The Influence of Attitude, Product, Price, Place, and Promotion on Indonesian Consumers' Purchase Intention towards Healthy Dessert

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Keywords: Consumer Decision Factors, Healthy Dessert, Indonesian Consumers, Marketing Strategy, Purchase Intention.

Abstract: In Indonesia, healthy food demand is on the rise along with the increased prevalence of overweight and obesity. It also affects the dessert industry as healthy dessert business is getting popular in an urban area. Understanding factors influencing consumer purchase intention is crucial to create a suitable marketing strategy. Therefore, this research analyses the influence of consumer attitude, product attributes, price, place, and promotion on Indonesian consumers' purchase intention towards healthy dessert product. Research is done within Bandung City through a questionnaire with 410 respondents and analyzed using multiple regression and crosstab descriptive analysis, then validated through interview. This study finds that attitude, price, and promotion are the most influential factors, followed by a factor of place, then the factor of the product as the least influential one. Additionally, the potential customer segment for healthy dessert product is female & male aged 18-55 years old who work as medical/private/government employee, entrepreneur, and college student with monthly income IDR 2.500.000 up to more than IDR 10.000.000. Their most preferred places to buy healthy dessert are a supermarket, official outlet, health store, canteen, and social media. Results provided in this study can be considered by healthy dessert businesses in formulating a suitable marketing strategy that can support their business growth.

1 INTRODUCTION

According to the Global Burden of Disease Report in 2013, there were approximately 2.1 billion people – almost 30% of the global population – suffered from overweight or obesity (Nielsen, 2015). Therefore, consumers around the world begin to have more concern for their health. As much as 49% of global respondents in Nielsen Global Health & Wellness Survey 2015 consider themselves overweight, and a nearly similar percentage (50%) actively try to lose their weight. In fact, the majority of people globally prefer to change their diet and do more exercise as a weight loss method (Nielsen, 2015). Nielsen also reveals the mindset of over 30.000 individuals globally about healthy food: 85% of participants – from Generation Z to Baby Boomers – are willing to pay a premium for healthy food that can either reduce disease and/or promote good health.

This phenomenon also happens in Indonesia, where the prevalence of overweight and obesity has increased during 2007-2018 (Ministry of Health of the Republic of Indonesia, 2018).

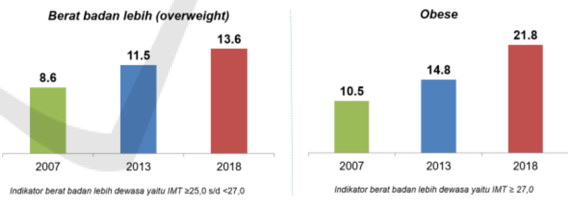

Figure 1: Growth rate of overweight and obesity in Indonesia during 2007-2018. (Source: Ministry of Health of the Republic of Indonesia, 2018:67.)

Even in 2014, Lancet Medical Journal released that Indonesia is the 10th most obese country in the world (BBC News, 2014). Indeed, 75% of metro consumers in Indonesia said they aim to have a healthier diet and 58% said they would definitely exercise more (Mintel, 2017). It leads to the rise of healthy food demand, as Euromonitor International has recorded a CAGR percentage of 5 food categories in Indonesian healthy food industry (Wardani, 2017).

This trend also affects dessert industry in specific, since 53.1% of ≥10 years old Indonesian population like to eat sweet food ≥1 time/day (Ministry of Health

Walidayni, C. and Chaldun, E.
The Influence of Attitude, Product, Price, Place, and Promotion on Indonesian Consumers' Purchase Intention towards Healthy Dessert.
DOI: 10.5220/0008429502180228
In *Proceedings of the 2nd International Conference on Inclusive Business in the Changing World (ICIB 2019)*, pages 218-228
ISBN: 978-989-758-408-4

of the Republic of Indonesia, 2013). Thus, healthy dessert business is getting popular in the urban area, including Bandung as a metropolitan city in Indonesia.

Table 1: Health and wellness food retail sales in Indonesia historic in US$ millions, fixed 2015 exchange rate.

Food Category	CAGR % / Year						CAGR % 2010-2015
	2010	2011	2012	2013	2014	2015	
Fortified Functional (FF)	3,366.1	3,903.1	4,478.1	4,953.5	5,687.7	6,249.5	13.2
Naturally Healthy (NH)	852.3	961.6	1,176.8	1,329.5	1,531.5	1,716.6	15.0
Better for You (BFY)	64.8	72.3	81.3	91.8	103.6	114.4	12.0
Food Intolerance (FI)	7.9	9.0	10.7	12.8	15.8	17.9	17.8
Organic (O)	6.6	7.0	7.6	8.5	9.6	10.9	10.6
Total Health and Wellness Food	**4,297.7**	**4,953.0**	**5,754.5**	**6,396.0**	**7,348.3**	**8,109.3**	**13.5**

Source: Wardani, E.K., 2017:2.

