

The Effect of Health Consciousness, Food Safety Concern, and Familiarity with Advertisements on Willingness to Pay to Purchase Healthy Food Products

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Abstract. This study aims to determine the influence of health consciousness, food safety concern, and familiarity in advertising on the willingness to pay for the purchase of healthy food products, namely Lemonilo in West Nusa Tenggara. The type of research used is quantitative research with a causality association approach. This study's respondents are consumers who have never bought Lemonilo products in West Nusa Tenggara. The number of samples taken was 120 consumers aged 20-50 years. The sampling technique used was the purposive sampling technique. The data analysis used in this study was multiple linear regression analysis with SPSS 2.6 for windows applications. The results showed that health consciousness and food safety concern does not affect willingness to pay. Meanwhile, familiarity with the advertisement significantly affects willingness to pay.

Keywords: health consciousness; food safety concern; familiarity in advertisement; willingness to pay.

INTRODUCTION

In the current era of globalisation, global competition is getting more demanding in all aspects. Factors that can support the quality of human resources are essential to consider competing. One of the factors that can help the performance of human resources in the era of globalisation is health. Today, more and more people are starting to realise and change their habits by paying attention to their lifestyles, such as healthy food consumption patterns to overcome health problems. At this time in Indonesia, the demand for organic products is quite significant. However, organic food marketing in Indonesia is still constrained by the perception of the price of organic food, which is considered expensive. For this reason, companies need to determine a suitable marketing strategy so that consumers are willing to pay for healthy food products. According to [7], willingness to pay is the highest price a consumer is willing to pay to get a benefit in the form of goods or services.

In general, some people consider organic food an expensive product, but for those who adopt a

healthy lifestyle, this is not uncommon, and they are still willing to pay more for the food they want to consume. Nearly 64% of consumers in the world say that they are willing to pay more for food or drinks that contain the desired ingredients according to their health concerns [22].

The World Instant Noodles Association shows that Indonesia ranks second with the highest global demand for noodles. Seeing the high demand for instant noodles in Indonesia, producers that create instant noodle products that use organic ingredients have emerged. They make products that are safer to consume regularly, one of which is instant noodles launched by Lemonilo, which are made from organic ingredients and various selected spices. Since its launch in September 2017, Lemonilo has received quite a positive response. The advantages of Lemonilo and how Lemonilo consumers feel about the products have undoubtedly created a willingness to pay for their product.

Companies increase consumers' willingness to pay for the products offered by paying attention to the health consciousness factor, which is a concern to become better and motivated to im-

prove, maintain, and maintain health and quality of life by implementing a healthy lifestyle. On the other hand, the increasingly fierce competition in the food industry can open up the possibility for companies to carry out unethical behaviour, for example, by using chemicals in producing these foods. Therefore, attention to food safety (food safety concern) by consuming organic food can be used as an alternative to reduce the risk of these health problems.

This research stems from the inconsistency of the results of previous studies. For example, research conducted by [1, 18] shows that the health consciousness variable significantly affects willingness to pay in consumers' willingness to pay for organic products. But a different opinion was expressed by [2], where the results of his research show that women aged 17 years and over who routinely use cosmetics and are considering buying green cosmetics show that the health consciousness variable has no significant effect on willingness to pay.

In addition, research on the effect of a food safety concern on willingness to pay also shows inconsistent results. Research conducted by [3] shows that food safety concerns have a significant impact on willingness to pay for purchasing organic rice products. On the other hand, a different result was found by [4], who stated that food quality and food safety have the same impact on willingness to pay, indicating an inevitable confusion about their significance. In terms of familiarity, some studies showed varied results. For example, [5] research shows that most consumers are willing to pay more because they know the benefits or are familiar with these organic products. On the other hand, [6] stated in his research that familiarity with advertisements for purchasing food supplement products does not significantly affect willingness to pay.

With the inconsistency of previous studies' results, this research topic becomes interesting to study. In addition, there are still not many studies that specifically discuss willingness to pay for organic instant noodle products, so further research is sorely needed. In particular, this study will analyse the effect of health consciousness, food safety concern, and familiarity in advertisements on willingness to pay.

Literature review

Willingness to Pay. Willingness to pay is an economic value defined as a measurement of the maximum number of people's willingness to sacrifice goods and services to obtain other goods and services. The concept of a person's willingness to pay for goods or services produced by natural resources and the environment is formally referred to as willingness to pay [6]. Additionally, the author [7] explains the willingness to deliver the highest price given by the company to prospective consumers to get products that can provide a benefit and become a reference for how many potential consumers value the product.

