness; Healthy Beverages; Purchasing Decision; Social Environment

Abstrak
Penelitian ini mengkaji pengaruh pemasaran etis, lingkungan sosial, dan kesadaran kesehatan terhadap keputusan pembelian konsumen atas minuman yang diklaim "sehat." Pendekatan kuantitatif digunakan dengan teknik purposive sampling pada 193 responden, dan data dianalisis menggunakan Structural Equation Modeling (SEM) melalui SmartPLS 4. Temuan menunjukkan bahwa lingkungan sosial dan kesadaran kesehatan berpengaruh signifikan terhadap keputusan pembelian, sementara pemasaran etis tidak memiliki pengaruh langsung. Selain itu, kesadaran kesehatan tidak memoderasi hubungan antara pemasaran etis maupun lingkungan sosial dengan keputusan pembelian. Hasil ini mengindikasikan bahwa konsumen lebih dipengaruhi oleh faktor sosial dan kesadaran pribadi terhadap kesehatan dibandingkan pesan-pesan pemasaran etis secara langsung. Kontribusi studi ini terletak pada model terintegrasi yang menganalisis pengaruh gabungan dan interaktif dari ketiga variabel tersebut, memberikan pemahaman yang lebih komprehensif tentang perilaku konsumen dalam sektor minuman sehat yang sedang berkembang. Berbeda dari studi sebelumnya yang meneliti faktor-faktor ini secara terpisah, penelitian ini menyoroti dominasi motivasi sosial dan kesehatan serta keterbatasan peran moderasi dari kesadaran kesehatan—aspek yang sering terabaikan dalam literatur sebelumnya. Secara praktis, pemasar perlu mengutamakan strategi yang memanfaatkan pengaruh sosial dan keterlibatan media sosial serta menekankan manfaat kesehatan secara jelas untuk meningkatkan daya tarik merek. Pemasaran etis akan lebih efektif jika dikemas dalam narasi yang relevan secara sosial dan kesehatan. Bagi pembuat kebijakan, temuan ini menekankan pentingnya promosi kesadaran kesehatan publik dan praktik pemasaran yang transparan.

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Kata kunci— Pemasaran Etis, Kesadaran Kesehatan, Minuman Sehat, Keputusan Pembelian, Lingkungan Sosial

I. INTRODUCTION

The increasing global awareness of health and well-being has significantly shaped consumer preferences, particularly in the food and beverage industry (Liu et al., 2021). Amid rising concerns over obesity, diabetes, and other lifestyle-related diseases (Mateo-Martínez et al., 2025), consumers are shifting towards healthier dietary choices, including beverages marketed as "healthy" options (Oraman, 2014). In response, the beverage industry has introduced various products labeled as “low sugar,” “zero sugar,” “organic,” and “natural ingredients” to appeal to health-conscious consumers (Kalam et al., 2025; Velázquez et al., 2022). However, the authenticity of such claims remains debatable, raising ethical concerns in marketing strategies and their impact on consumer behavior (Ardebili & Rickertsen, 2024; Brecic et al., 2022; Mateo-Martínez et al., 2025; Velázquez et al., 2022).

Existing studies on consumer behavior towards healthy beverages have primarily focused on health consciousness (Mateo-Martínez et al., 2025), trust in brands, and product attributes (e.g., organic certification, sugar content) (Azlie et al., 2023). However, there is limited research investigating how ethical marketing, social environment (Ricci et al., 2016; Tulchinsky et al., 2023), and health awareness collectively influence purchasing decisions (Irfan & Bryła, 2025). Ethical marketing ensures transparency in product labeling (Mkhize & Ellis, 2020), but misleading claims or ambiguous labeling can misguide consumers (Behera et al., 2022). Meanwhile, social influences, including peer recommendations, social media trends, and cultural norms, play a vital role in shaping consumer perceptions(Leu et al., 2023; Vashishta & Balaji, 2012). Additionally, variations in individual health awareness levels affect purchasing behavior (Maitree et al., 2024), as some consumers critically evaluate ingredients (Amalia & Darmawan, 2023), while others rely on marketing claims without thorough scrutiny (Kalam et al., 2025).

Packaged beverages are often categorized as unhealthy drinks due to their potential adverse health effects. These include beverages with high sugar content, alcohol, high caffeine levels, and energy drinks (Makarim, 2022). Among Asian countries, Indonesia has the highest consumption of sugar-sweetened beverages (SSBs), according to the GlobalData Consumer Survey (Q2 2021). The Ministry of Health has also reported a significant increase in the prevalence of diabetes mellitus in Indonesia, rising from 5.7% in 2007 to 11.7% in 2023, according to the findings of the 2023 Indonesian Health Survey (SKI). This alarming trend underscores the growing public health concerns related to dietary habits, particularly excessive sugar consumption from beverages, highlighting the urgency of implementing comprehensive nutritional labeling policies to promote healthier consumer choices (cna.id, 2024b).

Findings from the 2023 Indonesian Health Survey (SKI) further substantiate this increasing consumption trend. The survey, which involved 829,573 participants, revealed that 47.5% of respondents habitually consumed sugary beverages at least once daily. In contrast, only 9.2% reported consuming such drinks fewer than three times per month, while 43.3% consumed them between one and six times per week (cna.id, 2024a, 2025b). These figures highlight a significant public health concern, underscoring the necessity for increased awareness and regulatory interventions to mitigate the potential health risks associated with excessive sugar intake.