In contrary to the increasing number of such businesses, unfortunately, the number of related researches that can help them to gain a deeper understanding of their market is still limited. So, there's an urgency here to conduct a study about consumer purchase intention towards healthy dessert product. Results provided in this study can be considered by healthy dessert businesses in formulating a suitable marketing strategy that can support their business growth.

2 THEORETICAL FOUNDATION

2.1 Healthy Dessert

Based on the Cambridge Dictionary, the definition of dessert is sweet food eaten at the end of a meal, although in fact, people also eat dessert for snacking and even breakfast.

Varieties of dessert are biscuit or cookies, cake, chocolate and candy, pudding and custard, deep-fried dessert, frozen dessert, jellied/gelatin dessert, pastry, pie, cobbler, clafoutis, sweet soup, and dessert wine (Wikipedia).

While for healthy dessert itself, apparently it still has no exact definition until today. However, according to the definition & varieties of conventional dessert and the 5 healthy food categories, it can be concluded that what defined as healthy dessert is those dessert varieties which contain the value of fortified functional, better-for-you, naturally healthy, organic, and food intolerance.

Fortified functional desserts are those who enriched or fortified with nutrition such as vitamin, mineral, protein, etc. (Hasler, 2002).

Better-for-you desserts are those which good for body health and contain low calorie, carbo, sugar, fat, etc. (Hudson Institute, 2011).

Naturally healthy desserts are those which uncooked or minimally cooked like fried, baked, boiled, steamed, etc. and doesn't contain artificial substances like colouring, flavouring, preservative, etc. (Bradford, 2015).

Organic desserts are those which contains organic ingredients or free from synthetic chemical and GMOs (Duram, 2018).

Food intolerance desserts are those who free from intolerable ingredients such as lactose, gluten, casein, artificial/chemical substances, etc. which can cause body metabolic disorders (Nordqvist, 2017; American Academy of Allergy Asthma & Immunology n.d.).

2.2 Factors Influencing Consumer Intention to Purchase Healthy Dessert

In order to find the influencing factors, there are 2 steps used. First is using secondary data from several former related types of research around the world. Second is using primary data through preliminary research to 10 respondents who have been running healthy lifestyle and used to healthy food products. The second step is needed to validate those secondary data variables based on the perspective of Bandung consumers – the city where this research is sited – and to dig out the possibility of any new variables found.

In result, there are 142 discovered variables where many of them are actually similar. Therefore, they're simplified into 41 variables within 5 factors: consumer attitude, product attributes, price, place, and promotion.

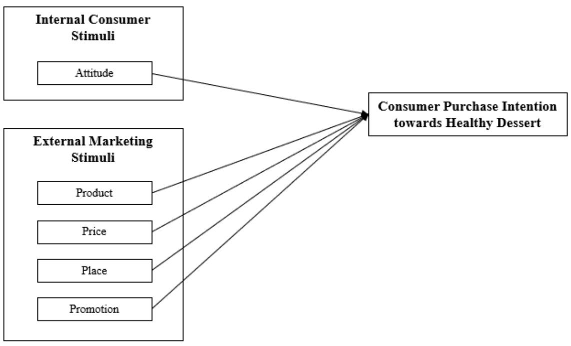

Figure 2: Conceptual framework.

2.3 Conceptual Framework and Hypothesis

Consumer purchase intention towards healthy dessert is influenced by two kinds of stimuli. First, the internal stimuli that come from the consumer itself which consists of attitude. Second, the external stimuli that come from businesses/marketers in the form of 4Ps marketing mix which consists of product, price, place, promotion. The Framework can be seen in Figure 2.

2.3.1 Consumer Attitude

According to Tuorila (1997), attitudes strongly influence food choice behavior. Consumers' concern for their own health and degree of trust in organic food have a significant impact on their purchase intention of organic food. On the other hands, consumers' concern for environmental protection, current food safety, and knowledge of organic food have a weak effect on their purchase intention (Yin et al., 2010). The consumers' perceived value of organic food is important, as a number of previous researches showed a positive perception towards organic food products (Ahmad, 2010). Perceived value can be illustrated as the consumers' assessment of the utility of a product based on the consumers' perceptions of what they give and receive in return (Naylor & Frank, 2000; Zeithaml, 1988). Hill and Lynchehaun (2002) discovered that knowledge is an important factor when purchasing organic products. In their study, Yiridoe, Bonti-Ankomah, and Martin (2005) stated that consumers do not purchase organic food for two reasons: lack of knowledge and their inability to clearly distinguish the unique attributes of organic products from the conventionally grown alternatives because of insufficient detailed information. Further, reference or group recommendation from doctor/trainer/family/friend indirectly convinces consumers that consuming these products is a modern trend and it dominantly affecting consumers' functional food purchase intention (Sari, 2012; Kaur and Singh, 2014). Therefore, it is assumed that:

H1: Consumer attitude positively influencing consumers' intention to purchase healthy dessert

The table 2 shows the consumer attitude variables.

Table 2: Consumer attitude.

