

Analysis of consumer motivation on purchase intention of Flimty Fiber: A study on Flimty Fiber consumers in West Kalimantan

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Abstract

This study analyzes the factors influencing consumer purchase intention of “Flimty Fiber” health products in West Kalimantan. These factors include health consciousness, utilitarian value, and subjective norms, with attitude as a mediating variable. The approach is quantitative research and data collection using a questionnaire with 200 respondents who meet the criteria. The sampling technique used was purposive sampling, and data analysis was carried out using the Partial Least Square (PLS) method. This study identified that health consciousness and utilitarian value significantly influence purchase intention. Attitude also mediates the relationship between utilitarian value, subjective norms, and purchase intention. However, health consciousness has no significant influence on attitude or an indirect influence on purchase intention, while subjective norms do not directly influence purchase intention. This research provides new perspectives for manufacturers and marketers of health products to prioritize functional value and pay attention to social pressure or social influence in building positive consumer attitudes toward products.

Keywords: Utilitarian value, Health consciousness, Subjective norm, Purchase intention, Attitude.

Abstrak

Penelitian ini menganalisis faktor-faktor yang mempengaruhi purchase intention konsumen terhadap produk kesehatan “Flimty Fiber” di Kalimantan Barat. Faktor-faktor tersebut antara lain health consciousness, nilai utilitarian, dan norma subjektif dengan sikap sebagai variabel mediasi. Pendekatan yang digunakan adalah penelitian kuantitatif dan pengumpulan data menggunakan kuesioner dengan jumlah 200 responden yang memenuhi kriteria. Teknik pengambilan sampel yang digunakan adalah purposive sampling, dan analisis data dilakukan dengan menggunakan metode Partial Least Square (PLS). Penelitian ini mengidentifikasi bahwa health consciousness dan nilai utilitarian memiliki pengaruh yang signifikan terhadap niat beli. Sikap juga memediasi hubungan antara nilai utilitarian, norma subjektif, dan niat beli. Namun, Health Consciousness tidak memiliki pengaruh signifikan terhadap sikap dan pengaruh tidak langsung terhadap niat beli, sedangkan norma subjektif tidak memiliki pengaruh signifikan terhadap niat beli secara langsung. Temuan ini memberikan wawasan baru bagi produsen dan pemasar produk kesehatan untuk lebih mengedepankan nilai fungsional dan memperhatikan tekanan sosial atau pengaruh sosial dalam membangun sikap konsumen yang positif terhadap produk.

Kata kunci: Nilai utilitarian, Health Consciousness, Norma subjektif, Niat beli.

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1. Introduction

The trend of health drinks with various brands is experiencing a significant increase. The sales data for the five best-selling detox diet drink brands on the Tokopedia and Shopee marketplaces demonstrate this. In the period 1-31 January 2023, The highest sales were obtained by Flimty with a percentage of 35.307%, followed by Balans (7.96%), Herwell (5.28%), Beaudelab (4.13%), and finally Madam Royale (3.97%) (Salsabila, 2023). Based on this data, Flimty dominates the market and has maintained its position as a top-of-mind brand from 2021 to 2024 (Top Brand Award, 2024)

Flimty is a domestic product made in Indonesia that was released in 2018 (Pratama, 2023). It is a high-fiber drink that helps diet programs, improves digestive system health, and detoxifies toxins (Flimty, 2024). This is reinforced by the definition of healthy drinks as beverages that can improve heart health, boost immunity, aid digestion, provide satiety, support joint health, and provide additional energy (Lim & Goh, 2019). Other health drinks such as flimty have flooded the Indonesian market, especially in the area where this research was conducted in West Kalimantan.

This study analyzes the variables influencing consumer preferences on Flimty's purchase intention. Ajzen (1985) states that purchase intention is the result of the influence of several factors that precede it, such as subjective norms (beliefs about the views of others regarding what is considered right or wrong in society), behavior patterns (individual beliefs about the results associated with an action), and perceived behavioral control (individual beliefs about the extent to which they can control the adoption of certain behaviors). According to Yanson et al. (2022), customers' willingness to buy a product is based on their experience in making consumption decisions, which is referred to as purchase intention. Consumer behavior that has a tendency to want something to be owned or take actions related to the acquisition of certain products is a form of consumer purchase intention. One assumption is that human behavior stems from individuals' desire to engage in specific actions and their ability to make conscious judgments (Ham et al., 2015). In this study, several variables are the main focus as factors that influence Purchase Intention, namely Attitude, Utilitarian value, and Subjective Norm.