The Indonesian government has announced its plan to implement a food labeling system akin to Singapore’s Nutri-Grade, categorizing food and beverages based on their nutritional value. This initiative aligns with Government Regulation No. 28 of 2024, a derivative of Health Law No. 17 of 2023, which seeks to enhance public awareness of dietary choices. Currently, three labeling options are under consideration: a color-coded system, detailed ingredient composition, and specific warnings or explanatory statements regarding nutritional content. The National Agency of Drug and Food Control (BPOM) aims to roll out the Nutri-Grade labeling system by 2025. Discussions are underway with key stakeholders, including the Ministry of Food, Ministry of Trade, Ministry of Industry, Ministry of Health, and the National Food Agency. BPOM remains optimistic about finalizing the regulatory framework within the year. Echoing this stance, Director of Non-Communicable Disease Prevention and Control (P2PTM) at the Ministry of Health, emphasized that the labeling system is designed to empower consumers with clear and accessible nutritional information. By improving transparency in food labeling, this policy aims to support healthier dietary habits and contribute to broader public health objectives (cna.id, 2025a).

While previous studies have examined ethical marketing or health awareness individually, few have explored their combined influence with social environment on purchase decisions for health beverages, particularly in emerging markets like Indonesia. This study contributes to the literature by offering empirical evidence on the relative influence of social and health consciousness compared to ethical marketing in shaping consumer decisions within the growing health beverage segment. The novelty of this research lies in its exploration of how ethical

marketing practices interact with social and psychological factors to shape consumer trust and purchase intentions. The findings will provide valuable insights for businesses in developing responsible marketing strategies while also informing policymakers on regulating health-related claims in the beverage industry.

II. LITERATURE REVIEW

Ethical marketing and Consumer Decision-Making

Marketing ethics refers to the principles and standards that guide businesses in promoting their products transparently and responsibly (Satrio et al., 2023). Ethical marketing plays a crucial role in shaping consumer perceptions (Clara, 2023), particularly in industries where health claims are a key selling point (Behera et al., 2022). Prior studies have found that ethical marketing practices, such as truthful labeling and transparent communication (Kizanlikli et al., 2023), enhance consumer trust and positively impact purchase decisions (Singh & Sinha, 2020). However, research by (Ardebili & Rickertsen, 2024; Liu et al., 2021) revealed that some brands use misleading health claims, leading consumers to perceive unhealthy products as beneficial (Brecic et al., 2022; Velázquez et al., 2022). This raises concerns about how ethical marketing influences consumer behavior in the context of healthy beverage purchases.

Hypothesis 1 (H1):
Ethical marketing positively influence consumer purchasing decisions for beverages marketed as healthy.

Social Environment and Purchasing Behavior

The social environment, including peer influence, cultural norms, and social media trends, significantly affects consumer choices (Ahiabor et al., 2023; Kalam et al., 2025; Teresa Borges-Tiago et al., 2023). According to Ajzen & Fishbein's Theory of Planned Behavior (TPB), consumer behavior is shaped by subjective norms, meaning individuals tend to align their choices with those of their social circles. Studies on health-related purchasing behavior indicate that consumers exposed to positive word-of-mouth and influencer endorsements are more likely to trust and purchase healthy food (Brecic et al., 2022; Oraman, 2014; Velázquez et al., 2022). However, conflicting findings suggest that while social influence can promote health-conscious choices, it can also contribute to misinformation and skepticism regarding product claims (Simão et al., 2022).

Hypothesis 2 (H2):
The social environment positively influences consumer purchasing decisions for beverages marketed as healthy.

Health Awareness and Consumer Decision-Making

Health awareness refers to an individual's knowledge and concern about health-related issues, influencing their food and beverage choices (Liu et al., 2021). Consumers with high health awareness tend to scrutinize product ingredients and avoid artificial additives, such as artificial sweeteners in "zero sugar" beverages (Ardebili & Rickertsen, 2024; van Nee et al., 2024). Conversely, consumers with low health awareness may rely solely on marketing claims without evaluating product composition (Ardebili & Rickertsen, 2024). Previous research highlights that individuals with greater health literacy are less susceptible to misleading advertisements (Brecic et al., 2022; Velázquez et al., 2022). However, empirical gaps exist in understanding how health awareness interacts with ethical marketing and social influence in shaping purchase behavior (Fantechi et al., 2025; Liu et al., 2021; Uliano et al., 2024).

Hypothesis 3 (H3):
Health awareness positively influences consumer purchasing decisions for beverages marketed as healthy.

The Moderating Role of Health Awareness

Several studies have explored the interaction between health awareness and external influences. For instance, Ardebili & Rickertsen (2024) identify three dietary patterns: sustainable, traditional, and unsustainable. The sustainable pattern is more common among younger, married, female consumers with higher income and education, linked to openness, conscientiousness, and environmental awareness but negatively associated with convenience and price. Meanwhile, Azlie et al. (2023) find that consumers' knowledge, beliefs, and safety perceptions about organic food significantly influence their dining choices at organic restaurants, while perceived quality has no notable effect. These insights help organic restaurant practitioners manage customer expectations and contribute to understanding Malaysia's organic food market. Fantechi et al. (2025) found that 48% of Italian and Danish consumers valued sustainability, healthiness, and naturalness equally, while 10% prioritized health over the other attributes. The rest-based decisions solely on price, with price sensitivity varying between the two countries. Uliano et al. (2024) found that consumers are willing to pay a €0.30 premium for sustainable functional

snack bars, with higher-income individuals, women, health-conscious consumers, and food innovators willing to pay more. Health-related attributes were preferred over sustainability aspects, highlighting key insights for policymakers and industry stakeholders. Meanwhile, Brecic et al. (2022) found that Croatian children (5–9 years) had more positive explicit attitudes toward unhealthy foods but more positive implicit attitudes toward healthy foods. Positive attitudes toward healthy foods increased with age and were linked to beliefs about strength and higher consumption, while TV exposure promoted favorable views of unhealthy foods. Moreover, Van Nee et al. (2024) found that increasing the relative availability of healthier beverages significantly boosted preadolescents' healthier drink choices and their perceived norm toward such options. However, economic incentives, price awareness, and parental restrictions did not influence their choices, highlighting availability as a key intervention strategy. Furthermore, Velázquez et al. (2022) demonstrated that involving children in co-creation workshops for developing a healthy dairy product led to high engagement and actionable ideas. Children prioritized familiarity, taste, and healthiness in product formulation. Despite reduced sugar content, the developed products received high liking scores, highlighting co-creation as a promising approach for designing healthier food options tailored to children's preferences. This suggests that health awareness may moderate the impact of other factors such an ethical marketing practices and social influence on purchasing decisions.

