

Consumer Actual Purchases on Premium Healthy Beverages: A Study of New Technology Cold-Pressed Fruit Processing

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INFO ARTIKEL	ABSTRACT/ABSTRAK
Diterima: 30-06-2024	Pengambilan keputusan konsumen terhadap pembelian minuman sehat premium: Studi tentang teknologi baru pemrosesan buah dengan metode <i>cold-pressed</i>
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Keywords: Agribisnis, Keputusan pembelian konsumen, Produk makanan premium, Produk segar, Teknologi pengolahan minuman	Artikel ini fokus kepada pengambilan keputusan konsumen terhadap pembelian produk minuman sehat premium menggunakan teknologi baru berbahan dasar produk segar. Produk <i>cold-pressed juice</i> merupakan produk minuman terbuat dari produk segar yang diolah menggunakan teknologi baru untuk menghasilkan nutrisi tinggi sebagai alternatif untuk kebutuhan pangan sehat konsumen. Penelitian ini menguji hubungan antara harga, promosi, dan kualitas produk terhadap keputusan pembelian konsumen terhadap produk minuman premium. Penelitian ini menggunakan metode survei terhadap 50 responden konsumen di wilayah perkotaan yang memiliki pengalaman membeli produk minuman sehat premium merek XYZ dan survei dilakukan di dua outlet penjualan produk merek XYZ di Jakarta. Analisis data menggunakan analisis <i>mean value</i> dan analisis korelasi <i>Rank Spearman</i> , dan hasilnya menunjukkan bahwa penilaian terbaik dari fitur produk yang dinilai konsumen secara berturut – turut adalah kualitas produk, promosi, dan harga; dan ketiga faktor ini memiliki hubungan terhadap pengambilan keputusan konsumen. Hasil analisis diharapkan mampu membantu pelaku usaha terutama pengolah minuman berbahan dasar produk segar untuk memahami faktor – faktor yang mempengaruhi keputusan pembelian konsumen. Hasil analisis juga dapat menjadi rekomendasi bagi pelaku pengolah produk segar untuk mengambil keputusan lebih baik dalam menggunakan teknologi produksi untuk pengolahan komoditas produk segar yang berkembang saat ini dan bagaimana hal ini mempengaruhi pengembangan ritel olahan pangan serta membantu mendukung pemilihan diet konsumen.
Kata Kunci: Agribusiness, Consumer purchase decision, Fresh produce, Premium food products, Technology-based beverages	The paper focuses on the factors influencing consumers' actual purchase decisions for healthy products using new technology to produce fresh product-based beverages. Cold-pressed juice is a premium beverage made from fresh produce with a new technology-based process that can produce high nutrition as an alternative for the consumer's diet. The research examines the relationship between price, promotion, and product quality on consumers' purchase decisions on beverages with premium categories. A survey was conducted among 50 respondents of urban consumers who have experience buying premium healthy beverages of the brand XYZ in two outlets in Jakarta.

The mean value and rank Spearman correlation analysis revealed that product quality, promotion, and price, in a particular order, were the best factors evaluated by customers, and these factors significantly correlate with purchase decisions. Product quality is the most considered by customers; however, only product quality affects consumer purchase decisions among the three factors. The findings may help processed fresh produce beverage processors and outlet owners understand the factors affecting customer purchase decisions to buy such premium fresh produce beverages. It also enables them to make better decisions in emerging technology-based beverage production for fresh produce commodities and food retail development, including supporting consumer diet choices.

