

UNIVERSITAS KATOLIK PARAHYANGAN
FAKULTAS EKONOMI
PROGRAM SARJANA MANAJEMEN



PERSETUJUAN SKRIPSI

***GEN Z PURCHASE INTENTIONS TOWARDS
PLANT-BASED PRODUCTS IN JABODETABEK REGION***

Oleh:

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Bandung, 5 Agustus 2023

Ketua Program Sarjana Manajemen,

Dr. Istiharini, CMA, CPM.

Pembimbing Skripsi,

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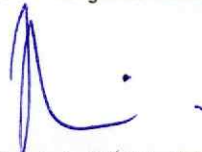
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ABSTRACT

The thesis titled "Gen Z Purchase Intention Towards Plant-Based Food Products in Jabodetabek Region" aims to explore and understand the factors influencing Generation Z's purchase intention towards plant-based food products. The research objectives include investigating the relationships between Generation Z's environmental concern, attitude towards plant-based products, subjective norm, perceived behavioral control, and willingness to pay with their purchase intention. The methodology employed in this study is quantitative, employing exploratory and descriptive research techniques. The research was conducted in the Jabodetabek region with 100 respondents.

The research findings reveal several key insights. Mainly, there is a significant positive influence of environmental concerns, attitudes towards plant-based food products, subjective norms, perceived behavioral control, and willingness to pay on Generation Z's purchase intention toward plant-based food products. Furthermore, the subjective norm emerges as a key factor influencing Generation Z's purchase intention toward plant-based food products. The study recommends raising awareness among the social circle of Gen Z to encourage and support their purchase of plant-based products.

The findings of this thesis offer valuable insights for plant-based food product producers and companies seeking to understand and effectively cater to Generation Z's preferences and values. By aligning marketing strategies with the identified factors, producers can tap into the growing demand for sustainable and healthier food choices among Generation Z consumers.

Keywords: Gen Z Purchase Intention, Plant-based food product, environmental concerns, theory of planned behavior, willingness to pay.

ABSTRAK

Tesis berjudul "Niat Pembelian Generasi Z Terhadap Produk Makanan Berbasis Tumbuhan di Wilayah Jabodetabek" bertujuan untuk mengeksplorasi dan memahami faktor-faktor yang mempengaruhi niat pembelian Generasi Z terhadap produk makanan berbasis tumbuhan. Tujuan penelitian meliputi penyelidikan hubungan antara kepedulian lingkungan Generasi Z, sikap terhadap produk berbasis tumbuhan, norma subyektif, kendali perilaku yang dirasakan, dan kemauan untuk membayar dengan niat pembelian mereka. Metodologi yang digunakan dalam penelitian ini adalah kuantitatif, dengan menggunakan teknik penelitian eksploratif dan deskriptif. Penelitian dilakukan di wilayah Jabodetabek dengan 100 responden.

Hasil penelitian mengungkapkan secara khusus, terdapat pengaruh positif dan signifikan dari variabel dependen terhadap niat pembelian Generasi Z terhadap produk makanan berbasis tumbuhan. Selain itu, norma subyektif muncul sebagai faktor utama yang mempengaruhi niat pembelian Generasi Z terhadap produk makanan berbasis tumbuhan. Studi ini merekomendasikan untuk meningkatkan kesadaran di kalangan lingkaran sosial Generasi Z untuk mendorong dan mendukung pembelian produk berbasis tumbuhan.

Hasil temuan tesis ini memberikan wawasan berharga bagi produsen dan perusahaan produk makanan berbasis tumbuhan yang ingin memahami dan melayani preferensi dan nilai-nilai Generasi Z secara efektif. Dengan menyelaraskan strategi pemasaran dengan faktor-faktor yang diidentifikasi, produsen dapat memanfaatkan permintaan yang meningkat untuk pilihan makanan yang berkelanjutan dan lebih sehat di kalangan konsumen Generasi Z.