Hypothesis 4a (H4a):

Health awareness moderates the relationship between ethical marketing and purchasing decisions, such that the effect is stronger for consumers with lower health awareness.

Hypothesis 4b (H4b):

Health awareness moderates the relationship between social environment and purchasing decisions, such that the effect is stronger for consumers with lower health awareness.

Based on the hypothesis development outlined above, the conceptual framework of this study is illustrated in Figure 1. This framework depicts the relationships among the investigated variables, aligning with the theoretical foundations and empirical findings previously discussed. While previous research has examined ethical marketing, social influence, and health awareness separately, few studies have integrated these factors into a single framework, particularly in the context of beverages marketed as healthy. This study builds upon existing literature by examining how these variables interact to shape purchasing behavior, addressing a key research gap. Furthermore, by testing the moderating effect of health awareness, this research contributes to a deeper understanding of consumer skepticism and decision-making processes.

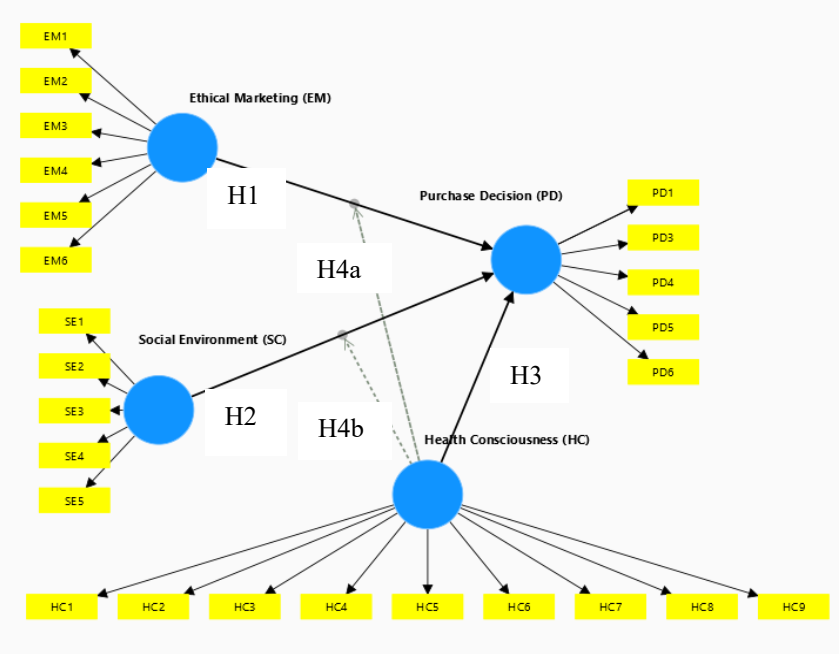


Figure 1. Conceptual Framework

III. RESEARCH METHODOLOGY

Research Design

This study adopts a quantitative, explanatory research design to investigate the influence of ethical marketing, social environment, and health consciousness on consumer purchasing decisions for beverages promoted as healthy. By utilizing a structured survey method and analyzing data from 193 purposively selected respondents, the research aims to uncover both direct and moderating relationships among the variables. Specifically, the study tests the moderating effect of health consciousness on the impact of ethical marketing and social environment, offering empirical insights into the complex dynamics influencing consumer behavior in the health-oriented beverage market.

Population and Sample

The study population consists of consumers who regularly purchase and consume beverages marketed as healthy in Indonesia. The targeted respondents include individuals who have engaged with marketing communications related to health claims in beverage products. The study applies purposive sampling, selecting respondents based on the following criteria: Consumers aged 17 years and above who actively purchase beverages labeled as low sugar, zero sugar, or containing health benefits; Individuals who have been exposed to advertisements, promotions, or online campaigns related to healthy beverages; Consumers who have made a purchase decision based on health-related product claims within the past six months. A minimum sample size of 150-300 respondents is determined using (Hair et al., 2019) guidelines for structural equation modeling (SEM), ensuring adequate statistical power.

Data Collection Procedure

Data is collected using a self-administered online questionnaire, distributed through social media, e-commerce platforms, and consumer forums related to healthy lifestyle products. The questionnaire consists of closed-ended questions measured on a Likert scale (1 = strongly disagree to 5 = strongly agree). The survey includes screening questions to ensure respondent eligibility and eliminate bias from non-relevant participants. The survey was conducted online through social media, targeting followers of beverage brand accounts that claim to offer health benefits. A total of 300 questionnaires were distributed via direct messages. Of these, 207 responses were completed in full, while 14 were excluded for not meeting the eligibility criteria. The final dataset 193 was analyzed using valid responses, ensuring reliability in assessing consumer behavior toward health-conscious beverages.

Measurement of Variables

The study utilizes validated measurement scales adapted from previous literature to ensure reliability and validity. The key variables and their measurement items are as follows:

Ethical marketing (IV1): Measured using six items adapted from (Ferrell et al., 2011) assessing transparency, honesty in health claims, and compliance with ethical marketing practices. Social Environment (IV2): Measured using five items adapted from (Gong et al., 2023; Kalam et al., 2025; Teresa Borges-Tiago et al., 2023), evaluating the influence of peer recommendations, social media, and word-of-mouth marketing on purchase decisions. Health Awareness (Moderator): Measured using nine items adapted from (Azlie et al., 2023; Mateo-Martínez et al., 2025), assessing consumer knowledge of artificial sweeteners, nutritional labeling, and awareness of misleading claims. Consumer Purchasing Decision (DV): The scale was measured using six items adapted from (Byun et al., 2023; Fitri et al., 2018; Van Thuy et al., 2022), capturing the extent to which health claims influence product choices, brand trust, and willingness to repurchase. These items assess consumer perceptions of health-related product information, their trust in brands that provide verified claims, and the impact of such claims on purchasing behavior and brand loyalty.