INTRODUCTION

Demand for healthy natural beverages has increased recently, driven by consumer concern about diet intake. The global health pandemic, such as COVID-19, that occurred a few years ago and was experienced by almost all countries around the globe has created trauma for most people and made them more careful in selecting food intake to maintain health and body immunity. The development of healthier food systems has grown in interest among scholars, industries, and policymakers in developing economies, especially in the context of low- and middle-income countries (LMICs) (Kumar *et al.*, 2023). A case of Indonesia can be included in this economy category. The global beverage industry has also witnessed a surge in demand for healthier and more natural alternatives to beverage products (Usaga & Worobo, 2018), spurring a wave of creativity and innovation (Medeiros *et al.*, 2016). One such innovation that has received considerable traction is cold-pressed juice, which offers nutrient-rich content, fresh taste, and minimal processing (Usaga & Worobo, 2018; de Souza *et al.*, 2020). Cold-pressed juice has a production method that is different from traditional juice. It is related to the extraction method involving heat pasteurisation or high-speed centrifugation and hydraulic presses that gently extract juice from fruits and vegetables, preserving their inherent flavours and nutrients (de Souza *et al.*, 2020). This type of healthy drink product has become more popular among consumers (Martins *et al.*, 2019), reflecting a convergence of consumer preferences for healthier options and entrepreneurial endeavours to meet these demands.

Food and beverages (F&B) businesses put interest in growing the beverage industry for the juice market is expected to grow annually by 5,27% worldwide (CAGR 2024-2028), and the volume

growth is expected to increase by 1.2% in 2025 worldwide (Statista, 2024a). In Indonesia itself, the market for beverage products is projected to grow annually by 4,7% (CAGR 2024-2028), and the volume is expected to increase by 2,8% in 2025 (Statista, 2024b), which is higher than the worldwide sales. This indicates the juice market in Indonesia. Cold-pressed juice is one of the innovations created in the beverage industry that could contribute to this market interest. As a fruit and vegetable juice processed using a new technology called cold-pressed or masticating juicers, cold-pressed juice offers several advantages, such as nutritional quality, shelf life extension, sensory quality, and food safety (Martins *et al.*, 2019). This juice has been introduced in Indonesia for over a decade since 2013, but it is only sold in limited retail markets or stores in big cities. With the benefits of this type of product, cold-pressed juice is classified as a premium-class beverage.

However, Indonesian fruit consumption per kg per capita is lower than that of other countries in Southeast Asia (FAOSTAT, 2024). Indonesia's fruit consumption has been lower compared to Thailand, Vietnam, Laos, and the Philippines during the last two decades. The amount of fruit Indonesian consumers consumed in 2020 was around 70 kg/capita. The World Health Organization's recommended intake for fruit consumption is 400 grams/day/per person (World Health Organization, 2003), while Indonesian fruit consumption was only 0.11 kg/week/person or around 1.5 grams/day/person in 2023 (Statista, 2024c). This shows the low fruit intake of Indonesian consumers. Although this situation occurred for various reasons, juice products could be an alternative for people to conveniently consume fruits to fulfil their nutritional needs. Consumers increasingly want more natural foods with no preservatives and are willing to pay higher

prices for premium food products that are processed using new technology (Lavilla & Gayán, 2018).

New technology and innovation in the beverage industry, including juice products, have offered consumers convenience in fulfilling their nutritional needs with fruit. The development of new juice products also offers consumers various choices for purchasing juice products based on their eating and diet behaviour. Studies about food and health-related concepts in marketing research have become a focus among scholars (Silchenko & Askegaard, 2020). Previous studies highlighted increased consumers' food purchase intentions for healthier products (Abadio Finco *et al.*, 2010; Sarmugam & Worsley, 2015; Thomé *et al.*, 2019; Kiloos *et al.*, 2021). This consumer behaviour from the perspective of healthy food could be influenced by the consumer's food choice (Thomé *et al.*, 2019). Although, the food hedonism culture could reduce consumer willingness to buy premium healthy products (Hallak *et al.*, 2022). Such innovation in the F&B industry becomes essential to fulfilling market needs and dealing with competitors' behaviours (Giacomarra *et al.*, 2020). Food purchase decisions reflect actual consumer behaviour regarding food choices, which might be influenced by food category (Maehle *et al.*, 2015).