Prahesti & Sanaji (2022) define Health consciousness, or health awareness as a condition in which a person understands and realizes the level and condition of their health. This has an impact on the tendency of individuals to pay more attention to their health by adopting healthy behaviors and lifestyles. Research by Prahesti and Sanaji (2022) has shown that the health awareness variable significantly affects the purchase intention variable. Research conducted by Jonathan & Tjokrosaputro (2022) states that health consciousness has a considerable impact on purchase intention and that health consciousness has a significant influence on attitude, which is supported by Nagaraj's research (Nagaraj, 2021). Research conducted by Lim & Goh (2019) revealed that AT (Attitude) has the strongest influence on consumer purchase intentions. AT is the tendency for someone to have a positive or negative assessment of an action or behavior (Ajzen, 2015).

Utilitarian value is a person's tendency to evaluate the efficiency of time, motivation, and energy to get a quality product or service (Muslikhun et al., 2022). Utilitarian value can be perceived by consumers when their expected requirements are met, and this value is related to the elements of price, service consistent with appropriate utility expectations and price including economic values such as money and time savings (Wu & Huang, 2023). In this study, utilitarian value on purchase intention has a direct effect and an indirect effect. This influence has a significant effect on attitude and is supported by Lee (2019) and on purchase intention has an indirect effect (Muslikhun, 2022).

The feelings that individuals get from behaviors influenced by social pressure in the form of close friends as an influential reference group (Lim & Goh, 2019), in performing or not performing behaviors is a form of subjective norm value (Ajzen, 1991). Subjective norms have a positive impact, as shown by previous research on social buying (Gan & Wang, 2017), and selling platforms and studies related to health drinks, which state that subjective norm on purchase intention has a positive effect (Lim & Goh, 2019). Subjective norm is also significantly related to attitude (Parrella et al., 2023) and has an indirect relationship to purchase intention which is mediated by attitude (Benita et al., 2023).

Analyzing the preferences of West Kalimantan consumers for healthy drinks is something that needs to be done because there is still little empirical investigation of the purchase intention of health drinks such as flimty fiber in West Kalimantan. Therefore, this study seeks to enhance the understanding of consumer purchase intentions regarding healthy beverages, specifically those related to diet detox drinks. This study will provide important insights for food and beverage manufacturers and entrepreneurs targeting consumers in West Kalimantan as a market for healthy beverage preferences. Therefore, researchers need to conduct further studies on the purchase intention of Flimty consumers in West Kalimantan by considering the variables of health consciousness, subjective norms, utilitarian value, and mediating attitude variables.

2. Literature Review

Purchase Intention

Bakti et al. (2020) define purchase intention as the state of consumers who plan to buy a functional food product in the future. One assumption is that human behavior stems from an individual's intention to engage in specific actions and their capacity to make decisions consciously. Muslikhun et al., (2022) explained in their research that purchase intentions emerge when consumers reflect on their motivations, which then develop into desires. Without this process, there would be no drive to actualize it. Through the process, it becomes possible to convert consumer motivation into action. Indicators used as purchase intention items include considering buying the products, find information about the products, and intending to buy the products (Lim & Goh, 2019; Prahesti & Sanaji, 2022).

Health Consciousness

Health Consciousness is a state in which an individual has a deep understanding of his or her health condition and level. Individuals who have this awareness are actively concerned with their physical and mental well-being, and adopt behaviors and lifestyles that support optimal health (Prahesti & Sanaji, 2022). Health consciousness refers to a person's level of engagement in health-related activities. It includes four main aspects: increased attention to health, genuine concern for well-being, active seeking of health information, and commitment to maintaining good health (Hoque, 2018). According to Fathin (2023) Individuals who prioritize well-being tend to carry out activities such as eating nutritious food, getting enough rest, exercising regularly, staying away from drug abuse and these things are a form of living a healthier lifestyle.

Health consciousness has a direct influence on attitude and purchase intention which is positive and significant. This relationship is similar to previous research reported in Sri Lanka with organic food objects that health-conscious consumers will monitor their health and adopt a healthy lifestyle. Health Consciousness positively influences positive attitudes towards organic food (Jayasinghe, 2020) and research on gen z and y consumers in the east Java area with the object of Functional Drinks shows a fairly strong relationship between health awareness and purchase intention. This indicates that consumers have insight into healthy lifestyles and beneficial practices to increase health, including the use of functional beverages (Fathin et al., 2023).