Data Analysis Technique

The collected data is analyzed using Structural Equation Modeling (SEM-PLS) via SmartPLS 4.0. The analysis includes: Measurement Model Assessment – Testing construct validity, convergent validity (AVE > 0.5), discriminant validity, and composite reliability (CR > 0.7); Structural Model Assessment – Evaluating the significance of path coefficients, R-squared (R^2) values, and f-square (f^2) effect sizes; Moderation Analysis – Examining the interaction effect of health awareness on the relationship between ethical marketing/social environment and purchasing decisions.

Direct Effect on Structural Equation:

$$PD = \beta 1 \cdot EM + \beta 2 \cdot HC + \beta 3 \cdot SE + \varepsilon \quad (1)$$

Full Structural Equation (with direct + moderating effects):

$$PD = \beta 1 \cdot EM + \beta 2 \cdot HC + \beta 3 \cdot SE + \beta 4 \cdot (EM \times HC) + \beta 5 \cdot (SE \times HC) + \varepsilon \quad (2)$$

where:

PD = Purchase Decision

EM = Ethical Marketing

HC = Health Consciousness

SE = Social Environment

EM × HC = Interaction between Ethical Marketing and Health Consciousness

SE × HC = Interaction between Social Environment and Health Consciousness

β = Path Coefficient

ε = Error Term

Ethical Considerations

All respondents participated voluntarily and provided informed consent before completing the survey. The study ensures anonymity and confidentiality, with no personal identifiers collected. The research follows ethical guidelines for consumer research, as recommended by the Indonesian Consumer Protection Agency and institutional research ethics boards.

IV. RESULT/FINDING

4.1 Statistical Analysis of Measurement Model

The following results provide an in-depth evaluation of the measurement model, examining the factor loadings, standard deviations, t-values, and p-values of the observed variables in relation to their respective latent constructs (as shown at Table 1).

Ethical Marketing (EM)

The factor loadings for Ethical Marketing (EM) indicators range from 0.700 (EM2) to 0.814 (EM6), with all t-statistics exceeding 5.2, indicating strong statistical significance at $p < 0.001$. Notably, EM5 (0.785, t = 13.514) and EM6 (0.814, t = 11.823) exhibit the highest loadings, suggesting these items most strongly represent the construct.

Health Consciousness (HC)

Health Consciousness (HC) demonstrates consistently high factor loadings, ranging from 0.629 (HC3) to 0.852 (HC7). The statistical significance of each indicator is robust ($p < 0.001$), with HC7 (0.852, t = 10.098) and HC6 (0.833, t = 10.255) being the most influential indicators. The substantial t-values further confirm the reliability of these indicators in measuring health consciousness.

Social Environment (SE)

The Social Environment (SE) construct exhibits factor loadings from 0.610 (SE1) to 0.792 (SE5), all of which are statistically significant ($p < 0.001$). SE3 presents the highest factor loading (0.743, t = 17.959), indicating a particularly strong contribution to the construct's measurement.

Purchase Decision (PD)

The Purchase Decision (PD) construct includes six indicators, with factor loadings ranging from 0.562 (PD3) to 0.806 (PD2). While most indicators exhibit strong t-values (all $p < 0.001$), PD3 shows the lowest factor loading (0.562) and the weakest statistical significance (t = 3.957), suggesting a potential need for further refinement or reconsideration of this item in future models.

Table 1. Measurement Model Analysis

Construct/ Variable and Measured Scale	Outer Loading	P Values	T Statistics (|O/STDEV|)	Standard Deviation (STDEV)	Outer VIF Values
Ethical Marketing (IV1)					
EM1. The brand provides transparent information about product ingredients and health benefits.	0.761	0.000	8.840	0.086	1.774
EM2. The company honestly communicates health claims in advertisements.	0.700	0.000	6.007	0.117	1.916
EM3. The marketing of this product complies with ethical standards and regulations.	0.786	0.000	5.065	0.155	1.983
EM4. There are no misleading or exaggerated health-related claims in the promotion.	0.722	0.000	6.108	0.118	1.988
EM5. The product labeling accurately reflects its nutritional content.	0.785	0.000	12.870	0.061	1.732
EM6. The company ensures ethical responsibility in marketing its products to consumers.	0.814	0.000	12.753	0.064	2.037
EM*HC <- Moderate Effect HC on EM to PD	1.000	0.000		0.000	
Social Environment (IV2)					
SE1. Peer recommendations influence my decision to purchase this product.	0.610	0.000	6.823	0.089	1.240
SE2. Social media advertisements and influencer promotions impact my buying choices.	0.639	0.000	6.326	0.101	1.356
SE3. I tend to buy products recommended by family and friends.	0.743	0.000	17.895	0.041	1.299
SE4. Word-of-mouth marketing affects my trust in a brand.	0.687	0.000	9.098	0.075	1.394
SE5. Online consumer reviews and ratings influence my purchasing decisions.	0.792	0.000	13.178	0.060	1.716
SE*HC <- Moderate Effect HC on SE to PD	1.000	0.000		0.000	
Health Consciousness (IV3 & MV)					
HC1. I pay attention to nutritional labels when selecting food products.	0.694	0.000	6.732	0.103	1.674
HC2. I am aware of the presence of artificial sweeteners in food and beverages.	0.652	0.000	12.149	0.054	1.552
HC3. I try to avoid products with misleading health claims.	0.629	0.000	10.186	0.062	1.506
HC4. I have knowledge of the potential health risks associated with food additives.	0.686	0.000	8.600	0.080	1.585
HC5. I actively seek information on food ingredients before purchasing.	0.758	0.000	5.865	0.129	2.313
HC6. I differentiate between scientifically supported and exaggerated health claims.	0.833	0.000	11.430	0.073	2.827
HC7. I trust health-related claims only when they are supported by credible sources.	0.852	0.000	10.994	0.078	3.355