Consumer purchase decisions on premium food product categories, such as cold-pressed juice, could be influenced by internal and external factors. Some are purchased for lifestyle and pleasure, whereas others are purchased because of the product attributes and nutritional content (Maehle *et al.*, 2015; Montero-Vicente *et al.*, 2019; Thomé *et al.*, 2019; Kiloos *et al.*, 2021). The marketing program of premium food products, such as pricing (Scully *et al.*, 2012; Thomé *et al.*, 2019) and promotion (Maehle *et al.*, 2015; Sarmugam & Worsley, 2015) could be related to consumer purchase decisions, including the consumer perspective on product quality (Montero-Vicente *et al.*, 2019; Kiloos *et al.*, 2021). Marketers should be aware of and understand marketing-relevant food product quality because deciding how to use the appropriate product features for the marketing program can influence consumer decision-making (Hoffmann *et al.*, 2020). Evaluating consumer knowledge is also essential to indicate the consumer purchase decision process to understand whether consumers have sufficient information and trust to purchase such beverage products produced by new technology (Martins *et al.*, 2019). Understanding consumer consumption patterns on food products

could provide marketers with a better understanding of the way of shopping and consumers' personal considerations for buying a food product (Grunert *et al.*, 2011). Scholars have researched subjects related to consumer consumption patterns, but limited research has been done on consumers' actual purchases of healthy foods. Also, little is known about the relationship between consumer decisions and external factors in the actual buying behaviour (Saffanah *et al.*, 2023) to purchase premium healthy food products made by new technology. Thus, this paper examines (1) consumer evaluation of their product knowledge and consumption pattern, (2) consumer perception of product quality, pricing, and promotion, and (3) the relationship between product quality, pricing, and promotion on consumer's purchase decisions of the premium healthy beverage.

MATERIALS AND METHODS

The quantitative research method was applied to the study by selecting a specific case of a cold-pressed juice with a brand named XYZ for the survey located in the urban area in South Jakarta. The company has more than 15 outlets in Jakarta and Tangerang, and this study surveyed the consumers who bought the product of the XYZ cold-pressed juice brand from two outlets that were most visited located in South Jakarta, which is the initial city of the product marketing and urban area that fit with the product target market. The study hypothesised the correlation between price, promotion, and product quality on purchase decisions. The number of samples was determined based on the assumption that the sample size for causal analysis is between 15 and 20 observations for each independent variable (Hair *et al.*, 2019). Based on this, this study has three independent variables; thus, the minimum sample size is 45. The sample size used for this study was 50 respondents, which is appropriate according to the above assumption. This study used systematic sampling by selecting every 5th person who visited and bought cold-pressed juice (i.e., e fruits and vegetable juices, nut milk, smoothies) from the two selected outlets until a sample of 50 respondents was formed. Because the survey was conducted in two different outlets, each outlet surveyed 25 people equally, with a total of 50 respondents. The questionnaire was distributed between 10 AM and 4 PM during the outlet operation.

The data collection was done using a survey that was applied through a semi-structured

questionnaire. A short interview with the company employees responsible for the marketing and product development division was also conducted to gain more understanding about the product and company. A Likert scale was used for scale measurement from 1 to 4 - strongly disagree (1), disagree (2), agree (3), and strongly agree (4). The statistical descriptive analysis and rank Spearman correlation test were employed to analyse the data. The SPSS 16 program for Windows facilitated the data analysis.

Descriptive statistics (i.e., frequency analysis, three-box method) and Spearman rank correlation were used to analyse the data. Descriptive data analysis was applied to answer two research objectives: (1) to identify consumer product knowledge and consumption patterns and (2) to indicate consumer perception towards pricing, promotion, and product quality. The frequency analysis was used to identify consumer knowledge about cold-pressed juice and their consumption pattern, whilst the score index analysis (three-box method) (Riyanto & Hatmawan, 2020) was used to measure the respondent's perception of price, promotion, and product quality of the cold-pressed juice of the XYZ brand. The analysis creates a scale range measurement to interpret the central tendency of the mean value of the respondent's response and categorise it into three classes using the following formula:

$$\text{Score index} = (m - n)/b$$

Where m is the highest possible score, n is the lowest possible score, and b is the amount of class. The highest mean value in this study was 4, and the lowest was 1; therefore, the data can be divided into three

categories (see Table 1).