Health consciousness also indirectly affects purchase intention through attitude. This effect shows that the role of attitude in mediating health consciousness and purchase intention has a strong effect. A study conducted on millennial consumers in East Java shows that attitude fully mediates the effect, as the health consciousness of these consumers cannot directly influence their purchase intention for organic rice. In this case, the stronger a person's health consciousness is in influencing his attitude, the more positive his perception of the purchase intention organic rice will be (Permatasari et al., 2024). The indicators used in the health consciousness variable consist of three items, namely health self-consciousness, health alertness, health involvement (Espinosa & Kadić-Maglajlić, 2018; Prahesti & Sanaji, 2022). Referring to this research, the hypotheses proposed are as follows:

- H1 : Health consciousness affects purchase intention
- H2 : Health consciousness affects attitude
- H8 : Health consciousness affects purchase intention mediated by attitude

Utilitarian Value

Hsu & Lin (2014) state that utilitarian value is related to the practical and functional benefits obtained, such as comfort and price effectiveness. This notion has a meaning that is in line with utilitarian value defined by other studies that utilitarian value is a general consumer judgment of how much a product or service is useful (Mohammed, 2020). Utilitarian value has a considerable direct effect on influencing attitude towards flimty and also has an important impact on flimty purchase intention. The direct influence of utilitarian value on attitude is supported by previous studies. Research

conducted in South Korea on hotel reservations via mobile phones found that increasing the usability of an application can lead to more positive user attitudes. Service providers are advised to use appropriate wording and include more visual content rather than relying heavily on text (Kim et al., 2021). Similarly, a study in Taiwan on marketers using internet memes as promotional tools revealed that utilitarian value significantly affects consumer attitudes (Lee et al., 2019). Likewise, the indirect effect of utilitarian value on purchase intention is supported by some studies including; organic food research in Saudi Arabia.

The indirect effect of utilitarian value on purchase intention through attitude has a positive and significant effect which is supported by previous research in Purwokerto with the object of a coffee shop (Nida & Sumadi, 2023). Items of utilitarian value consist of efficiency, perceived benefits, and value for money (Jailani, 2023; Mohammed, 2020; Muslikhun et al., 2022). Based on the findings of previous research, this hypothesis is proposed:

H3 : Utilitarian value affects purchase intention

H4 : Utilitarian value affects attitude

H9 : Utilitarian value affects purchase intention mediated by attitude

Subjective Norm

Refers to the social pressure felt by individuals to perform or avoid certain behaviors (Lim & Goh, 2019). This is in line with what Mohammed explained in his research, which states that consumers will change their attitude or behavior towards a product when they know that their colleagues or others tend to favor buying environmentally friendly products (Mohammed, 2020). The direct influence between subjective norm and attitude is also supported by research conducted in four US regions with the object of research on irradiated ground beef (Parrella et al., 2023). The direct effect of subjective norms on purchase intention is also supported by research conducted by Mohammed (2020), and a study on functional food among students at the University of South Tangerang (Bakti et al., 2020). The influence factor in SN consists of the dimensions of normative beliefs, and outcome evaluations (Mohammed, 2020; Wang et al., 2019).

H5 : Subjective norms affect purchase intention

H6 : Subjective norms affect attitude

H10 : Subjective norms affect purchase intention mediated by attitude

Attitude

Ajzen (1985) states that attitude (AT) is a positive or negative evaluation made by individuals towards a behavior. AT can also be interpreted as a “mental position” or emotional feeling, as well as a positive or negative evaluation that a person has towards a product, service, company, idea, issue, or institution. AT tends to be long-lasting and difficult to change because it is rooted in the values and beliefs held by society. Behavioral intentions, feelings, and beliefs are a combination of consumer attitudes in evaluating products and services (Albretch et al., 2023). Several studies have found that attitude has a significant effect on purchase intention (Jonathan &

Tjokrosaputro, 2022; Kusumaningsih et al., 2019; Pinasthika et al., 2021). This effect is by research conducted in India with the object of organic food research that attitudes can strongly influence the intentions of young consumers (Prakash et al., 2023). Attitude has three indicators, namely cognitive component, feeling, and behavioral intention (Albretch et al., 2023; Muslikhun et al., 2022). Therefore, this hypothesis is proposed:

H7: Attitude has a significant effect on purchase intention

3. Research Method

According to Pakpahan et al. (2021), data collected directly from the public are referred to as primary data, while data obtained from literature sources are known as secondary data. Therefore, this research uses primary data and a quantitative approach by collecting data through questionnaires distributed to respondents who meet certain criteria. The questionnaires were distributed through social media. The questionnaire used in this research employed a Likert scale ranging from 1 to 5, with a sequence of five categories: strongly disagree, disagree, neutral, agree, and finally strongly agree. This study's target group was customers in West Kalimantan, with 200 respondents recruited using the purposive side technique.