Table 1. Measurement Model Analysis (Continued)

Construct/ Variable and Measured Scale	Outer Loading	P Values	T Statistics (|O/STDEV|)	Standard Deviation (STDEV)	Outer VIF Values
HC8. I believe that health-conscious choices contribute to long-term well-being.	0.782	0.000	5.335	0.146	2.572
HC9. My purchasing decisions are influenced by my understanding of nutritional benefits.	0.819	0.000	7.372	0.111	3.427
Purchase Decision (DV)					
PD1. Health claims significantly impact my product choices.	0.775	0.000	13.579	0.057	2.280
PD2. I trust brands that provide accurate health-related information.	0.806	0.000	16.942	0.048	2.376
PD3. I prefer to purchase products with clear and verified health benefits.	0.562	0.000	3.791	0.148	1.257
PD4. I am willing to pay more for products that align with my health concerns.	0.707	0.000	9.567	0.074	1.515
PD5. I am more likely to repurchase a product if its health claims are credible.	0.684	0.000	7.322	0.093	1.641
PD6. My loyalty to a brand increase when it consistently delivers on its health-related promises.	0.653	0.000	7.314	0.089	1.431

Source: 2025 processed research data

Implications for Model Validity

The statistical findings suggest that all constructs meet the criteria for indicator reliability, with loadings above 0.60, which is generally acceptable for confirmatory research. The strong t-values reinforce the statistical robustness of the indicators, ensuring their construct validity. However, PD3's lower loading may warrant refinement in future studies. Overall, the findings indicate a well-structured measurement model with strong statistical support for the latent constructs. The significant factor loadings and t-values validate the appropriateness of the indicators in capturing Ethical Marketing, Health Consciousness, Social Environment, and Purchase Decision. Future research may consider additional model fit indices (e.g., AVE, CR, and model fit measures) to further strengthen the reliability and validity of the conceptual framework.

Measurement Model Assessment

The reliability and validity assessment of the measurement model indicate robust internal consistency and construct validity across the examined constructs (Table 2). Cronbach's Alpha, rho_A, and Composite Reliability (CR) values exceed the recommended threshold of 0.7, confirming strong reliability. Specifically, Ethical Marketing (EM) and Health Consciousness (HC) exhibit excellent internal consistency, with Cronbach's Alpha values of 0.858 and 0.900, respectively, and CR values of 0.892 and 0.919, ensuring measurement precision.

Table 2. Reliability and Validity Assessment

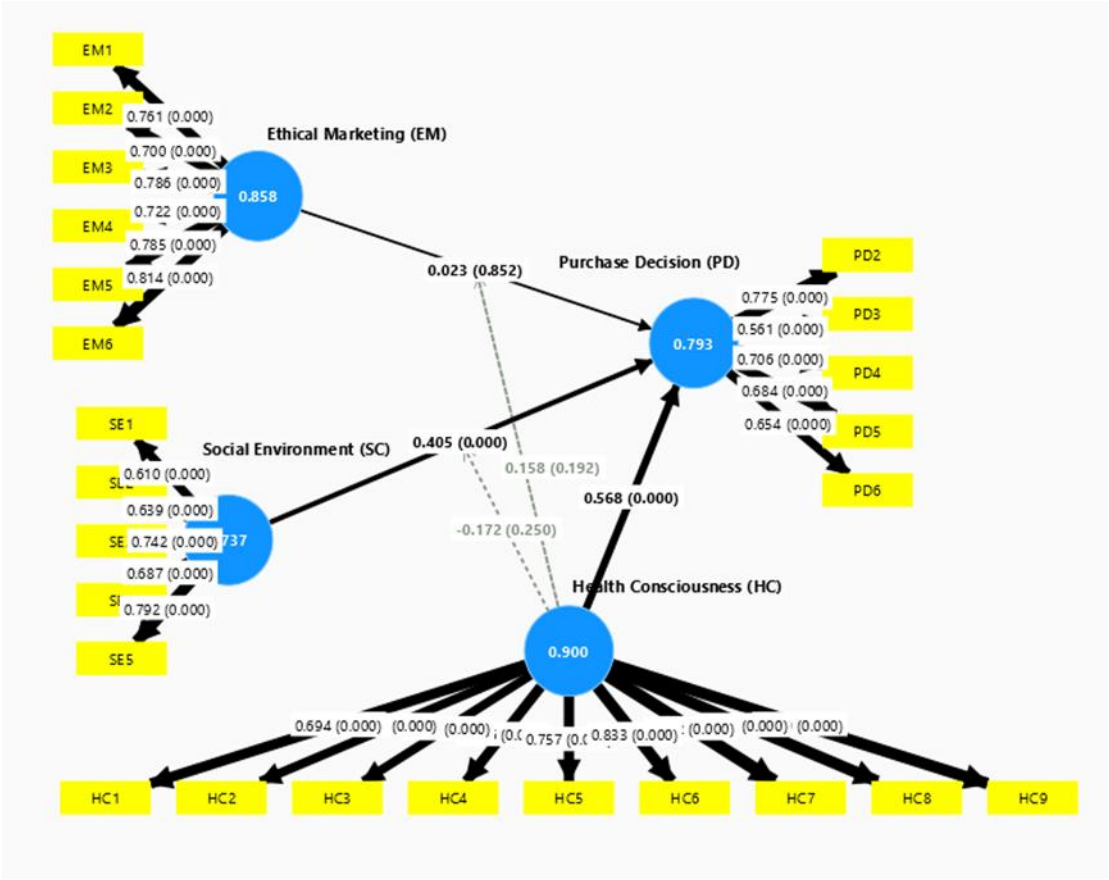
Construct	Number of Measured Variables	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Ethical Marketing (IV1)	6	0.858	0.875	0.892	0.581
Social Environment (IV2)	5	0.737	0.758	0.824	0.486
Health Consciousness (IV3 & MV)	9	0.900	0.901	0.919	0.561
Purchase Decision (DV)	6	0.793	0.810	0.852	0.493