Table 1. The score index categorisation

Category	Scale index
Low	1,00 – 2,00
Moderate	2,01 – 3,00
High	3,01 – 4,00

The last analysis used was the Spearman rank correlation to examine the correlation between price, promotion, and product quality on purchase decisions. The Spearman analysis (1904) is a non-parametric measurement of associations that determines the strength of a relationship between the ranks of two data values. The Spearman's rank correlation formula used in this study is:

$$\rho = 1 - \frac{6 \sum b_i^2}{n(n^2 - 1)}$$

Where ρ is the Spearman's rank correlation coefficient, $\sum b_i^2$ is the sum of the squared differences of two ranks (i.e., the rank of the independent variables - price, promotion, product quality. and the rank of the dependent variable – purchase decision), and n is the number of cases. In this study, the t-test is then followed as the statistical test for the significance of the Spearman correlation coefficient by examining the relationship between the observed variables using the following formula:

$$t = \rho \sqrt{\frac{n-2}{1-\rho^2}}$$

Where t is the t-test statistic, ρ is the Spearman correlation coefficient, and n is the sample size.

Table 2. Validity test

Variable	Code and Item measurement	r_{output}	r_{table}	Result
Price (Stanton, 2003)	A1 - The price of the XYZ is affordable	0.889	0.3061	Valid
	A2 – The price of the XYZ fits the quality (taste, appearance, benefits)	0.595	0.3061	Valid
	A3 – The price of the XYZ fits the quantity (volume)	0.808	0.3061	Valid
Promotion (Kotler & Armstrong, 2013)	<i>Advertising</i>			
	B1 – I know the XYZ product from social media (e.g., Instagram, X, Facebook)	0.660	0.3061	Valid
	B2 – I know the XYZ product from the brochure I have seen	0.585	0.3061	Valid
	B3 – The ads made by the XYZ product are easy to read, easy to understand, and have an interesting design	0.745	0.3061	Valid
	B4 – The promotion on social media about the XYZ product is easy to understand and interesting	0.875	0.3061	Valid
	B5 – The product information in the ads of the XYZ product (paper ads, social media) is clear and complete (product variants, price, places to buy)	0.674	0.3061	Valid