The sample size can be determined by multiplying the number of reflective indicators by a certain factor, which typically ranges from 5 to 10 times the number of indicators (Nanuru et al., 2021). This implies that the sample size in this study is 190 (19 indicators \times 10). A total of 207 respondents were initially selected, with 200 respondents meeting the criteria. Therefore, the final sample size for this study consisted of 200 respondents. The sample requirements for this study are as follows: 1) The respondents are residents of West Kalimantan. 2) The respondents must be at least 17 years old. 3) The respondents should have seen Flimty advertisements. This research uses structural model analysis with the Partial Least Squares Structural Equation Modeling version 4 (PLS-SEM 4) approach, a component or variance-based prediction model. This method is appropriate because it can handle complex models with latent variables and smaller sample sizes.

The research model in this study is depicted in Figure 1.

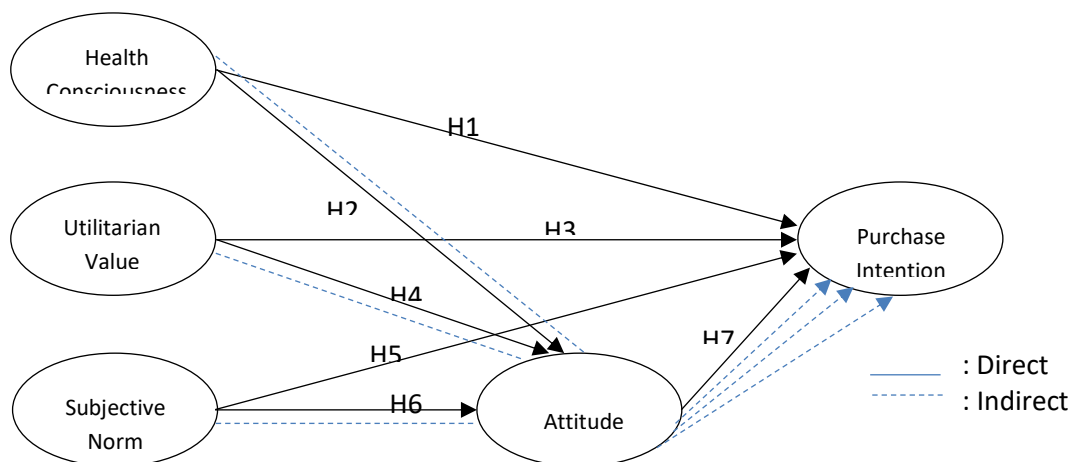


Figure 1: Research Model

The operational definitions and research variable items of this study are presented in Table 1.

Table 1: Operational Definitions and Items for Research Variables

Variabel	Definisi Operasional	Item	Source
Health Consci- ousness	Health consciousness is the respondent's assessment of their level of awareness, understanding, and attention to health- related aspects of daily life.	<ol style="list-style-type: none"> 1. I am mindful of the impact of the food I consume on my health. 2. I am alert to changes in my health. 3. I seek inspiration for a healthy lifestyle through social media. 	(Prahesti & Sanaji, 2022; Espinosa & Kadić-Maglajlić, 2018)
Utilitarian Value	Utilitarian value is a respondent's assessment of the practical or functional benefits that consumers derive from Flimty	<ol style="list-style-type: none"> 1. I feel that my time is more efficient with Flimty's convenient presentation. 2. I feel Flimty can be a good solution to maintain a healthy body. 3. The benefits obtained are comparable to the costs incurred to buy flimty. 	(Muslikhun et al., 2022;(Jailani, 2023); Mohammed, 2020)
Subjective Norm	Subjective norm is the respondent's assessment of the perceived social influence on their decisions or behaviors, particularly in relation to the expectations and perceptions of those closest to them, such as family, friends, or society.	<ol style="list-style-type: none"> 1. People in my social environment encourage me to buy flimty. 2. Society in general considers that consuming flimty is good for health. 3. I feel encouraged to buy Flimty because many friends and family recommend it. 	(Wang et al., 2019); Mohammed, 2020)
Attitude	Attitude is the respondent's evaluation of Flimty through the process of positive and negative assessments.	<ol style="list-style-type: none"> 1. I believe that Flimty is a healthy choice compared to other drinks. 2. I believe that Flimty is made from high-quality ingredients. 3. I feel attracted to try Flimty which offers a variety of benefits. 4. I feel that purchasing fibre drinks like Flimty in the future is the right choice. 	(Muslikhun et al., 2022); Albretch et al., 2023)