Attitude (Yin et al., 2010; Sari, 2012; Cazacu, 2012; Kaur & Singh,2014 ; Wee et al., 2014; Basha, 2014; Paul & Rana, 2017; Hassan et al., 2015; Walidayni, 2019)	Health concern: healthy life priority
	Health concern: healthy life maintenance
	Perceived value: prevention
	Perceived value: treatment
	Environmental concern
	Safety food concern
	Knowledge: product superiority
	Knowledge: health maintenance
	Knowledge: benefit
	Trust: product
	Trust: brand
	Reference: family
	Reference: friends
	Reference: expert
	Trend

2.3.2 Product Attributes

Paul and Rana (2012) stated that consumers' overall satisfaction on a healthy food product is also a dominant influence, this overall satisfaction includes taste, quality, freshness, packaging, variety, and nutritional info. Moreover, Nielsen's Global Health and Wellness Survey (2015) revealed that in purchasing healthy food, indeed consumers consider several health attributes which they think are very important: back-to-basics, less is more, more is more, and sustainable. Certification is another important factor which encourages consumers to buy organic food. In order to gain consumer trust, it is important for farmers to authenticate and validate their products through government's certification (Deliana, 2012). Due to lifestyle change and increased quality consciousness, consumers today tend to choose products that easy to store and have a long shelf-life (Kaur and Singh, 2014). According to these findings, it can be assumed that:

H2: Product attributes positively influencing consumers' intention to purchase healthy dessert.

The table 3 shows the product attributes variables.

Table 3: Product attributes.

Product (Kaur & Singh, 2014; Basha, 2014; Nielsen, 2015; Paul & Rana, 2012, 2017; Hassan et al., 2015; Walidayni, 2019)	Health attribute: naturality
	Health attribute: sustainability
	Health attribute: more is more
	Health attribute: less is more
	Health attribute: safety
	Composition: halal
	Taste: sweet
	Taste: plain
	Quality
	Freshness
	Packaging: attractive
	Packaging: practical
	Packaging: environmentally friendly
	Variety
	Information label
	Certification
	Easiness to store
	Long shelf life

2.3.3 Price

Being susceptible to price elasticity, the price of organic food has an obvious impact on consumer demand. Consumers' degree of acceptance of current price has a significant impact on their purchase intention of organic food (Yin et al., 2010). A better quantity or size of the product is another consideration of consumers in addition to price, as they expect to get a reasonable price for a decent quantity/size. Same expectation also applies to price equal value, where consumers desire a price that worth the benefit they get from a product. Hence, it triggers the assumption that:

H3: Price positively influencing consumers' intention to purchase healthy dessert.

The table 4 shows the price variables.

Table 4: Price.

Price (Yin et al., 2010; Cazacu, 2012; Walidayni, 2019)	Affordable price
	Price equal value
	Better quantity

2.3.4 Place

According to Kaur and Singh (2014), easy availability is one of the highest variables that influencing consumer purchase intention which means that the product needs to be available at reachable places. Furthermore, Paul and Rana (2012) said that the existence of delivery also influencing the overall satisfaction of consumers towards healthy food product. Therefore, the hypothesis as follow appears:

H4: Place positively influencing consumers' intention to purchase healthy dessert.

The table 5 shows the place variables.

Table 5: Place.

Place (Sari, 2012; Kaur & Singh, 2014; Paul & Rana, 2012; Walidayni, 2019)	Easy availability
	Delivery

2.3.5 Promotion

Very good promotional offers, influenced advertisement, and retailers influence are claimed to have a high influence on consumer purchase intention (Kaur and Singh, 2014). Based on that claim, it is assumed:

H5: Promotion positively influencing consumers' intention to purchase healthy dessert.

The table 6 shows the promotion variables.

Table 6: Promotion.

Promotion (Kaur & Singh, 2014; Walidayni, 2019)	Promotional offers
	Advertisement influence
	Retailers influence

2.4 Mapping the Potential Customer Segment

2.4.1 Demography and Preferences

Several studies agreed on the socio-demographic profile of healthy food buyers. Consumers' income status has a positive effect on their willingness to purchase organic food. Meanwhile, consumers' age, degree of education, and the presence of a child under 12 years in the family have no obvious impact on purchase intention (Yin et al., 2010). This argument is even more strengthened by Thompson and Kidwell (1998) who said that age, gender, and having a college degree just had little impact on a shopper's decision to buy organic food. In contrary, Dettmann and Dimitri (2007) stated consumers with higher education were more interested in purchasing organic food than those with less education. Regarding gender, majority of studies reveal that females are the most likely buyers of functional foods since women have often been reported to have higher levels of health awareness (Verbeke, 2005; Gilbert, 2000; Poulsen, 1999). Younger household and women are aged 30-45 with children having high disposable income include organic food in their purchase (Van Doorn and Verhoef, 2011; Dettmann and Dimitri, 2007). Furthermore, the researcher also suspecting that individual who lives with parents will tend to choose healthy food because of parents' condition or intervention.

Table 7: Demography and preferences.