EM*HC <- Moderate Effect HC on EM to PD	1	1.000	1.000	1.000	1.000
SE*HC <- Moderate Effect HC on SE to PD	1	1.000	1.000	1.000	1.000

Source: 2025 processed research data

Similarly, the Purchase Decision (PD) construct demonstrates acceptable reliability, with a Cronbach's Alpha of 0.793 and a CR of 0.852, further supporting the robustness of the scale. The Social Environment (SC) construct also maintains reliability, albeit at a slightly lower level (Cronbach's Alpha = 0.737, CR = 0.824), yet still within acceptable parameters for exploratory research.

Regarding convergent validity, Average Variance Extracted (AVE) values indicate that most constructs meet the established criterion of AVE ≥ 0.5. EM (0.581) and HC (0.561) surpass this threshold, signifying that a substantial proportion of variance is explained by their respective indicators. However, PD (0.493) and SE (0.486) exhibit marginally lower AVE values, suggesting that while these constructs capture a significant amount of variance, they may benefit from additional refinement in their indicator selection or scale structure. Notably, the moderating effects of HC on EM → PD and HC on SE → PD were modeled as single-item constructs, yielding perfect reliability scores (Cronbach's Alpha, rho_A, and CR = 1.000, AVE = 1.000), which aligns with expectations for single-indicator variables. The interaction between the moderator variable (HC) and independent variables (EM and SE) was determined by multiplying the total score of each independent variable by the total score of the moderator variable. This methodological approach ensures that the moderating effects are captured based on the composite influence of the interacting variables.



Source: 2025 processed original data
Figure 2. Original Structural Model Assessment

Overall, the findings substantiate the reliability and validity of the measurement model (Table 2, Figure 2), reinforcing its suitability for further structural analysis. While the model demonstrates strong internal consistency and construct validity, future research may consider refining the measurement items for PD and SE to enhance convergent validity further. Adjustments, such as revising scale items or incorporating additional indicators, could improve AVE values while maintaining measurement precision. These refinements would enhance the robustness of the model, ensuring its applicability in empirical studies and theoretical advancements in consumer decision-making.

4.2 Structural Model Assessment – Evaluating the significance of path coefficients, hypotheses testing

The original data analysis indicates that Health Consciousness (HC) and Social Environment (SE) significantly influence Purchase Decision (PD), whereas Ethical Marketing (EM) does not exhibit a significant effect. Furthermore, the moderating effect of HC on the relationships between EM and SE with PD is also non-significant (Figure 2). To enhance the robustness of these findings and assess their stability within a larger sample, bootstrapping (Hair Jr et al., 2021) was conducted (Figure 3, Table 3), revealing that the influence of HC on PD remained strong, while the effect of SE on PD became more pronounced. Conversely, EM continued to demonstrate an insignificant impact on PD, confirming that health awareness and social environmental factors play a more dominant role in shaping purchasing decisions than ethical marketing considerations.

Analysis of Path Coefficient Results

From the given results (Table 3, Figure 3), we can analyze the relationship between Ethical Marketing (EM), Health Consciousness (HC), Social Environment (SE), and Purchase Decision (PD) as follows:

1. Ethical Marketing (EM) → Purchase Decision (PD) (H1: Rejected)

The path coefficient (-0.255) suggests a negative relationship, but it is not statistically significant ($p = 0.264$, $t = 1.119$). This indicates that ethical marketing does not significantly influence purchase decisions in this context. Consumers may not prioritize ethical considerations (such as transparency and honesty in marketing) when making purchase choices, or they may not perceive these factors as differentiating enough.

2. Health Consciousness (HC) → Purchase Decision (PD) (H2: Accepted)

The positive and significant path coefficient (0.475) with $p = 0.001$ ($t = 3.220$) indicates that health-conscious consumers are more likely to make purchasing decisions based on product attributes that align with their health concerns. This suggests that health awareness plays a crucial role in influencing purchase decisions, making it an important factor for marketers targeting health-conscious consumers.

Table 3. Path Coefficient Results, Hypotheses Testing

Hypotheses	Bootstrapping Path	Original Path	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Result
Ethical Marketing (EM) -> Purchase Decision	-0.255	0.023	0.228	1.119	0.264	H1 Rejected

Health Concsiousness (HC) -> Purchase Decision	0.475	0.568	0.148	3.220	0.001	H2 Accepted
Social Environment (SE) -> Purchase Decision	0.671	0.405	0.273	2.458	0.014	H3 Accepted
Moderate Effect HC on EM to PD -> Purchase Decision	0.220	0.158	0.270	0.813	0.417	H4a Rejected
Moderate Effect HC on SE to PD -> Purchase Decision	-0.255	-0.172	0.313	0.814	0.416	H4b Rejected