Purchase Intention	Purchase intention is the respondent's assessment of the tendency or intention to buy Flimty in the near future. It reflects consumers' attitudes, interests, and plans related to the purchase	<ol style="list-style-type: none"> 1. I plan to look for reviews and recommendations about Flimty before making a purchase decision. 2. After getting enough information, I feel ready to consider purchasing Flimty. 3. I have a strong intention to buy Flimty after considering all the information obtained. 	(Prahesti & Sanaji, 2022); Lim & Goh, 2019)
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4. Results and Discussion

4.1. Results

Respondent Characteristics

Table 2. Geographic and Economic Characteristics of Respondent Category

Category	Item	Number (n=200)	Percentage
Domicile	Pontianak	60	30%
	Singkawang	13	6.5%
	Kubu Raya	17	8.5%
	Bengkayang	9	4.5%
	Kayong Utara	10	5%
	Ketapang	7	3.5%
	Landak	11	5.5%
	Melawi	7	3.5%
	Mempawah	14	7%
	Sambas	10	5%
	Sanggau	12	6%
	Sekadau	8	4%
	Sintang	11	5.5%
Kapuas Hulu	11	5.5%	
Revenue (For those who are already working)	Rp2.000.000 – Rp3.000.000	42	21%
	Rp3.000.000 – Rp4.000.000	8	4%
	Rp4.000.000 – Rp5.000.000	6	3%
	Rp5.000.000 – Rp8.000.000	5	2.5%
	> Rp8.000.000	6	3%
Pocket Money (For those who are not yet working)	Rp1.000.000 – Rp2.000.000	151	75.5%
	Rp2.000.000 – Rp3.000.000	16	8%
	> Rp3.000.000	6	3%

According to the data processing results, out of 200 respondents, 168 (84%) are female and 32 (16%) are male. According to the data in Table 2 below, it is evident that out of the total respondents, 153 people (76.5% of the sample) are aged 17 to 25 years old, 36 people (18%) are 26 to 35 years old, 10 people (5%) have an age range between 36 to 45 years old, and 1 person (0.5% of the sample) is over 45 years old. This confirms that most respondents were between seventeen and twenty-five years old. The distribution of respondents based on occupation is that 141 people (70.5%) as students, 17 people (8.5%) as civil servants, 7 people (3.5%) as entrepreneurs, 23 people (11.5%) as private employees, 9 people (4.5%) as housewives, and laborers,

honorary, and midwives amounted to 1 person each (0.5%). According to the information in the table below, the majority of respondents came from the Pontianak City area, namely 60 people (30%). And other regions have significant representation. From an economic perspective, most respondents belong to the low to middle-income group.