Demography and Preferences (Yin et al., 2010; Basha, 2014; Paul & Rana, 2012; Walidayni, 2019)	Age
	Gender
	Education
	Occupation
	Income
	Family member: having children
	Family member: living with parents
	Healthy dessert consumption
	Place to buy
	Consumption frequency
	Last time consumption

Therefore, potential customer segment can be seen from the relationship between demography profile and consumption frequency. The table 7 shows the demography and preferences.

3 METHODOLOGY

3.1 Data Collection

The data collection process is carried out through two phases using a mixed method – quantitative and qualitative. The first phase is an online questionnaire which consists of questions that represent the variables used (see Table 3-Table 8).

The second phase is a direct interview with the same questions, but it's focused to gain deeper insight from respondents regarding the reasons behind their questionnaire answers and purposed also for validation.

3.2 Variable Measurement

Likert scale is used to measure the variables with a scale from 1 to 5, where the value number of 1 represents "strongly disagree", 2 represents "disagree", 3 represents "neutral", 4 represents "agree", and 5 represents "strongly agree".

3.3 Population & Sample

The population of this research is the whole of Bandung citizens. This research uses non-probability judgemental sampling since it only takes female & male aged ≤17 up to ≥56 years old with middle-upper economic class who live in Bandung City as its sample.

For questionnaire's sample size, Roscoe (1975) stated that good sample size for multiple regression is 10 times the variable used – in which this research has 5 independent variables and 1 dependent variable – so the minimum sample size required is 60 respondents.

While in determining sample size for direct interview, since the questionnaire respondent is classified into 5 age groups (≤17, 18-22, 23-40, 41-55, ≥56 years old), so researcher takes 2 respondents from each group – one who has the least and one who has the most intensive healthy dessert's consumption – which is 10 respondents in total.

3.4 Data Analysis

3.4.1 Multiple Regression Analysis

Multiple regression analysis is a suitable analytical method to measure the influence's significance of consumer attitude, product attributes, price, place, and promotion on Indonesian consumers' purchase intention towards healthy dessert product. Which is estimated by the following equation:

$$\hat{Y} = a + b_1X_1 + b_2X_2 + b_3X_3 + \dots + b_kX_k \quad (1)$$

3.4.2 Crosstab Descriptive Analysis

Crosstab descriptive analysis is the suitable analytical method for mapping the potential customer segment based on their demography profile – on the row – and frequency of healthy dessert consumption – on the column.

4 RESULT

4.1 Factor's Influence on Indonesian Consumers' Purchase Intention towards Healthy Dessert

Data provided in this section is the analysis result of 410 online questionnaire respondents, which then validated through a direct interview to 10 chosen respondents whose answers represent the 410 others' but in more detailed with their reasons behind and their actual expectations.

Table 8: ANOVA's result.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	212.640	5	42.528	87.499	.000[b]
	Residual	196.360	404	.486		
	Total	409.000	409			

a. Dependent Variable: Zscore: Total Score Y

b. Predictors: (Constant), Zscore: Total Score X5, Zscore: Total Score X1, Zscore: Total Score X3, Zscore: Total Score X2, Zscore: Total Score X4

Since the Sig. score in Table 8 shows a value of 0.000 which is <0.05, therefore it proves that factors of consumer attitude, product attributes, price, place, and promotion simultaneously influencing Indonesian consumers' intention to purchase healthy dessert product.

Table 9: Coefficients regression's result.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.921E-015	.034		.000	1.000
	Zscore: Total Score X1	.392	.040	.392	9.845	.000
	Zscore: Total Score X2	.073	.040	.073	1.811	.071
	Zscore: Total Score X3	.162	.042	.162	3.903	.000
	Zscore: Total Score X4	.085	.042	.085	2.012	.045
	Zscore: Total Score X5	.278	.040	.278	6.991	.000

a. Dependent Variable: Zscore: Total Score Y

From ANOVA’s result before, it’s already known that all factors are simultaneously influencing Indonesian consumers' intention to purchase healthy dessert product. But however, each of them has different influence level on consumer purchase intention. As seen on Sig in table 9, the most influential factors are attitude, price, and promotion (0.000), followed by a factor of place (0.045), then the factor of the product (0.071) as the least influential one.

It’s proven that attitude, price, and promotion have a significant impact on consumer purchase intention as has been discovered before by Tuorila (1997), Yin et al. (2010), and Kaur & Singh (2014). It’s also in accordance with Kaur and Singh (2014) that factor of the place has a high influence on consumer purchase intention. But, in contrary to Paul and Rana (2012), overall satisfaction in product attributes isn’t the dominant influence on consumer purchase intention, instead, it’s the weakest.