Variable	Code and Item measurement	r_{output}	r_{table}	Result
<i>Sales promotion</i>				
	B6 – I am interested in the bulk-buying promotion offered by XYZ (buy more than 3 bottles, get a lower price)	0.539	0.3061	Valid
	B7 – I am interested in the discount by using card payment offered by XYZ	0.463	0.3061	Valid
	B8 – I am interested in the loyalty program offered by the XYZ product	0.575	0.3061	Valid
<i>Personal selling</i>				
	B9 – The store employees of XYZ are neat, fast respond, and friendly when serving consumers	0.680	0.3061	Valid
	B10 – I am more interested in the XYZ product when interacting with the store employees	0.767	0.3061	Valid
	B11 – my knowledge increased by interacting with the XYZ store employees	0.656	0.3061	Valid
<i>Product performance</i>				
Product Quality (Sebastianelli & Tamimi, 2002)	C1 – The XYZ product is refreshing	0.441	0.3061	Valid
	C2 – The XYZ product fits with my expectation	0.695	0.3061	Valid
	C3 – The colour of the XYZ product is attractive (bright, fresh, colourful)	0.760	0.3061	Valid
	<i>Product Features</i>			
	C4 – The XYZ cold-pressed juice contained higher nutrition than the ordinary fresh produce juices	0.762	0.3061	Valid
	C5 – The nutrition contained in the XYZ product (vitamin, protein, mineral, antioxidant) has a good effect on healthy to support nutrition intake	0.647	0.3061	Valid
	C6 – The XYZ product has no chemical substances (no preservatives, artificial sweeteners, or artificial colouring) that can harm our health	0.797	0.3061	Valid
	<i>Product reliability</i>			
	C7 – product handling is nicely done (using chiller, good hygiene), making it free from contamination	0.721	0.3061	Valid
	C8 – The XYZ packaging is made from a firm material, making it not easy to break	0.609	0.3061	Valid
	C9 – The XYZ packaging is made from a safe material and easy to carry	0.579	0.3061	Valid
	<i>Product durability</i>			
	C10 – I do not mind the XYZ product's short expired date (1-2 days)	0.403	0.3061	Valid
	<i>Product esthetics</i>			
	C11 – The packaging design and label of the XYZ product are catching	0.562	0.3061	Valid
	C12 – The packaging shape of the XYZ product is appealing	0.566	0.3061	Valid
Actual Purchase Decision (Stankevich, 2017)	D1 – I consume the XYZ product to provide the nutrition intake and support healthiness	0.508	0.3061	Valid
	D2 – I consume the XYZ product to try it out	0.033	0.3061	Not Valid
	D3 - Before buying the XYZ product, I look for information from my relatives	0.400	0.3061	Valid
	D4 – Before buying the XYZ product, I look for information from advertisements (e.g., social media)	0.331	0.3061	Valid
	D5 – I am sure that the XYZ product has a good quality	0.772	0.3061	Valid
	D6 – I love and am proud to consume the XYZ product	0.724	0.3061	Valid
	D7 – I bought the XYZ product because it is a well-known brand	0.585	0.3061	Valid
	D8 – I choose to buy the XYZ product directly from the offline store rather than ordering online	0.562	0.3061	Valid
	D9 – I feel satisfied consuming the XYZ product	0.546	0.3061	Valid
	D10 – I will consume the XYZ product again	0.572	0.3061	Valid
	D11 – I will recommend the XYZ product to others	0.390	0.3061	Valid

Before the survey, a pilot test using 30 samples was conducted to test the questionnaire, which consisted of 37 items. A validity test was applied using the product moment Pearson correlation, and it showed that one item (code D2) was not valid and was removed from the questionnaire for the survey;

only 36 items had Pearson correlation values above 0.3 (see Table 2). The reliability test was also carried out using Cronbach's Alpha. All four variables had Cronbach's Alpha values greater than 0.6, meeting the threshold, meaning reliable (see Table 3).

Table 3. Reliability test

Variable	Cronbach's Alpha	Threshold	Result
1. Price	0,673	0.6000	Reliable
2. Promotion	0,835	0.6000	Reliable
3. Product Quality	0,858	0.6000	Reliable
4. Actual Purchase Decision	0,764	0.6000	Reliable

RESULTS AND DISCUSSION

The respondents' profiles show that most customers who bought the cold-pressed juice were female (see Table 4). This aligns with previous studies that women seek and are more interested in health-related information (Ek, 2015), prioritise healthy lifestyles (Bärebring *et al.*, 2020), and consume healthy food. Other research also claimed that males and females have different motivations when shopping, determining the shopping value (Kusumowidagdo *et al.*, 2013). Males mainly claimed shops for utilitarian, while females claimed for hedonic. Utilitarian shoppers shop for their needs to buy something. In contrast, hedonic shoppers have a motive because they like the shopping process and do it for joy and pleasure to increase positive experiences. This could also be assumed to be applied when women shop for this cold-pressed juice motivated by gaining a more positive experience by adopting a healthy diet that is completed through consuming a healthy drink.

One-third of the customers were categorised as adults aged 31-40 (34%). At this age, people tend to be in a stable job and have income, which makes it possible to allocate their income for buying essential product needs, including good quality food such as healthy drinks of this XYZ brand cold-pressed juice. The age of 15-20 becomes the second consumer of this product. It is assumed that this age range shows that they are in the adolescent stage, so they want to show their social class, are likely to follow the trends (first adopters/innovators), and are interested in new things. According to Rogers (1983), about the diffusion of innovation, innovators are at the youngest age (adolescence), easily accept new things, and have a high social class. Their behaviours are affected by their social interactions.