Kata Kunci: Niat Pembelian Generasi Z, Produk Makanan Berbasis Tumbuhan, Kepedulian Lingkungan, Teori Perilaku Terencana, Kemauan untuk Membayar.

PREFACE

Praise be upon Allah SWT., for the blessing on the paper entitled “Gen Z Purchase Intention towards Plant-based Food Product in Jabodetabek Region” has been completed. This paper was prepared to fulfill the graduation of the final semester academic program in Management Undergraduate Program, Faculty of Economics, Parahyangan Catholic University for the academic year 2022/2023.

Throughout the process of crafting this paper, various challenges and obstacles were encountered. Nonetheless, the unwavering support, guidance, prayers, and motivation from numerous individuals have been instrumental in overcoming these difficulties. I express my heartfelt gratitude to all those who contributed and participated in the journey of writing this paper:

1. Dr. Istiharini S.E., M.M., CMA. as the Head of Management Undergraduate Program and the authors' Undergraduate Thesis Supervisor, for the guidance, inspiration, emotional support, and the time for discussion to this study's success.
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Lastly, the author realizes this paper is not without flaws, it remains open to constructive criticism and valuable suggestions from readers to enhance the discussion further. It is our hope that this work, readers will be inspired, and the findings can prove valuable, particularly for businesses in the Food and Beverages Industry, as they implement sustainable strategies.

Bandung, July 26, 2023

Best regards,

Alya Andrina Purbadi

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CHAPTER 1

PRELIMINARY

1.1 Introduction

The past decade has seen a renewed importance of climate change and sustainability, where recently there has been a global agreement to find solutions on how to solve the problem. During the Glasgow Climate Conference (COP26), 130 countries across the globe committed to a global agenda to battle climate change such as ending and reversing deforestation and cutting methane emissions by 30% by the year 2030 (United Nations, 2021). The meat industry has been proven to be impeccably damaging to the environment, with cattle farms being the most problematic due to being resource-intensive and the significant energy is lost during the conversion of livestock into meat, for example, to produce 1 kg of beef requires 7 kg of grain (Horrihan, et al. 2002). The United Nations' Food and Agriculture Organization claimed that in 2019 the agri-food system emits 16.5 billion tons of Green House Gasses (GHG), the farm itself contributes 43.63% billion tons of GHG, 21.21% billion tons come from land-use change, and 35.15% billion was from supply-chain processes (Crozet, 2021). The United States Environmental Protection Agency (2020) explains that GHG consists of carbon dioxide, methane, and nitrous oxide which retain the heat in the atmosphere thus trapping the earth's outgoing energy and causing an alteration in climate and weather patterns at global and regional scales. However, GHG is not the only problem that is caused by the meat industry, animal agriculture is the leading cause of species extinction, ocean dead zones, water pollution, and habitat destruction (Andersen & Kuhn, 2013). This concludes that animal agriculture, especially cattle farms is responsible for many ecological damages.

Despite the severe harm caused by the meat industry, research shows that meat productions and consumption in Indonesia continue to increase. This statement is supported by a study done in 2020 stating that the total consumption of meat per capita per day in 2017 is 4.2 grams (Tenrisanna & Kasim, 2020). The increase in meat consumption in Indonesia is forecasted will outweigh meat

production in 2027 (Tenrisanna & Kasim, 2020). The main factor for the increase in meat consumption in Indonesia is mainly due to income and education, urbanization, trade liberalization, as well as consumer attitudes and behavior (Tenrisanna & Kasim, 2020). This data contradicts the recent developments in the Sustainable Development Goals (SDGs) that were previously established by the United Nations and have heightened the need for Climate Action (goal 13) and Living on Land (Goal 15) (United Nations, 2022).