4.1.1 Consumer Attitude

Consumer attitude explains the perspective of consumers on healthy dessert product and how they react on it. According to interview result, all respondents from age group of ≤17 up to ≥56 years old set healthy life as their priority and they believe that eating healthy food – including dessert – is an important factor to achieve a healthy life. Four fifths of respondents said they consume healthy dessert only for prevention/health maintenance, not for treatment to certain diseases. All of them have understood that healthy dessert is more beneficial than conventional dessert, therefore they start balancing their consumption between the conventional and the healthy one. Another reason is because they see healthy dessert as a safe product, both for themselves and for the environment as well because it’s natural and free from artificial/chemical substances. It proves that majority of consumers have owned positive perception towards healthy food products (Ahmad, 2010) and it’s in contrary to Yin et al. (2010) statement where consumers’ concern for environmental protection, current food safety, and knowledge of healthy food have a weak effect on their purchase intention, in fact, those things are precisely what encourage consumers to choose healthy food. But however, only two fifths of respondents believe that healthy dessert is truly healthy – more than just branding matters, while the rest are only half believers unless they’ve read the nutritional and ingredients info, or have seen the production process directly, or have seen/felt the concrete result of benefit. It then affects their trust in references, hence the first recommendation they would follow is from an expert, second is family, and last is friends, as what stated before by Sari (2012) and Kaur & Singh (2014) that such references can affect consumer purchase intention. Even all of the respondents are not persuaded by celebrity/influencer endorsement nor trend. For them, consuming healthy dessert is full because of their personal consciousness, needs, and pleasure.

4.1.2 Product Attributes

Product attribute explains the expectation of consumers towards healthy dessert product. All of the respondents think that healthy dessert should be rich of nutrition (vitamin/mineral/protein), less of fat/sugar/carbo/calorie, natural (minimally processed), safe (free from artificial/chemical substances), support sustainability (environment, fair trade, local economy). Regardless of religion, in fact, all of them expect halal composition. Only three of ten respondents would tolerate a healthy plain-tasted dessert even if it’s very nutritious, while the rest is demanding a healthy sweet-tasted dessert. For them, good quality ingredients and freshness is a must in order to keep the health value. The freshness here means fresh-made, therefore four fifths of respondents don't agree that healthy dessert should have long shelf-life durability. One fifth of respondents who work as the medical employee said that healthy dessert could be made durable using smart packaging technology, smart production technology, or natural preservatives. For wet dessert, all of the respondents expect days-shelf-life durability (less than 1 week in refrigerator). Whilst for dried dessert, they expect months-shelf-life durability. Four fifths of respondents are more interested in packaging that looks attractive (colourful/clean/fresh/healthy), whereas the one fifth only focuses on the information label. Further, all of them agree that practical (easy to takeaway, easy to serve, easy to store) and environmentally friendly packaging, information label and certification, variety of flavour, type, and size are important.

So, it’s true that overall satisfaction on product attributes has an influence on consumer purchase intention – including certification to gain consumer trust (Paul and Rana, 2012; Deliana, 2012; Nielsen, 2015). Further, lifestyle changes and increased quality consciousness indeed have shifted consumers preference into easy-to-store products (Kaur and Singh, 2014), but on the other hand, they don’t want a long shelf-life product because they think healthy food should be fresh, natural, and safe from chemical preservatives.

4.1.3 Price

For respondents who earn less than IDR 10.000.000/month, the price of some healthy desserts is already affordable, while some others' are still not. However, all of them agree that even though healthy dessert is more expensive than the conventional one, but the price they pay is worth the health benefit and quantity they get, therefore they continue to consume healthy dessert. It strengthens Yin et al. (2010) statement that consumers' degree of acceptance of current price has a significant impact on their purchase intention – including quantity and benefit covered by the price.

4.1.4 Place

All of the respondents see that healthy dessert business has not evenly distributed, instead it's still concentrated in certain parts of the city only. There's even one fifth of respondents who have never bought healthy dessert yet because they didn't find such products in their place, this also caused by a lack of advertisement. So, it's true that easy availability has a high influence on consumer purchase intention according to Kaur and Singh (2014) finding. Fortunately, some of the businesses already provide delivery service which makes consumers more convenient. As Paul and Rana (2012) said that the existence of delivery also influencing the overall satisfaction of consumers towards healthy food product and can increase their purchase intention.

4.1.5 Promotion

Seven of ten respondents – regardless of gender – said that promotional offers such as discount and product bundling could persuade them to buy healthy dessert, even if it's just for trial. They mostly see healthy dessert advertisements in social media, when they purposely look for it. But however, the best advertisement for them is a recommendation from expert, family, and friends. Retailers influence such as reseller agents and personal sales are not really affecting them, unless the agents or sales give them benefit like promotional offers and delivery service. As what has been discovered before by Kaur and Singh (2014) that very good promotional offers, influenced advertisement, and retailers influence are claimed to have a high influence on consumer purchase intention.

4.2 the Potential Customer Segment

The potential customer segment can be seen from the relationship between demography profile and consumption frequency. Buyers profile with the most intense healthy dessert consumption's frequency is considered as the potential one.

Note that in the crosstab display, percentage value shows the probability of a segment, while the number value shows the actual amount of a segment. So, what is identified as the potential segments are those who have a high percentage value or high number value on their consumption frequency column – except the "uncertain" and "haven't bought" column.