Table 4. The characteristics of the respondents

Parameters	Criteria	Frequency (%)
Gender	Male	46
	Female	54
Age	15-20 years	32
	21-30 years	24
	31-40 years	34
	>40 years	10
Education	Bachelor	64
	High-school	22
	Diploma	6
	Junior high school or under	8
Expenditure per month for food and beverage (IDR Rp.)	> 5 million	44
	1-3 million	26
	3-5 million	20
	< 1 million	10

Most customers have a high education level, as shown by 64% of those who graduated with a bachelor's degree. This proves that the higher their education, the more they know about consuming healthy foods and beverages. Highly educated people have better access to information about diseases and their treatments. Therefore, highly educated people tend to adopt healthy lifestyles.

Based on the monthly expenditure, some customers are in the personal spending category of more than 5 million rupiahs (44%). In contrast, some consumers from this category have monthly expenditures of more than 10 million rupiahs, which shows that most customers of this XYZ brand cold-pressed juice had a high income. This is aligned with the theory of consumption, which states that the more income people have, the greater their spending will be (Rosefielde & Pfouts, 2015).

Consumer Product Knowledge and Consumption Pattern

Product purchase has been related to the overall product knowledge that drives actual purchase (Cacciolatti *et al.*, 2015). Retailers also need to recognise consumer purchase behaviour to understand consumer likelihood of buying certain products or categories (Elms *et al.*, 2016). In this study, about 80% of customers know what cold-pressed juice is. This shows that most consumers already know what XYZ products are, while only a small number of consumers buy XYZ products without knowing what cold-pressed juice is (see Table 5). Most consumers buy the product more than three times (64%). It shows they have formed a regular consumption and loyalty to the XYZ product. Also, the consumers claimed they do not know another brand for healthy beverages made from fresh products except the XYZ product (60%). It shows consumers rarely know its presence despite several other cold-pressed juice brands. The company can utilise this to create XYZ products as a pioneer in cold-pressed juice beverages. Most consumers claim to be lovers of healthy living (76%), as represented by consumer lifestyle as health enthusiasts. In other words, the respondents consume XYZ products because they know the benefits they will obtain by consuming that product as an intake for nutritional needs. Consumer food lifestyle could also indicate consumer purchase motives and consumption situation. By knowing consumer purchase behaviour, retailers can understand consumer ways of shopping (Grunert *et al.*, 2011).

Table 5. Consumer's cold-pressed juice product knowledge and consumption pattern

	Criteria	Frequency (%)
Knowledge about the product	Yes	80
	No	20
Knowing other cold-pressed juice brands	Yes	40
	No	60
Purchase frequency	One time	24
	2-3 times	12
	>3 times	64
Health enthusiast	Yes	76
	No	24

Consumer Perception of the XYZ Price, Promotion, and Product Quality

Consumers' evaluation of the three factors was examined to assess the market's product situation and to see each marketing factor's performance from the consumer perspective. The results show that the mean value from each variable was (1) the price (2.87), (2) promotion (2.90), and (3) product quality (3.24) (see Table 3). The result means that product quality is the best factor assessed by the respondents. The price and promotion factors were in the moderate category, and product quality was in the high category (see Table 6). The result is associated with the company's vision and principle, which is to focus on product quality that serves healthy beverages with good taste. Customers perceive the product's overall quality as good because of the high mean value of the category. The company could provide product certification and quality assurance to justify this customer perception. Previous studies argued that beverage products, such as premium juices, processed with a cold-pressed method were better product quality due to the minimised thermal induced during the manufacturing process, maintaining quality, nutrition, and freshness (Usaga & Worobo, 2018; de Souza *et al.*, 2020). In addition, based on the information from the company, the audit was done internally and externally to maintain the quality and consistency of the taste. In 2023, the company obtained ISO and Halal product certifications. With certification and quality assurance, it is expected that the product quality of the XYZ product is not just a claim from the company.