It is claimed that consuming more plant-based products can reduce 50% of individuals' carbon footprint (Andersen & Kuhn, 2013). Carbon footprint refers to the total amount of greenhouse gasses emitted into the atmosphere (Badamasi, 2023). This awareness toward a more environmentally conscious lifestyle sparked a rise in food innovation such as plant-based meat and dairy substitutes. (Beacom et al., 2021) provided a specific definition for the term "plant-based product" or PBP as a food or beverage item where the primary ingredient(s) serve as substitutes for meat or dairy products. Examples of PBP include meat alternatives like meat-free burgers, tempeh, and tofu, as well as dairy alternatives such as plant-based drinks, yogurts, or cheeses made from ingredients like soya, coconut, or rice. Additionally, PBPs encompass other products like ready meals, desserts, or snacks that incorporate a substitute ingredient for meat or dairy. The provided definition is intended to eliminate any potential confusion between a PBP and plant-based foods or meals in a general sense (i.e., fruits, vegetables, nuts) consumed in their natural form as snacks or side dishes. Therefore for this research, the word PBP is referred to plant-based food products that substitute its animal-based counterpart.

PBP is not only demanded and consumed by vegan or vegetarian consumers but also by those who want a healthier diet or opting for a flexible lifestyle (Arwanto et al., 2022). Creating popularity for product development such as the Impossible Food, Beyond Meat, Green Rebel food lineup, almond milk, oat milk, and many more. The progress of plant-based food popularity can be seen through the rise of new-school plant-based restaurants (Malvin, 2021). This popularity is seen especially in 2020 through vegan restaurants such as Burgreens, Tiasa Plant-Based

Canteen, Eat Plant Based, Hejo Eatery, and numerous chain restaurants that previously did not contain plant-based menus such as Starbucks and Burger King have implemented dairy substitution for its beverage and plant-based meat alternatives in its dish.

Figure 1.1
Examples of Plant-based Food Products (PBP)



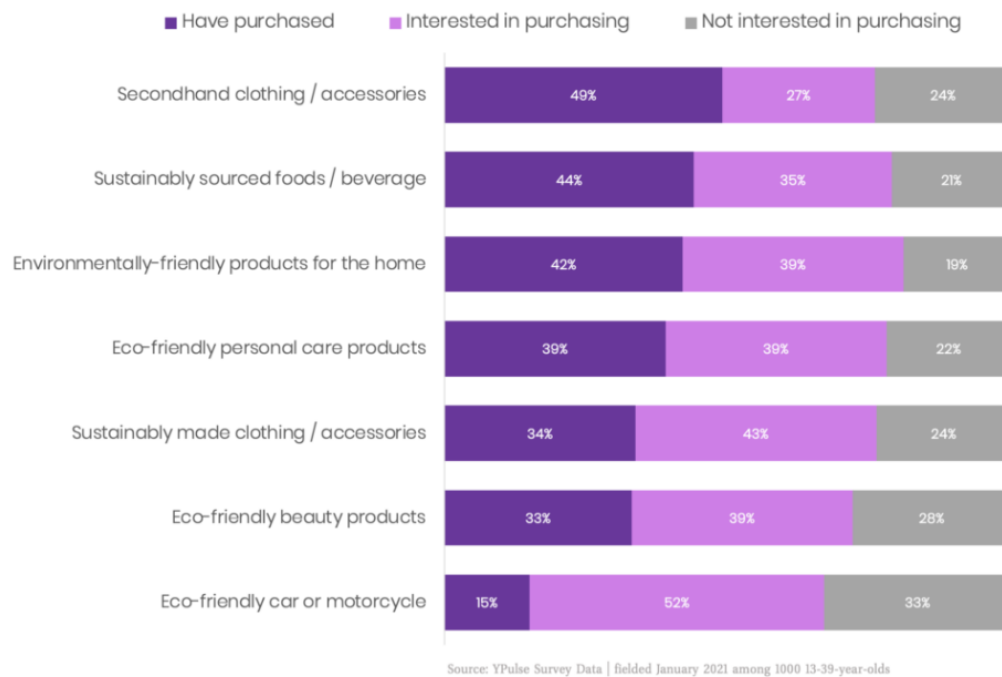
Source: Ho (2021)

