

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Based on the research findings on Gen Z's purchase intention towards plant-based food products in the Jabodetabek region, the study was conducted with 100 respondents, and the following conclusions can be drawn:

1. Analysis of the relationship between generation Z environmental concern with their Attitude towards PBP and their purchase intention.

- The direct influence of environmental concerns on the attitude toward plant-based food products is notably positive and significant, as evidenced by the significant result in the hypothesis testing. Meaning that environmental concerns influence Gen Z's attitude toward PBP.
- The environmental concerns of Gen Z towards the relationship with plant-based food products are notably positive and significant, as evidenced by the respondents' average answers. A majority of them expressed agreement with the indicators that contribute to these environmental concerns. Concluding that Gen Z has high environmental concerns.

2. Analysis of the relationship between attitude towards PBP and Generation Z purchase intention.

The attitude of Gen Z towards the purchase intention of plant-based food products is generally positive but not statistically significant. As a result, H3 is not accepted, as it indicates an insignificant positive influence of attitude towards plant-based food products on the purchase intention of plant-based food products. Based on the author's analysis, respondents seem to be favorable towards the idea of buying plant-based food products. However, when examining the relationship with purchase intention, the correlation is found to be insignificant. It is concluded the reason behind the insignificance is due to the hesitation to consume PBP caused by the

unfamiliarity of its taste and the respondent's preference for the taste of animal goods products.

3. Analysis of the relationship between subjective norm and Generation Z purchase intention towards PBP.

The subjective norm has a significant positive impact on the variable "purchase intention". However, based on the analysis results, respondents feel a moderate influence from their inner circle's perceptions and expectations. The author concludes that this is attributed to Gen Z's independent behavior and ownership of their purchase intention.

4. Analysis of the relationship between perceived behavioral control and Generation Z purchase intention towards PBP.

The perceived behavioral control has a significant positive impact on the variable "purchase intention." Based on the analysis results, respondents agree that they have full authority and ownership over their purchase intention towards PBP. This conclusion further explains the reason behind the moderate response regarding the subjective norm toward PBP purchase intention.

5. Analysis of the relationship between willingness to pay and Generation Z purchase intention.

Gen Z's willingness to pay towards the purchase intention of plant-based food products is generally significantly positive. However H6 is not accepted, indicating an insignificant influence of willingness to pay on the purchase intention of plant-based food products. As a result, based on the author's analysis, respondents seem to agree that PBP is inherently costlier and they are willing to pay more for its investment. The cost difference created the gap in the purchase intention towards PBP as shown by the low average score in the statement "I would buy plant-based products in the near future."

6. Analysis of the main factors that impact the intention of Generation Z to buy plant-based products.

The main factor that impacts Generation Z's intention to buy plant-based products is the subjective norm. This can be observed through the path coefficients, which represent the strength and direction of the relationships between latent variables in a PLS-SEM model. The authors concluded that to increase Gen Z's intention to purchase plant-based products, raising awareness among people in their life and encouraging them to purchase more PBP would be effective.

5.2 Recommendations

Based on the analysis and discussion, it is evident that the variables environmental concerns, subjective norms, and purchased behavioral decision have a positive impact on the purchase intention towards plant-based food products. As such, plant-based food product producers/companies should take note of these findings to enhance their strategies and offerings.

One key recommendation for plant-based food product producers/companies is to collaborate with stakeholders to raise awareness regarding plant-based awareness in society. Indonesia is a great place to opt for a plant-based diet due to the traditional dish such as *gado-gado*, *ketopak*, *soto*, *tempe mendoan*, and many more using main ingredients such as tempeh, tofu, potatoes, cassava, and various greens as the main course or side dish. Furthermore, these traditional dishes are highly affordable ranging from Rp 10,000 to Rp 35,000. By increasing public awareness of the environmental benefits and health advantages of plant-based food, the encouragement for Gen Z to purchase more PBP can be significantly enhanced. Creating the notion of accessibility in opting for a plant-based diet as well as effectively disseminating information about the positive impact of plant-based choices.

Moreover, to further attract Generation Z consumers, it is essential for producers/companies to continually innovate and improve the taste, texture, and variety of their plant-based food products. Conducting market research to identify consumer preferences and trends can guide the development of appealing and delicious plant-based options. In addition, establishing partnerships with influencers, celebrities, or social media personalities who are advocates of plant-based lifestyles can also be a powerful strategy to reach and influence the Gen Z audience. Such collaborations can increase the visibility and credibility of plant-based products among the target demographic.

With that in mind, the knowledge gained from the analysis, plant-based food product producers/companies can devise informed and effective strategies to tap into the growing demand of Generation Z for sustainable and healthier food choices. By fostering positive perceptions and increasing awareness, they can successfully encourage Gen Z to embrace plant-based food products and contribute to a more sustainable and health-conscious future.

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