Source: 2025 processed research data

3. Social Environment (SE) → Purchase Decision (PD) (H3: Accepted)

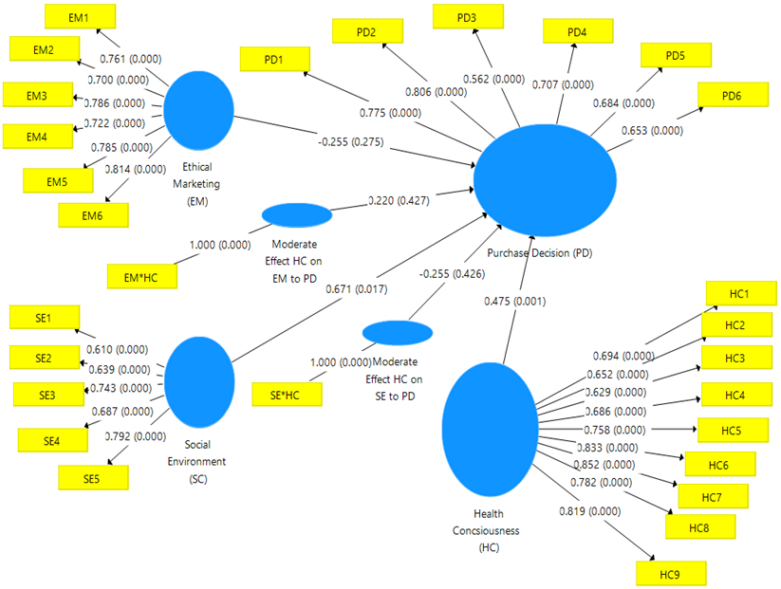
The positive and significant coefficient (0.671) with p = 0.014 (t = 2.458) shows that social factors (e.g., peer recommendations, social media, and word-of-mouth) significantly influence consumer purchase decisions. This indicates that consumers rely on their social network and external influences when choosing products, highlighting the importance of community-driven marketing strategies.

4. Moderating Effect of Health Consciousness (HC) on EM → PD (H4a: Rejected)

The moderating effect of health consciousness on the relationship between ethical marketing and purchase decision is not significant (p = 0.417, t = 0.813). This means that even among health-conscious consumers, ethical marketing does not significantly impact their purchase decision.

5. Moderating Effect of Health Consciousness (HC) on SE → PD (H4b: Rejected)

The moderating effect of health consciousness on the relationship between social environment and purchase decision is also not significant (p = 0.416, t = 0.814). This suggests that health-conscious consumers are not necessarily more influenced by social factors than other consumers when making purchasing decisions.



Source: 2025 processed bootstrapping analysis

Figure 3. Bootstraping Analysis for Structural Model Assessment

Goodness of Fit Model

The coefficient of determination (R^2) for Purchase Decision (PD) is 0.661, indicating that the predictor variables (Ethical Marketing (EM), Health Consciousness (HC), Social Environment (SC), and their moderating effects) collectively explain 66.1% of the variance in PD. This value suggests a substantial explanatory power, highlighting the model's ability to capture key determinants of consumer purchase decision-making. The adjusted R^2 value of 0.643 further supports this finding, demonstrating that even after accounting for the number of predictors in the model, 64.3% of the variance in PD remains explained. The relatively small difference between R^2 and adjusted R^2 suggests that the model is well-specified, with minimal risk of overfitting due to unnecessary predictors (Table 4).

The structural model assessment includes several key fit indices to evaluate the overall model fit (Table 4). The Standardized Root Mean Square Residual (SRMR) value of 0.100 exceeds the commonly accepted threshold of 0.08, indicating a moderate to poor fit. The d_ULS (Unweighted Least Squares Discrepancy) = 4.058 and d_G (Geodesic Discrepancy) = 1.753 suggest discrepancies between the observed and model-implied covariance matrices, further implying potential model misspecification. The Chi-Square = 772.942 reflects the overall model discrepancy but is highly sensitive to sample size, making it less reliable for assessing fit. The Normed Fit Index (NFI) = 0.645 is below the recommended threshold of 0.90, indicating that the model does not achieve an optimal fit compared to a null model. These results suggest that further refinements, such as revising indicator loadings or considering additional paths, may be necessary to improve model fit and overall explanatory power.

Table 4. Goodness of Fit Test

	Saturated Model	Purchase Decision (PD)	f^2 values	Purchase Decision (PD)
SRMR	0.100	R Square	Ethical Marketing (EM)	0.025
d_ULS	4.058	0.661	Health Concsiousness (HC)	0.285
d_G	1.753		Moderate Effect HC on EM to PD	0.012
Chi-Square	772.942	R Square Adjusted	Moderate Effect HC on SE to PD	0.010
NFI	0.645	0.643	Purchase Decision (PD)	
			Social Environment (SC)	0.095

Source: 2025 processed research data

These results (Table 4.) underscore the significance of the selected constructs in influencing purchase decisions, reinforcing the theoretical and empirical foundation of the model. However, while the model exhibits strong predictive power, future research could explore additional variables—such as perceived value, brand trust, or digital engagement—to further enhance explanatory capacity and provide a more comprehensive understanding of consumer purchasing behavior.

The effect size (f^2) values provide additional insights into the relative influence of each predictor on Purchase Decision (PD). According to Cohen's (1988) guidelines (Hair et al., 2019), effect sizes of 0.02, 0.15, and 0.35 correspond to small, moderate, and large effects, respectively.

Health Consciousness (HC) ($f^2 = 0.285$) exhibits a moderate-to-large effect, suggesting that consumers' awareness and concern for health significantly impact their purchasing decisions. This finding aligns with the growing trend of health-conscious consumption, particularly in the food and beverage sector.

Social Environment (SC) ($f^2 = 0.095$) has a small-to-moderate effect, indicating that while social influences play a role in shaping purchasing behavior, their impact is relatively less pronounced than health consciousness. This result suggests that peer influence, societal norms, and external social factors contribute to purchase decisions, but they may not be the primary drivers.