The Effect of Health Consciousness on Willingness to Pay. Authors [8] stated that health awareness is oriented towards a healthy lifestyle. The author [9] re-conceptualises the dimensions that previous researchers have made and finds three dimensions in health consciousness, namely:

- (1) Self-health awareness, the tendency to focus attention on healthy behaviours such as activities, interests, and health-oriented opinions;
- (2) Personal responsibility, people who are aware of health feel more responsible for maintaining health and tend not only to engage in preventive behaviour and maintain health in daily life but also actively participate in the health community;
- (3) Health motivation indicates an individual's intrinsic motivation to maintain good health and its reflection or responsibility for health.

According to [36], the most frequent motive for buying organic food is consumers' perception that organic food is healthier for consumption. Consumers of organic foods may be more aware that the amount of food they consume can affect their health. They value health and pay more attention to choosing natural and healthy foods to maintain and improve their health. After the consumers know that organic food is healthy, the tendency to buy organic food is even greater. Therefore, this study proposes the first hypothesis as follows: H₁: Health consciousness affects willingness to pay for the purchase of Lemonilo healthy food products.

The Effect of Food Safety Concerns on Willingness to Pay. According to [37], food safety is defined as the freedom of food from substances or materials that can harm the body without distinguishing whether the meaning is naturally present in the ingredients used or mixed intentionally or unin-

tentionally into food ingredients finished food. On the other hand, [38] defines food safety as a condition and effort to maintain food quality to prevent contamination or foodborne disease.

Authors [39] define food safety as a consumer concern with food produced from chemical sprays, fertilisers, and preservatives. Consumers are generally willing to pay or buy a product that increases food safety concerns, so it is said that food safety concerns can influence consumers before making a purchase decision. Authors [40] support this statement by stating in their research that food safety concerns have become a motivating factor for consumers to seek safer food and guaranteed quality or attributes. Therefore, the second hypothesis proposed in this study is H₂: Food safety concerns affect willingness to pay for purchases of Lemonilo healthy food products.

The Effect of Familiarity in Advertisement on Willingness to Pay. Authors [21] define familiarity as how much the brand relates directly and indirectly to the experiences that consumers have. Consumers can obtain an indirect brand experience by reading advertisements, the brand's exposure, knowing from other people, and directly buying products. Consumers tend to buy if they are already familiar with a brand. Authors [40] reveal the function of familiarity in identifying the quality of an item or service. Besides, the brand can increase the level of buyer efficiency. The brand makes it easier for consumers to search for goods or services.

Research by [22] states that forming brand awareness can be done instantly or in a relatively short time by using intense, unique and sensational advertising and attractive prizes in stores. A known brand can increase positive familiarity and the possibility of being included in the list of brands to buy. If consumers perceive them as a good quality brand, it will be easier for them to pay more for the brand. So it can be concluded that familiarity is the closeness between the consumer and the brand and product to be purchased. Based on this explanation, the third hypothesis proposed in this study is H₃: Familiarity in Advertisement affects willingness to pay on purchases of Lemonilo healthy food products.

Conceptual Framework. The research concept framework is a concept in the form of a systematically arranged chart, used to provide a brief view of the object of research so that from this research model, the direction and purpose of the

research to be carried out will be known. The conceptual framework of this research is as follows.

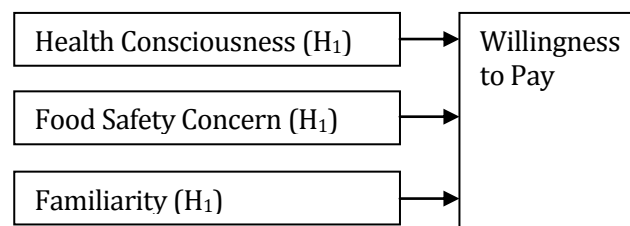


Figure 1 – Conceptual Framework

METHODS

Data collection is done by utilising the online Google form questionnaire application. Respondents come from various demographics (in terms of gender, origin, age, occupation and monthly income). The sampling technique used is purposive sampling, and then questionnaires are distributed to 120 respondents who are Lemonillo consumers aged between 20-50 years. Measurement of variable indicators adopted from previous research, namely health awareness from [12], food safety concern from [13], familiarity with an advertisement from [14] and willingness to pay from [15]. All items were evaluated using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Validity and reliability tests were performed using IBM SPSS version 26 before examining the entire model. A variable is said to be valid and reliable if it gives Cronbach's alpha value ≥ 0.60 [10, 11]. Data analysis in this study used multiple linear regression. Regression analysis is a statistical technique that analyses the linear relationship between two variables by estimating the coefficients for a straight line equation, one variable is expressed as the dependent variable, and the other variable is expressed as the independent variable [13].

This study collected responses from 120 respondents. Because it uses an online questionnaire form, all questions can be set to be mandatory so that respondents would answer all the questions asked. The characteristics of respondents are very varied. One hundred thirty-eight males and 82 females, most of whom (86.7%) were aged between 20 and 30 years. The most dominant occupation of respondents is a private employee (41.7%), while 63 of the respondents

fall into the category whose monthly income is Rp ≤ 2 mln. Complete data can be seen in the following table.