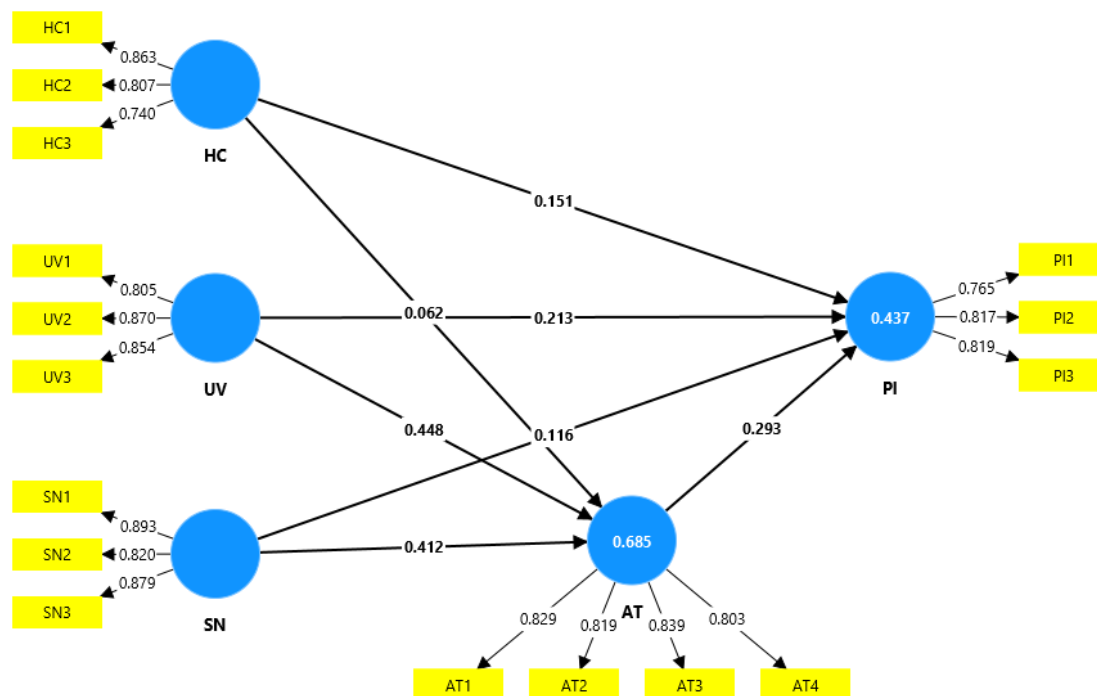


Figure 2. Outer Loading

Measurement Model Evaluation

Convergent Validity Test

Conducted an evaluation of item factor loadings, average variance extracted (AVE), and composite reliability (CR) to validate the data. Based on Figure 2 and Table 3, item loadings exceed the recommended or ideal level of more than 0.7 (Hair et al., 2019). This study produced an AVE within the acceptable range of exceeding 0.5, ranging from 0.641 to 0.711. Furthermore, the cronbach'alpha (CA) ranged from 0.726 to 0.841, and composite reliability (CR) ranged from 0.843 to 0.898, greater than 0.7. These measurement standard assumptions are in line with the values proposed by Hair et al. (2019), it can be concluded that all items have met convergent validity and have a reliability rating higher than 0.60, as shown in Table 3 based on Cronbach'alpha values. Measurement of the R-Square value of 0.25 indicates a poor model, an R-Square value of 0.50 indicates a medium model, and 0.75 indicates a good model. By observing changes in the R-Square value, it can be seen that the amount of variation in endogenous variables (attitude and purchase intention) that can be explained by exogenous variables (Independent) is 0.680 for attitude and 0.425 for purchase intention (Latan & Ghozali, 2012).

Table 3. Measurement Model Results

Variables	Item	Loading Factor	CR	Cronbach's Alpha	AVE	R-square
Health Consciousness	HC 1	0.863	0.846	0.728	0.648	
	HC 2:	0.807				
	HC 3	0.740				
Utilitarian Value	UV 1	0.805	0.881	0.797	0.711	
	UV 2	0.870				
	UV 3	0.854				
Subjective Norm	SN1	0.893	0.898	0.830	0.747	
	SN2	0.820				
	SN3	0.879				
Attitude	AT1	0.829	0.893	0.841	0.677	0.680
	AT2	0.819				
	AT3	0.839				
	AT4	0.807				
Purchase Intention	PI1	0.765	0.843	0.726	0.641	0.425
	PI2	0.817				
	PI2	0.819				

Discriminant Validity Test

After assessing convergent validity, the subsequent step involves evaluating discriminant validity. Based on the literature from Fornell and Larcker (1981) using this test. In Table 4 the square root of the AVE for each variable is higher than the correlation with the variables along the main path, compared to the correlation with the variables outside the main path. Therefore, it can be determined that the variables in this study possess items with optimal validity.

Table 4. Discriminant validity using the Fornell-Larcker Criterion

	Attitude	Health Consciousness	Purchase Intention	Subjective Norm	Utilitarian Value
Attitude	0.823				
Health Consciousness	0.445	0.805			
Purchase Intention	0.613	0.434	0.801		
Subjective Norm	0.756	0.377	0.547	0.864	
Utilitarian Value	0.774	0.508	0.600	0.715	0.843

Structural Model Evaluation

Hypothesis Testing

This work used statistical analysis to estimate the path coefficients of the structural model and bootstrap analysis to confirm the statistical significance of the findings. This study tested the hypothesis and the t-statistic > t table and at a significance level of 5% (0.05). The t-table value found was 1.96. The results of this research hypothesis test are reported in Table 5.

Table 5. Hypothesis Testing

Influence	Original Sample	Standard Deviation	T Statistics	P-Values	Description
Health Consciousness → Purchase Intention	0.151	0.069	2.202	0.028	H1 Accepted
Health Consciousness → Attitude	0.062	0.064	0.963	0.335	H2 Rejected
Utilitarian Value → Purchase Intention	0.213	0.098	2.116	0.030	H3 Accepted
Utilitarian Value → Attitude	0.448	0.089	5.003	0.000	H4 Accepted
Subjective Norm → Purchase Intention	0.116	0.102	1.144	0.253	H5 Rejected
Subjective Norm → Attitude	0.412	0.064	6.397	0.000	H6 Accepted
Attitude → Purchase Intention	0.293	0.104	2.808	0.005	H7 Accepted

Source: data processing results (2024)

Mediation Test

To facilitate communication between the independent and dependent variables, the intervening variable becomes an intermediary or bridge. This test reveals the indirect effects between the variables and the test results are in Table 6.