A recent survey done by Nurhayati-Wolff (2022) shows that 73% of Indonesians have tried plant-based food alternatives. Indonesia’s plant-based business is still in its early stages, with only a few businesses in the country offering vegan items where most of the restaurants that carry healthy plant-based food products on their menu are set in Java and Bali Island. The island of Java has been identified as Indonesia’s central economic growth, thus it generates a lot of migration from other regions leading to the diversity in its population. The top three most populated provinces in Java Island encompass the Jabodetabek area (Kusnandar, 2022), which has become a thought leader in the implementation of

the nation's growth due to its diverse population and strategic area. Many policies and trends initiated, triggered, or popularized trickle down rapidly onto other areas in Indonesia. The socioeconomic characteristic of the population in Jabodetabek is also varied, to the point where the income inequality and socioeconomic segregation has become a major problem. Janssen et al., (2021, 135–152) break down the major inequality gap in Jakarta due to the different peripheries of Jakarta's urban plan, rapid urbanization, and changes in occupational structure causing the diverse range of the buying power of Jabodetabek area population.

Ottman (2011) claimed that Gen Z and millennials are the likely new leaders of the modern-day green movement. This is proven by the many environmental youth lead organizations such as Green Welfare, Bye-bye Plastic Bag, and Economy for Ecology as well as youth participation in bigger NGOs such as Extinction Rebellion, ASEAN Youth Delegate, UN Association, and many more. From the data constructed by the Indonesian Central Bureau of Statistics in 2020, out of 270.2 million people in Indonesia 27.94% or 74.93 million of the population are Gen Z (*Badan Pusat Statistik*, 2021). Furthermore, this generation has been increasing its participation in the economy. The Sustainability behavioral report published by Ypulse (2021) found that 70% of young people have made changes in their purchases or behaviors due to their worry about climate change. As mentioned in figure 1.2, in the sustainable source foods/beverage section the majority of 44% of respondents claimed that they have purchased sustainably sourced foods/beverages. 35% of respondents claim their interest in purchasing sustainably sourced foods/beverages, thus creating a gap between purchase intention and what they actually buy.

Figure 1.2
Types of Eco-friendly Products the young generation is Interested in Purchasing

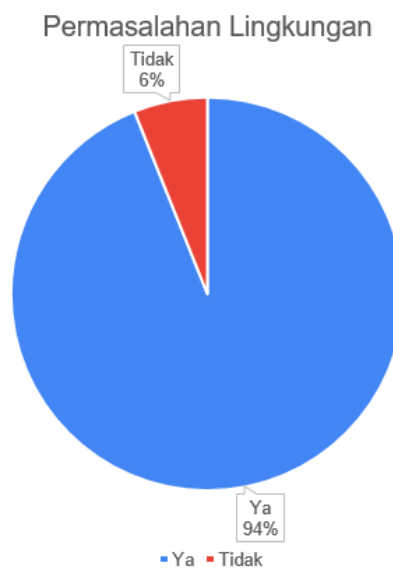


Source: YPulse (2021)

An article by SmartBrief reported the plant-based trend has significant traction due to the aspect of physical fitness and healthy eating is more important to a much larger percentage of Gen Z, an especially stark contrast when compared with previous generations (Demeritt, 2016). In general, Gen Z is the generation known to be highly aware of basic information in achieving one's desired lifestyle. They are exposed to an abundance of information in social media regarding different phenomena and world problems while also being aware of the ideal ways the status quo is needed differently. Thus many of them are highly aware and advocate for physical health. However, a survey conducted by Herbalife Nutrition reported the unhealthy lifestyle opted by the majority of Indonesian that led to an unhealthy weight gain is mainly due to unhealthy food consumption (64%) (Liputan6, 2022).