4.2.1 Gender

More female than a male has already consumed healthy dessert before, and they also have a more intense consumption frequency. This is because female have more concern about body fit and appearance, more curiosity, and more easily persuaded by promotion. But overall, as seen in table 10, both female and male are potential customer segment because their percentage is not significantly different from each other.

It's in accordance with Thompson and Kidwell (1998) who said that gender has little impact on shopper's decision. Although the female is still the biggest consumers of such products anyhow like what Verbeke (2005), Gilbert (2000), and Poulsen (1999) have stated before on their research.

Table 10: Potential gender.

Gender * Consumption Frequency Crosstabulation

			Consumption Frequency						Total
			> once a month	> once a week	> once in 2 weeks	Every day	Haven't bought	Uncertain	
Gender	Female	Count	16	32	14	3	19	179	263
		% within Gender	6.1%	12.2%	5.3%	1.1%	7.2%	68.1%	100.0%
	Male	Count	7	18	5	2	14	101	147
		% within Gender	4.8%	12.2%	3.4%	1.4%	9.5%	68.7%	100.0%
Total		Count	23	50	19	5	33	280	410
		% within Gender	5.6%	12.2%	4.6%	1.2%	8.0%	68.3%	100.0%

4.2.2 Age

As in table 11, the age group of 41-55 has the most intense healthy dessert consumption frequency, followed by the age group of 23-40, then the age group of 18-22. People in age 18-55 years old are still productive (actively work), but along with their increasing age, their body's metabolic system starts to decline as well. So, the older they get, the more they will consume healthy dessert whether for prevention or treatment.

Table 11: Potential age.

Age * Consumption Frequency Crosstabulation

			Consumption Frequency						Total
			> once a month	> once a week	> once in 2 weeks	Every day	Haven't bought	Uncertain	
Age	< 17	Count	0	1	0	0	1	11	13
		% within Age	0.0%	7.7%	0.0%	0.0%	7.7%	84.6%	100.0%
	> 56	Count	0	1	0	0	0	3	4
		% within Age	0.0%	25.0%	0.0%	0.0%	0.0%	75.0%	100.0%
	18-22	Count	8	13	6	1	18	122	168
		% within Age	4.8%	7.7%	3.6%	0.6%	10.7%	72.6%	100.0%
	23-40	Count	9	14	8	0	11	79	121
		% within Age	7.4%	11.6%	6.6%	0.0%	9.1%	65.3%	100.0%
	41-55	Count	6	21	5	4	3	65	104
		% within Age	5.8%	20.2%	4.8%	3.8%	2.9%	62.5%	100.0%
Total		Count	23	50	19	5	33	280	410
		% within Age	5.6%	12.2%	4.6%	1.2%	8.0%	68.3%	100.0%

Actually, consumers in age ≤17 nowadays already have health consciousness, but since their body's metabolic system is still good, so for them, consuming healthy dessert is only for personal pleasure instead of needs. Meanwhile for consumers in age ≥56, they have the needs to consume healthy dessert related to their body's metabolic system, but for those who are pensionary with limited earnings, they hardly afford the price. Thus, it's proven that age has little impact on shopper's decision (Thompson and Kidwell, 1998; Yin et al., 2010).

4.2.3 Education

As in table 12, people with a master educational degree have the most intense healthy dessert consumption frequency, followed by a bachelor, then a diploma, and the least is ≤ high school. Although people with doctoral degree, they tend to be passive consumers of healthy dessert, but overall, this finding proves that consumers with higher education were more interested in purchasing healthy food than those with less education (Dettmann and Dimitri, 2007), and at the same time it's also in contrary to Thompson & Kidwell (1998) and Yin et al. (2010) statement that having a college degree has little impact on shopper's decision.

Table 12: Potential education.

Education * Consumption Frequency Crosstabulation

			Consumption Frequency						Total
			> once a month	> once a week	> once in 2 weeks	Every day	Haven't bought	Uncertain	
Education	< High School	Count	3	9	8	0	15	86	121
		% within Education	2.5%	7.4%	6.6%	0.0%	12.4%	71.1%	100.0%
	Bachelor	Count	13	24	8	2	14	150	211
		% within Education	6.2%	11.4%	3.8%	0.9%	6.6%	71.1%	100.0%
	Diploma	Count	2	4	1	1	0	21	29
		% within Education	6.9%	13.8%	3.4%	3.4%	0.0%	72.4%	100.0%
	Doctoral	Count	0	0	0	0	1	1	2
		% within Education	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	100.0%
	Master	Count	5	13	2	2	3	22	47
		% within Education	10.6%	27.7%	4.3%	4.3%	6.4%	46.8%	100.0%
Total		Count	23	50	19	5	33	280	410
		% within Education	5.6%	12.2%	4.6%	1.2%	8.0%	68.3%	100.0%

4.2.4 Occupation

As in table 13, people who work as medical workforce/employee have the most intense healthy dessert consumption frequency since they work in the health sector, so they really understand the importance of healthy eating habit.