Table 6. Mediation Test

Influence	Original Sample	Standard Deviation	T Statistics	P-Values	Description
Health Consciousness → Attitude → Purchase Intention	0.018	0.020	0.889	0.374	H8 Rejected
Utilitarian Value → Attitude → Purchase Intention	0.131	0.057	2.312	0.021	H9 Accepted
Subjective Norm → Attitude → Purchase Intention	0.121	0.048	2.498	0.013	H10 Accepted

Source: data processing results (2024)

4.2. Discussion

Health Consciousness and Purchase Intention

Health consciousness in consumers can increase purchase intention for flimty fiber products. This means that the higher the awareness of personal health that is owned, it will have an impact on increasing consumer purchasing intentions for flimty. This is in accordance with several previous studies, such as research by Nithasyah on environmentally friendly cosmetics, which found that health consciousness impacts purchase intention. This shows that attention to personal health, motivation to maintain health, and improve quality of life can encourage an increase in purchase intention (Nithasyah et al., 2023). Similarly, research on functional beverages by Fathin et al. (2023) and a study conducted in Jakarta on organic food by Jonathan & Tjokrosaputro (2022) support the results of this study.

Health Consciousness and Attitude

Health consciousness is an awareness that has an impact on attitude formation. However, in this study, it was found that health consciousness did not have an impact on the formation of consumer attitudes about Flimty as a health drink. This contradicts previous research conducted by Song Bee with the object of organic food research in Malaysia that consumer attitudes about organic food can be formed by the presence of health consciousness (Lian, 2017). However, in research conducted by Rianto with organic food objects in the Jabodetabek area, that health consciousness has no impact on the formation of consumer attitudes about health food (Rianto et al., 2023). The research shows that consumers with high health consciousness often have a strong preference for products that are perceived to be healthier or more in line with their lifestyle. However, health consciousness is not always directly proportional to positive attitudes towards certain products, such as Flimty, as consumers may prefer substitute products that they perceive to be more effective or better suited to their needs.

Health Consciousness, Attitude and Purchase Intention

Consumers who have high health consciousness tend to have a positive attitude towards products that support health. This means that the higher the awareness of one's own health, it will have an impact on increasing consumer purchase intention towards flimty directly. This influence is due to consumers who have high health consciousness that health drinks such as flimty can be a solution to improve their personal health level. This effect is similar to the results of previous research conducted by Permatasari et al. (2024). The findings in this study have a relationship that shows health consciousness is not the main factor influencing flimty purchase intention but still has a positive influence. This means that in general, when health consciousness increases, there is a tendency to increase purchase intention, but this increase is not strong or consistent enough to be considered statistically significant and this result is similar to previous research conducted by (Purwianti et al., 2023). For instance, research has shown that consumers with high health consciousness tend to evaluate food products more favorably, which can enhance their attitudes towards purchasing organic or health-oriented foods (Hsu et al., 2016; Iqbal et al., 2021). However, despite this positive influence on attitudes, the direct impact of health consciousness on purchase intentions can be mitigated by other factors such as price sensitivity, subjective norms, and perceived behavioral control (Shimul et al., 2021; Syafrizal et al., 2024).

Utilitarian Value and Attitude

The results revealed that when the utilitarian value perceived a consumer for a product or service increases, the more positive their attitude towards the product. When consumers perceive high utility value from flimty, they tend to develop a positive attitude towards flimty. Flimty has a utilitarian value that is considered highly functional and consumers will prefer flimty and consider it a good choice. Thus, strong utilitarian value can influence consumers to have a more positive attitude towards flimty. The results of the study are similar to the findings of other researchers (Kim et al., 2021; Lee et al., 2019; Redda, 2020).

Utilitarian Value and Purchase Intention

Utilitarian value has an impact on consumer purchase intention, which means that consumers have a greater intention to buy because flimty provides real functional benefits and meets practical needs that match consumer expectations. Consumers are more likely to value the utilitarian quality of a product, and they feel confident about health benefits and better product quality (Zoll et al., 2017). The findings in this study are similar to those of Ghali (2020), Mohammed (2020), Lee et al. (2019).