Acknowledging the gap between Gen Z leading the sustainable movement and their action, the Author conducted preliminary research by distributing questionnaires to 33 respondents consisting of Gen Z aged 18-26 primarily stayed in the Jabodetabek area, the result is as follows:

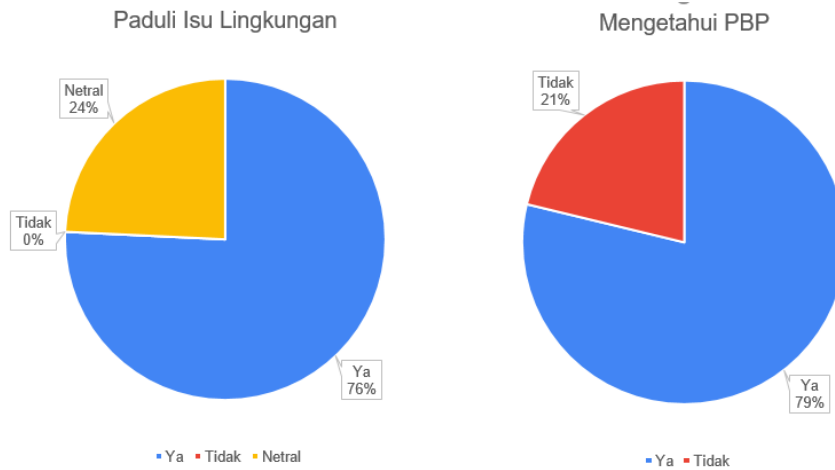
Figure 1.3
Question 1 Preliminary Research Results
“Are you aware of environmental issues and the climate crisis?”



Source: Data processed by the author.

Based on the preliminary research, 93.9% (31) of respondents are aware of environmental issues, and 6.1% (2) of respondents are not aware of the issue.

Figure 1.4
Questions 2 & 3 Preliminary Research Results



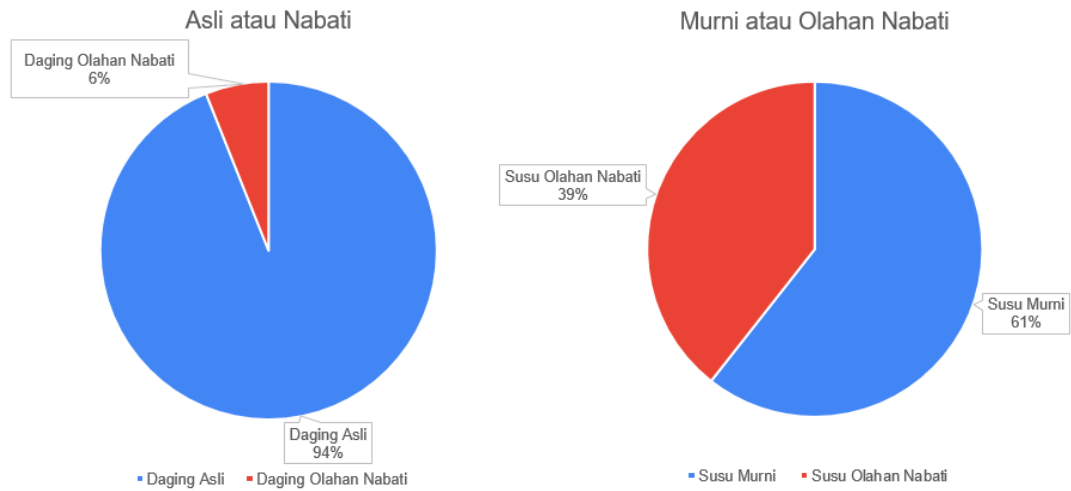
Source: Data processed by the author.