Ethical Marketing (EM) ($f^2 = 0.025$) shows a small effect, implying that while ethical marketing practices influence purchasing decisions, their standalone impact remains limited. This could suggest that ethical considerations function more as complementary factors rather than primary motivators for consumer choices.

Moderate Effect HC on EM to PD ($f^2 = 0.012$) and Moderate Effect HC on SE to PD ($f^2 = 0.010$) exhibit negligible effect sizes, indicating that the moderating role of health consciousness on both ethical marketing and social environment in shaping purchase decisions is minimal. These findings suggest that while health consciousness strongly influences PD directly, its interaction effects with other variables are less substantial.

Overall, these results highlight the dominant role of health consciousness in shaping purchase decisions, while social environment and ethical marketing play supporting roles. Future research could further explore potential mediators or additional moderators—such as consumer trust, product quality perception, or digital engagement—to deepen the understanding of how these constructs collectively drive purchasing behavior.

4.3 Respondent's Characteristics

The respondent profile of this study is predominantly young (17–22 years old, 70%) and female (93.8%), with the majority being students (71.5%). Geographically, most respondents are from West Java, DKI Jakarta, Central Java, and East Java, reflecting a concentration in Indonesia's more urbanized and densely populated regions. This demographic composition suggests that the study primarily captures insights from young, educated consumers who are likely to be more exposed to health trends and social influences, which may shape their purchasing decisions for beverages marketed as "healthy." The high proportion of students also implies that affordability, digital marketing exposure, and peer influence might play crucial roles in their decision-making process. These characteristics should be considered when interpreting the findings, as they may not fully represent older demographics or working professionals with different purchasing behaviors and priorities.

V. DISCUSSION

The findings of this study provide valuable insights into the factors influencing consumer purchase decisions, particularly in relation to ethical marketing, social environment, and health consciousness. The results indicate that while health consciousness (HC) and social environment (SE) significantly impact purchase decisions, ethical marketing (EM) does not exert a direct influence. These findings align with prior research suggesting that consumers increasingly prioritize health-related attributes (Fantechi et al., 2025; Uliano et al., 2024) and social influences (Das et al., 2023; Kalam et al., 2025) in their purchasing behaviors (Ardebili & Rickertsen, 2024; van Nee et al., 2024). However, the lack of significant impact of ethical marketing contradicts the findings of (Behera et al., 2022), which emphasized the importance of transparency and ethical claims in consumer trust and decision-making (Amalia & Darmawan, 2023; Maitree et al., 2024). One possible explanation for this divergence is that while ethical considerations are important, they may not be the primary determinant of purchase behavior in the presence of strong social and health-related factors.

Furthermore, the moderating effect of health consciousness on the relationship between ethical marketing and purchase decisions, as well as between social environment and purchase decisions, was found to be insignificant. This contradicts earlier studies that suggested health-conscious consumers are more likely to respond to ethical marketing initiatives (Azlie et al., 2023). This finding suggests that health-conscious consumers may rely more on intrinsic product attributes rather than external ethical claims, indicating a potential shift in consumer priorities.

VI. CONCLUSION AND RECOMMENDATION

This study examined the influence of ethical marketing, social environment, and health consciousness on consumer purchasing decisions. The results indicate that social environment and health consciousness significantly impact purchase decisions, while ethical marketing does not exert a direct influence. Additionally, health consciousness does not moderate the relationship between ethical marketing and purchase decisions, nor between social environment and purchase decisions. These findings highlight the dominant role of social influences and health awareness over ethical marketing considerations.

The findings of this study offer valuable insights for marketers in the health beverage industry. Given the strong influence of social environment and health consciousness on purchasing decisions, marketing strategies should prioritize these dimensions. Companies are encouraged to harness the power of social influence through peer testimonials, influencer partnerships, and community-based campaigns to build credibility and social proof.

Simultaneously, highlighting tangible health benefits—such as natural ingredients, absence of additives, and scientifically backed health claims—can strengthen consumer trust and brand value. Rather than positioning ethical marketing as a stand-alone message, firms should integrate ethical narratives within health and social contexts to increase relevance and resonance. For instance, promoting transparency in sourcing, sustainability practices, or community health initiatives can reinforce a holistic brand image aligned with consumers' values. These strategies not only drive purchase behavior but also contribute to long-term brand loyalty in a health-conscious market segment.

This study has several limitations. Methodologically, the use of purposive sampling and a relatively small sample size limits the generalizability of the findings across broader populations. Additionally, the cross-sectional design restricts the ability to infer causality between variables. From the perspective of the findings, the insignificant effect of ethical marketing and the non-significant moderating role of health consciousness suggest that other influential factors—such as personal values, product involvement, or trust in health claims—may have been omitted from the model. These overlooked variables could provide a more comprehensive understanding of consumer behavior toward health-labeled beverages. Furthermore, the study's context—limited to a specific consumer segment and product category—may have influenced the dominance of social and health-related factors over ethical considerations. As such, the results should be interpreted within the constraints of this particular market setting.

Future studies should broaden the theoretical scope by integrating additional psychological and contextual variables, such as consumer trust, perceived product credibility, and personal health orientation, which may better capture the complexity of decision-making regarding health-related products. Longitudinal designs are recommended to assess how consumer attitudes toward ethical marketing and health claims evolve over time, especially in response to shifting public discourse or regulatory changes. Comparative studies across different product categories (e.g., supplements, organic foods) and population groups could enhance the contextual relevance and generalizability of findings. Additionally, incorporating qualitative methods such as in-depth interviews or focus groups may uncover nuanced motivations and barriers that quantitative approaches might overlook. Exploring cultural values and media exposure could also shed light on how social environments shape health-related consumption differently across regions. This multidimensional approach can contribute to building a more comprehensive framework for understanding ethical and health-oriented consumer behavior.

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