Table 1 – Characteristics of Respondents

Variable	Description	Number	%
Gender	Male	38	31.7
	Female	82	68.3
Age	20-30 years	104	86.7
	30-40 years	10	8.3
	40-50 years	5	4.2
	>50 years	1	0.8
Address	Mataram	41	34.2
	West Lombok	32	26.7
	Central Lombok	21	17.5
	North Lombok	9	7.5
	Sumbawa	7	5.8
	Bima	6	5
	Dompu	4	3.3
Occupation	Private Employee	50	12.5
	College Student	24	20
	Entrepreneur	31	25.8
	Civil Servant	15	12.5
Monthly Income	≤ Rp 2 mln	63	52.5
	Rp 2-5 mln	39	32.5
	Rp 5-10 mln	14	11.6
	Rp 10-15 mln	2	1.7
	≥ Rp 15 mln	2	1.7

RESULTS AND DISCUSSION

The Cronbach Alpha value was used; the results are shown in Table 2 below. According to [10, 11], reliability testing is a tool used to measure a questionnaire which is an indicator of a variable or constructs. The variable is said to be valid and

reliable if it gives Cronbach's alpha value ≥ 0.60 . Based on the following table, the questionnaire in this study is said to be reliable. In addition, it can also be seen from the table that, on average, food safety concern is the priority for consumers.

Table 2 – Reliability Test Result

Variable	Mean	Cronbach's Alpha
Health Consciousness (8 items)	4.21	0.871
Food Safety Concern (7 items)	4.22	0.841
Familiarity in advertisement (5 items)	3.55	0.850
Willingness to Pay (4 items)	3.88	0.691

In terms of the scales' validity, it was evaluated by item-total correlation analyses. The result is displayed in Table 2, where all item-total correlation coefficients surpassed the critical value of r table 0.361 and were statistically significant at $p \leq 0.01$. The scales were therefore reliable and valid. Moreover, the examination of the variance inflation factor (VIF) indicated that multicollinearity was not a problem in the data as they were within tolerable limit; i.e. tolerance values were between 1.076 to 2.319, which were < 10 [13]. Therefore, the authors are confident in the regression results.

Table 3 – Summary of Item-total correlation

Variable	Statement	Item	Item Total Correlations
Health Consciousness	I am alert to any changes in my health	X1.1	0.653
	I think a lot about my health	X1.2	0.754
	I am self-conscious about my health	X1.3	0.619
	I care about my health	X1.4	0.754
	I check my health regularly	X1.5	0.725
	I am very involved with my health	X1.6	0.793
	I am aware of the state of my physical health as I go about the day	X1.7	0.751
	I pay attention to my physical health as I go about the day	X1.8	0.771
Food Safety Concern	I am apprehensive about the safety of my food	X2.1	0.842
	I'm worried that there are harmful chemicals in the food I usually eat	X2.2	0.608
	I pay attention to the safety of the food products	X2.3	0.828

Variable	Statement	Item	Item Total Correlations
	I consume		
	I am concerned about the current danger of the disease and try to take action to prevent it	X2.4	0.570
	I sacrificed a lot for my health	X2.5	0.746
	I think it's essential to know well how to eat healthily	X2.6	0.806
	I know the content of organic food	X2.7	0.674
Familiarity in Advertisement	I know about the Lemonilo brand	X3.1	0.707
	I have various knowledge about the taste of Lemonilo noodles	X3.2	0.906
	When buying noodles, I compare them with brands I have never known	X3.3	0.758
	I love the Lemonilo brand, so it's tough for me to switch to another noodle brand	X3.4	0.834
	Lemonilo products use quality ingredients	X3.5	0.787
Willingness to Pay	I am willing to pay more to get healthier products to consume	Y.1	0.820
	The price of Lemonilo products is by the quality	Y.2	0.781
	I think that products labelled organic are better for consumption	Y.3	0.660
	Lemonilo noodles taste delicious	Y.4	0.673

Notes: *Correlation is significant at the 0.01 level (2-tailed)

For analysis and hypothesis testing, the authors used regression analysis using SPSS 26. As a result, a regression model was developed and displayed in table 4. Table 4 shows that Health consciousness and food safety concerns do not affect the willingness to pay. On the other hand, the data indicate that familiarity with advertisements significantly affects willingness to pay.