Based on the data provided in Figure 1.4, 75.8% (25) of respondents cared and 24.2% (8) respondents felt neutral about environmental issues. Meaning out of 33 respondents no one did not care about this matter. When asked about their awareness of PBP, 26 respondents (78.8%) are aware of PBP. Only 7 respondents (21.2%) are not aware of PBP. With this knowledge in mind, it is suspected that Gen Z is aware of PBP.

Figure 1.5

Questions 4 & 5 Preliminary Research Results

“If you were given the choice to purchase between an animal-based product or its plant-based alternative, which would you buy?”



Source: Data processed by the author.

When asked about the choice to purchase between real meat or processed plant-based meat, 31 respondents (93.9%) responded with real meat, and only 2 out of 33 (6.1%) respondents preferred the plant-based meat imitation. When asked about the choice to purchase between fresh milk or processed vegetable milk, 60.6% (20) respondents preferred fresh milk, and 13 out of 33 (39.4%) respondents preferred the plant-based option.

Marketing management is both an art and a science that involves selecting target markets and expanding customer bases by delivering and communicating customer value (Kotler et al., 2021). Understanding consumer behavior is crucial as it helps identify the factors influencing their buying decisions and behavior. Purchase intention serves as a key tool for predicting future sales and evaluating the impact of actions on consumers' buying behavior (Morwitz, 2012). In this research, the author adopts factors developed by Saut & Saing (2021), which include environmental concerns, the theory of planned behavior (attitudes towards plant-

based food products, subjective norms, perceived behavioral control), and willingness to pay.

In conclusion, due to the climate urgency and that a plant-based diet is one of the solutions to reduce GHG emissions and restore the environment, the writer is interested in exploring Indonesian behavior toward plant-based food products (PBP). The writer has chosen Gen Z as the subject due to curiosity about the many factors that influence their green purchasing decision. Furthermore, the choice of Gen Z in the Jabodetabek area is due to the fact that they are the thought leaders for environmental trends in Indonesia. The author acknowledges the gap in knowledge and methods to conduct this research, hence making this an unprecedented research in Indonesia. With all that said, researchers decided to conduct research under the title of “Gen Z Purchase Intentions Towards Plant-based Food Products in Jabodetabek Region”.

1.2 Research Question

This research seeks to address the following questions:

1. What is the relationship between Generation Z’s environmental concern with Attitude towards PBP and their purchase intention?
2. What is the relationship between attitude in Generation Z’s purchase intention?
3. What is the relationship between subjective norm and Generation Z’s purchase intention?
4. What is the relationship between perceived behavioral control and Generation Z’s purchase intention?
5. What is the relationship between willingness to pay and Generation Z’s purchase intention?
6. What factors mainly impact the intention of Generation Z to buy plant-based products?

1.3 Research Objective

1. To understand the relationship between Generation Z's environmental concern with their Attitude towards PBP and their purchase intention.
2. To understand the relationship between attitude in Generation Z's purchase intention?
3. To understand the relationship between subjective norm and Generation Z's purchase intention?
4. To understand the relationship between perceived behavioral control and Generation Z's purchase intention?
5. To understand the relationship between willingness to pay and Generation Z's purchase intention.
6. To understand the main factors that impact the intention of Generation Z to buy plant-based products.