Table 13: Potential occupation.

Occupation * Consumption Frequency Crosstabulation

			Consumption Frequency						Total
			> once a month	> once a week	> once in 2 weeks	Every day	Haven't bought	Uncertain	
Occupation	College Student	Count	6	8	4	1	11	80	110
		% within Occupation	5.5%	7.3%	3.6%	0.9%	10.0%	72.7%	100.0%
	Educational Workforce	Count	0	0	0	0	1	5	6
		% within Occupation	0.0%	0.0%	0.0%	0.0%	16.7%	83.3%	100.0%
	Entrepreneur	Count	2	8	5	1	4	46	66
		% within Occupation	3.0%	12.1%	7.6%	1.5%	6.1%	69.7%	100.0%
	Freelancer	Count	1	0	0	0	0	8	9
		% within Occupation	11.1%	0.0%	0.0%	0.0%	0.0%	88.9%	100.0%
	Government Employee	Count	2	8	1	1	4	21	37
		% within Occupation	5.4%	21.6%	2.7%	2.7%	10.8%	56.8%	100.0%
	Housewife	Count	3	2	0	0	2	28	35
		% within Occupation	8.6%	5.7%	0.0%	0.0%	5.7%	80.0%	100.0%
	Medical Workforce	Count	0	5	1	1	1	8	16
		% within Occupation	0.0%	31.2%	6.2%	6.2%	6.2%	50.0%	100.0%
	Pensionary	Count	0	0	0	0	0	1	1
		% within Occupation	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
	Private Employee	Count	9	17	7	1	9	68	111
		% within Occupation	8.1%	15.3%	6.3%	0.9%	8.1%	61.3%	100.0%
	Student	Count	0	2	1	0	1	15	19
		% within Occupation	0.0%	10.5%	5.3%	0.0%	5.3%	78.9%	100.0%
Total		Count	23	50	19	5	33	280	410
		% within Occupation	5.6%	12.2%	4.6%	1.2%	8.0%	68.3%	100.0%

Followed by a college student in the 2nd place. Then entrepreneur, government employee, and private employee in the 3rd place.

4.2.5 Monthly Income

As seen in table 14, people who earn > IDR 10.000.000 per month have the most intense healthy dessert consumption frequency because for them, almost all healthy desserts are affordable. Followed by those who earn IDR 2.500.001 - IDR 10.000.000, they think the price of some healthy desserts is already affordable, while some others' are still not, so they become more selective to purchase it. Whilst for those who earn ≤ IDR 2.500.000, it's quite hard to afford the price of healthy dessert, so they prefer to regularly purchase the cheapest one or rarely purchase it at all. Hence, this group of consumers can still be considered as an alternative potential customer segment.

Table 14: Potential monthly income.

Income * Consumption Frequency Crosstabulation

			Consumption Frequency						Total
			> once a month	> once a week	> once in 2 weeks	Every day	Haven't bought	Uncertain	
Income	< Rp 1.000.000	Count	3	6	4	1	6	47	67
		% within Income	4.5%	9.0%	6.0%	1.5%	9.0%	70.1%	100.0%
	> Rp 10.000.000	Count	6	13	5	4	4	46	78
		% within Income	7.7%	16.7%	6.4%	5.1%	5.1%	59.0%	100.0%
	Rp 1.000.001 - Rp 2.500.000	Count	4	5	5	0	8	64	86
		% within Income	4.7%	5.8%	5.8%	0.0%	9.3%	74.4%	100.0%
	Rp 2.500.001 - Rp 5.000.000	Count	3	15	3	0	8	62	91
		% within Income	3.3%	16.5%	3.3%	0.0%	8.8%	68.1%	100.0%
	Rp 5.000.001 - Rp 10.000.000	Count	7	11	2	0	7	61	88
		% within Income	8.0%	12.5%	2.3%	0.0%	8.0%	69.3%	100.0%
Total		Count	23	50	19	5	33	280	410
		% within Income	5.6%	12.2%	4.6%	1.2%	8.0%	68.3%	100.0%

So, it's true what Yin et al. (2010) stated that consumers' income status has a positive effect on their willingness to purchase healthy food, but in fact, it only has little impact to shopper's decision, as they keep purchasing healthy food even though it's the cheapest one.

4.2.6 Children's Presence

As in table 15, people who have children consume healthy dessert more intensively than people who don't have. It's because people who have children usually are an adult and tend to bear more responsibilities, so they believe healthy eating habit for maintaining body fit is very important. It's in contrary to Yin et al. (2010) who said that the presence of children has little impact on shopper's decision.

Table 15: Potential children’s presence status.