Utilitarian Value, Attitude, and Purchase Intention

The stronger the consumer's perceived functional benefits applied to flimty, the stronger the attitude influences the customer's purchase intention. Then, emphasizing functional benefits such as the convenience and cost-effectiveness of flimty and highlighting that Flimty Fiber products are not only healthy but also practical to use and offer good value for money will strengthen consumers' positive attitudes towards the product. The positive attitude that is formed will influence consumer purchase intention so they are encouraged to buy in the future. The results of this study are supported by previous research (Muslikhun et al., 2022; Zamil et al., 2023; Redda, 2020).

Subjective Norm and Attitude

In this study, social pressure on a particular behavior can increase positive attitudes towards Flimty. This relationship means that the greater the social pressure, or influence exerted by surrounding people on consumers has an impact on the magnitude of consumers' positive attitudes towards flimty. These findings are similar to previous research conducted in the US with the object of research on irradiated ground beef (Parrella et al., 2023), and research on fashion products in Jakarta (Yusuf & Zulfitri, 2021).

Subjective Norm and Purchase Intention

The findings of this study revealed that the subjective norm relationship to purchase intention has no impact on flimty purchase intention. This means that the social influence that consumers get has no direct effect on flimty purchase intention. These findings contradict the literature review in this study. One of them is research on organic food conducted in Saudi Arabia that consumers tend to change their attitudes or behavior towards a product when they realize that friends or other people prefer to buy environmentally friendly products (Mohammed, 2020). However, these findings are supported by other studies, such as research conducted in Portugal with organic food objects (Teixeira et al., 2022), research conducted in India with organic food objects (Prakash et al., 2023), and research by Pinasthika et al. (2021).

Subjective Norm, Attitude, and Purchase Intention

When individuals feel that important people around them (e.g. friends, family or colleagues) support or advise them to buy flimty, they are more likely to develop a positive attitude towards flimty. This social influence creates the perception that buying flimty is the right or expected thing to do, which in turn can shape a more favorable attitude towards flimty. Once a positive attitude towards flimty is formed, individuals tend to be more open and have a greater intention to purchase flimty. A positive attitude

increases consumers' belief and attraction to the benefits or value of the product, which will increase their likelihood of making a purchase. This research is supported by previous research (Benita et al., 2023; Jain, 2020).

Attitude and Purchase Intention

Consumers' positive attitudes towards Flimty can influence how they perceive and value the product positively. This can then encourage them to have the intention to buy Flimty products. When consumers have a good view of Flimty, They are more inclined to desire purchasing the product later day. These findings are supported by previous research (Pinasthika et al., 2021; Prakash et al., 2023; Kusumaningsih et al., 2019).

5. Conclusion

This study shows that the hypothesized variables, namely health consciousness, utilitarian value, subjective norms, attitude, and purchase intention have an influence in explaining consumer purchase intentions for limty products in West Kalimantan. The results of this study are consistent with empirical studies stated in the literature, where analysis of the factors that influence consumer preferences is able to explain purchase intention. These results confirm that Health Consciousness, utilitarian value, subjective norm mediated by attitude, and consumer attitudes towards health products such as Flimty can influence purchase intention directly or indirectly. This study also found that health consciousness has no significant effect on purchase intention mediated by attitude but can have a direct effect without being mediated by attitude. Conversely, subjective norm has a positive and insignificant indirect effect on purchase intention. Subjective influence can have an effect in the presence of attitude as a factor that mediates the relationship with purchase intention. This means that subjective norm does not create significant purchase intention without attitude as an evaluation of actions obtained from pressure or influence from others on the decision to buy. The more positive the attitude obtained from the social environment, the stronger the possibility of making a flimty purchase.

This study confirms the importance of consumer perceptions of health consciousness, subjective norm and utilitarian value in influencing consumer attitudes and purchase intentions towards health drink products such as flimty. The findings provide relevant contributions for producers and health drink industry players in developing more effective marketing strategies, especially for the West Kalimantan region. By emphasizing the utility and effectiveness of products, companies can strengthen positive consumer attitudes and increase purchase intentions for products such as Flimty. In addition, an understanding of the influence of subjective norm can be integrated in marketing campaigns through the influence of social groups and communities that support healthy lifestyles, so as to expand the health drink market in Indonesia, especially in the West Kalimantan region.

Based on the results of this study, there are several opportunities for further development and practical applications. First, future research can expand the scope of variables by including other factors such as *perceived quality*, *perceived price*, and the level of consumer confidence in the health claims of Flimty products. In addition,

research can deepen the understanding of the effects of *utilitarian value* and *subjective norms* on different consumer segments or in the context of other health products in a wider region.

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