Table 4 – Regression Analysis on the Effect of Health Consciousness, Food Safety Concern, and Familiarity in Advertisement on the Willingness to Pay

Variable	β	t count	Sig	Conclusion
Health Consciousness	0.129	1.322	0.189	H ₁ (not supported)
Food Safety Concern	0.059	0.597	0.552	H ₂ (not supported)
Familiarity in Advertisement	0.658	9.867	0.000	H ₃ (supported)
F = 42.029; p = .000; R = .722; adjusted R ² = .508; Std error of the estimate = 1.58146				

Based on the information above, it can be seen that the value of the coefficient of determination

or adjusted R² is 0.508. This means that the willingness to pay variable is simultaneously influenced by the Health Consciousness, Food Safety concerns, and Familiarity with Advertisement variables by 50.8%. The remaining 49.2% is influenced by other variables not discussed in this study. In addition, it is obtained that the f count is greater than the f table (f count 42.029 > f table 3.13 with a p significance value of 0.000, which is smaller than 0.05 so that it is said that the research model with variables X₁ (Health Consciousness), X₂ (Food Safety Concern) and X₃ (Food Safety Concern) can or is feasible to use to predict willingness to pay (Y).

The Effect of Health Consciousness on Willingness to Pay. The research data shows that the t-count value of the health consciousness variable is 1.322 (smaller than t-table 1.980 with a significance of 0.189 (greater than 0.05). This result means that the health consciousness variable does not affect willingness to pay. This can also mean that in this case of Lemonilo healthy food products, although the health consciousness variable increase, it will have no significant effect on consumers' willingness to pay. The results of this study support the results of previous research conducted by [2], which showed that health consciousness did not affect purchasing green cos-

metics. The dominant indicator of health consciousness is health alertness, namely the level of individual awareness of their physical health condition. However, this is not a factor that can affect consumers' willingness to pay more for healthy food products.

The Effect of Food Safety Concerns on Willingness to Pay. Based on the results of research conducted, food safety concerns do not affect willingness to pay. This is indicated by the t value of the food safety concern variable, which is 0.597 (smaller than t table 1,980 with a significance of 0.552 (greater than 0.05). This means that although the food safety concern variable increases, it does not affect the willingness of consumers to pay for healthy food products. The results of this study support the results of previous research conducted by [18], which shows that food safety concerns do not affect consumers' willingness to pay more. The most dominant indicator of food safety concern variables in this study is the knowledge indicator, where consumers assume it is essential to know how healthy the food is. But this is not a factor that can affect consumers' willingness to pay for healthy food products. This is explained by [19, 20, 21]. Consumers' willingness to pay is influenced by different factors such as age, number of family members, personal consumer concerns, family spending, and consumer trust in a product.

The Effect of Familiarity in Advertisement on Willingness to Pay. Based on the research results, it is known that the t value for the familiarity in the advertisement variable is 9.867 (larger than t table 1.980 with a significance of 0.000 (less than 0.05). Thus, it is concluded that familiarity with advertisements significantly affects willingness to pay. It is one of the many factors that can consider by consumers in buying or consuming a product. This means that familiarity in advertising is the closeness between consumers and the brand and the effect they will buy. If Lemonilo advertises heavily, it will increase the willingness of consumers to pay more for these healthy food products. Products that the consumers know can increase positive familiarity and the possibility of being included in the list of products to be purchased by consumers.

This study's results align with the respondents' answers to the five statements of familiarity in advertising. This indicates that in the willingness to pay more for healthy food products, consum-

ers need to know or be familiar with the brand. In addition to consumers knowing that the ingredients used in nutritional food products are high quality, consumers will find it easier to pay for them. The results of this study support the results of previous research conducted by [22], showing that consumers' willingness to pay more for organic vegetables indicates that most consumers are willing to pay more because they know the benefits or are familiar with these organic products.

CONCLUSIONS

This study provides empirical evidence on whether there is an influence between health consciousness, food safety concern and familiarity in advertisements on willingness to pay. The results show that health consciousness does not affect willingness to pay. This is in line with the findings of [2] that health consciousness has no significant effect on purchasing green cosmetics. Food safety concern has no significant impact on willingness to pay either. This is in line with [23] research. On the other hand, familiarity with the advertisement significantly affects willingness to pay. This strengthens the research conducted by [24] that most consumers are willing to pay more because they know or are familiar with organic carrot vegetable products.

This research has managerial implications for the Lemonilo company, namely that the company must pay attention to the reputation built to survive. Furthermore, companies can be directly involved in educating consumers to be more aware of their health and provide information on the importance of health awareness. In addition, Lemonilo, as a healthy lifestyle brand, can provide information and educate consumers about the ingredients in Lemonilo products so that consumers have more confidence in buying and consuming these Lemonilo products.

The limitations of this study are that the research object is only focused on healthy food products from the Lemonilo brand, which is only one of many healthy foods available and that the scope of the research is only in the West Nusa Tenggara area. Further research can be conducted with more comprehensive area coverage. Future researchers can also add other variables to the research model to enrich the findings.

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