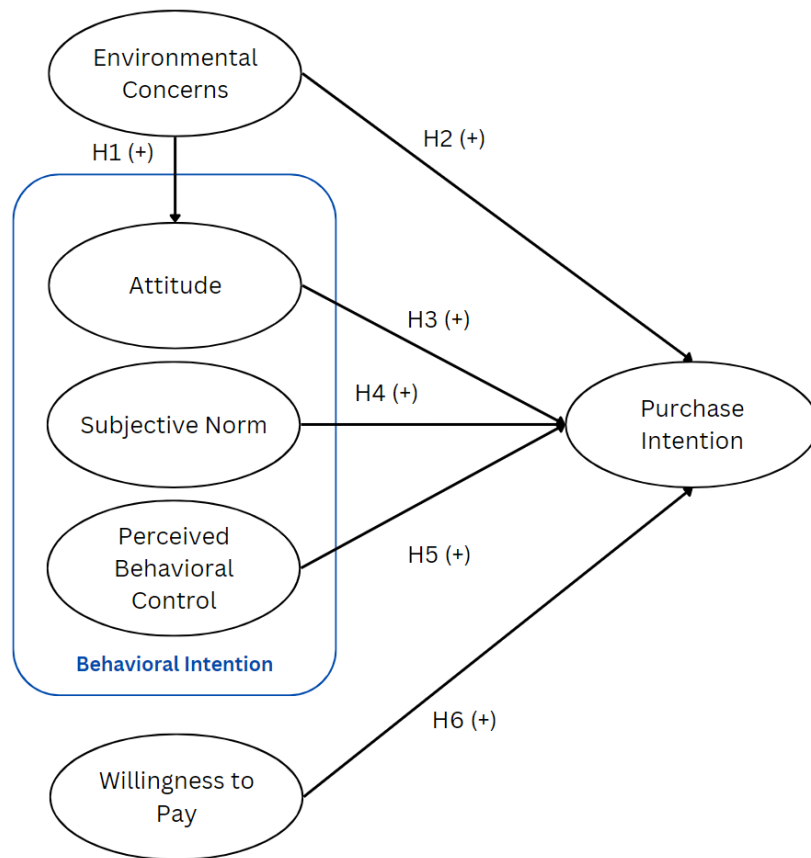
1.4 Benefit of Research

1. Directed Towards Environmentalist and Environmental Movements
This paper aims to give data and information that could possibly help to understand the characteristics of Gen Z and thus could help further movement and advocacy while localizing and further contextualizing the concept of sustainability in Indonesia.
2. Directed Toward Author and Future Researchers
This paper aims to give the author new challenges and perspectives on ways to integrate management theory into what the author is most passionate about, which is environmental and social issues. Furthermore, it is hoped that this research can be a reference for future researchers to further develop similar discussions.
3. Directed Towards External Parties
It is hoped that this paper can broaden the perspective on climate change and find ways we can do our part to solve it.

1.5 Framework

One of the ways to solve the Green House Gas emission problem is to put attention on the meat industry where it has been proven from time to time for its large contribution to carbon emissions. Thus one of the ways to solve this problem is to decrease the demand for animal-based food consumption by transitioning to a plant-based product. Plant-based alternative products have been proven to be more sustainable due to the limited amount of waste it produces (Andersen & Kuhn, 2013). In spite of what preceded, when conducting preliminary research, the awareness and intention on this matter are still very low despite Gen Z's awareness and knowledge regarding environmental issues. Saut & Saing (2021) claimed that consumers' concern for the environment reflects a shift towards embracing sustainable consumption. Furthermore, it is necessary to establish purchase intentions to understand Gen Z's behavior when purchasing plant-based products (PBP). Purchase intentions play a pivotal role as primary inputs for marketing managers to forecast future sales and evaluate the influence of their strategies on consumers' purchasing behavior (Morwitz, 2012). Green purchase intention reflects an individual's environmentally friendly behavior, stemming from their concern for the environment, and ultimately translates into concrete green purchasing actions (Saut & Saing, 2021). Based on the description in the framework of thought, the model conceptual framework is as follows:

Figure 1.6
Conceptual Framework



Source: adapted from Saut & Saing (2021)

1.6 Research Hypothesis

Based on the research question, the hypothesis obtained is as followed:

H1: Environmental concern will positively influence the attitude towards PBP.

H2: Environmental concerns will positively influence the purchase intention.

H3: Attitude towards environmentally friendly products will positively influence purchase intention.

H4: Subjective norms will have a positive influence on purchase intention.

H5: Perceived behavioral control will have a positive influence on purchase intention.

H6: Consumers' willingness to pay will positively influence purchase intention.