Having Children * Consumption Frequency Crosstabulation

			Consumption Frequency						Total
			> once a month	> once a week	> once in 2 weeks	Every day	Haven't bought	Uncertain	
Having Children	No	Count	11	21	10	1	26	167	236
		% within Having Children	4.7%	8.9%	4.2%	0.4%	11.0%	70.8%	100.0%
	Yes	Count	12	29	9	4	7	113	174
		% within Having Children	6.9%	16.7%	5.2%	2.3%	4.0%	64.9%	100.0%
Total		Count	23	50	19	5	33	280	410
		% within Having Children	5.6%	12.2%	4.6%	1.2%	8.0%	68.3%	100.0%

However, people who don’t have children can still be considered as an alternative potential customer segment because the percentage of them who consume healthy dessert regularly is quite promising.

4.2.7 Parents’ Presence

As in table 16, people who don’t live with their parents tend to have a more intense healthy dessert consumption frequency. It can be concluded that living with parents (parents’ intervention) doesn’t really affect the frequency of consuming healthy dessert and it’s true that the will of healthy eating habit fully comes from personal consciousness, needs, and pleasure.

However, people who live with parents can still be considered as an alternative potential customer segment because the percentage of them who consume healthy dessert regularly is quite promising.

Table 16: Potential parents’ presence status.

Living with Parents * Consumption Frequency Crosstabulation

			Consumption Frequency						Total
			> once a month	> once a week	> once in 2 weeks	Every day	Haven't bought	Uncertain	
Living with Parents	No	Count	16	35	5	5	15	147	223
		% within Living with Parents	7.2%	15.7%	2.2%	2.2%	6.7%	65.9%	100.0%
	Yes	Count	7	15	14	0	18	133	187
		% within Living with Parents	3.7%	8.0%	7.5%	0.0%	9.6%	71.1%	100.0%
Total		Count	23	50	19	5	33	280	410
		% within Living with Parents	5.6%	12.2%	4.6%	1.2%	8.0%	68.3%	100.0%

4.3 The Potential Marketing Channel for Healthy Dessert Product

According to the survey, those consumers have some preferred places to buy healthy dessert which can be considered as the potential place or marketing channel for such products. Each respondent can choose more than one place.

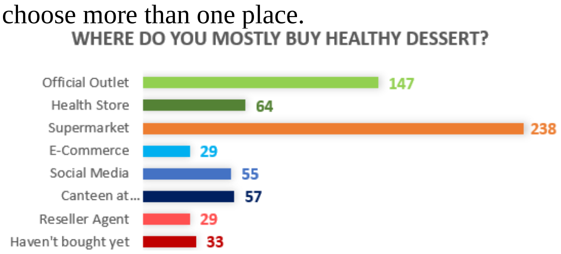

Figure 3: Preferred place to buy healthy dessert.

From figure 3, the 1st preferred place is a supermarket (238 people), the 2nd is official outlet (147 people), the 3rd is health store (64 people), the 4th is canteen at school/office/gym/clinic/hospital (57 people), the 5th is social media (55 people), the 6th is e-commerce (29 people), the 7th is reseller agent (29 people), while the rest 33 people haven’t bought healthy dessert yet.

5 CONCLUSIONS

Indonesian consumers’ purchase intention on healthy dessert product is simultaneously influenced by factors of consumer attitude, product attributes, price, place, and promotion. Attitude, price, and promotion are the most influential factors, followed by a factor of place, then the factor of the product as the least influential one.

So far, consumers’ attitude towards healthy dessert is already positive as they’ve understood its benefit, so they even have started balancing their consumption between the healthy and conventional one. From the majority consumers’ point of view, the price of some healthy desserts is already affordable, while some others' are still not. But they continue to consume healthy dessert anyhow, because they agree that the price paid is worth the health benefit and the quantity earned. For consumers, the existence of promotional offers and delivery service can increase their intention to purchase a healthy dessert. In addition, the best advertisement for them is a recommendation from expert, family, and friends since the evidence is very important for them to foster their trust and purchase intention towards a healthy dessert product or brand. Furthermore, attributes attached on a healthy dessert product indeed also affecting consumers’ purchase intention as they expect a product which is nutritious, natural, safe, environmentally & socially friendly, halal, fresh-made, good quality, eye-catching, practical, varies, certified, informative, and tastes sweet.

Female & male aged 18-55 years old who work as medical employee, private employee, government employee, entrepreneur, and college student with monthly income IDR 2.500.000 up to more than IDR 10.000.000 with educational degree ≤ high school up to master/postgraduate who already have children and don’t live with parents are the potential customer segment because they have a frequent and regular intensity of healthy dessert consumption. This finding is in accordance with previous researches’ finding as well, where women aged 30-45 with children having high disposable income include healthy food in their purchase (Van Doorn and Verhoef, 2011; Dettmann and Dimitri, 2007). However, consumers with monthly income < IDR 2.500.000 who haven't married nor had children and live along with parents can still be considered as alternative potential customer segment because the percentage of them who consume healthy dessert regularly is quite promising as well.

Consumers' top 5 most preferred places to buy healthy dessert are a supermarket, official outlet, health store, canteen at school/office/gym/clinic/ hospital, and social media.

These results can be used as a recommendation or even guideline for healthy dessert businesses in formulating a suitable marketing strategy that can support the growth of their business.

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