Table 6. The variable mean value

Variable	Mean	Category
Price	2,87	Moderate
Promotion	2,90	Moderate
Product Quality	3,24	High

Related to product pricing, the company sets the premium price for the product because it is worth the quality it provides to the consumers. The previous study also argues that the worth or value of higher quality is known as a price premium (Singh & Pandey, 2015). The customer pays a higher price above the average price for a particular product because they want a better quality that suits the product criteria and is willing to buy. As for the promotion, the customers consider this factor relatively good because promotion is needed to

introduce, inform, and persuade consumers about the product. This premium juice is sold only in specific retail channels or shopping malls; hence, the retailer should provide more information to the consumers about the product's advantages, the location to buy the product, and other essential information related to the product marketing. A suitable sales promotion for a premium food product is required for purchase convenience (Wang & Huo, 2016).

The Relationship Between the XYZ Price, Promotion, and Product Quality on Customer Actual Purchase Decision

A correlation analysis of rank Spearman was performed to test the hypothesis and determine the relationship between independent variables (price, promotion, and product quality) and the dependent variable (actual purchase decision). The results show that the three variables of price (X_1), promotion (X_2), and product quality (X_3) were significant based on the t -value $>$ t -table (see Table 7). The results also demonstrate that there is a strong relation between

promotion (X_2) and product quality (X_3) to actual purchase decisions (Y) (see Table 7). Product quality has a stronger relationship to purchasing decisions than promotion to purchasing decisions (see Table 7). The result indicates that consumers consider product quality rather than price and promotion when purchasing the product. Consumers respond positively to the company's strategies by focusing on product quality. Previous studies are also relevant to this finding, demonstrating that consumers are more ready to pay for a good quality product (Francesca & Martinelli, 2021). Producers and marketers of beverage products produced from fresh products, such as fruits, should understand the importance of product quality and attributes because consumers are concerned with this factor before and when buying such products (Kiloes *et al.*, 2021). Previous studies also argue that food quality attributes could influence consumer food-related goals (Liu *et al.*, 2022) that could hypothetically influence consumers' actual purchase decisions to buy the product.

Table 7. The correlation value and relationship between the variables

Variable	r_s	T_{value}	T_{table}	Sig.	Interpretation
$X_1 - Y$	0,346	2,555	2,012	Significant	Moderate Relation
$X_2 - Y$	0,599	5,183	2,012	Significant	Strong Relation
$X_3 - Y$	0,638	5,740	2,012	Significant	Strong Relation

When purchasing foods (in this case, beverages are also included), consumers have already assessed the product's freshness, as seen by the colour, smell, taste, and appearance (Grunert *et al.*, 2004). However, the taste cannot be evaluated without any purchase (consumption), meaning those without experience buying the product cannot evaluate the beverage's taste; only the actual buyers can perceive the product dimension related to taste. This also means that the perception of the quality plays a role in influencing the consumers. PT XYZ anticipates that issue by combining fresh ingredients and sound quality that can produce a good taste. The primary goal of the promotion created by the company of the XYZ product is to educate and persuade consumers by explaining that quality is the primary advantage of the XYZ product. In the current digital age, the promotion of products, such as the beverage category, could encourage the use of social media marketing to promote realising meeting consumer demand and a shorter time for consumers to decide to buy the product (Attar *et al.*, 2021). A strong relationship

between promotion and purchase decisions also aligns with a previous study that argues that when consumers are exposed to a promotional offer that demands the purchase of a specific number of items, how the offer is presented can impact their purchasing choice (Gordon-Hecker *et al.*, 2020), which results in a sales increase and potentially encourages impulsive buying behaviour (Parsad *et al.*, 2021). As such, focusing on the promotion factor is also essential to accelerate consumer decision-making.

A good quality product, such as a certified product labelled with higher prices, is an essential element consumers consider. Based on the respondents' profiles, this study had an equal number of males and females with higher education, supporting a previous study that argues that both males and females with a higher education background are willing to buy products with higher prices for a reasonable quality premium (Wang & Huo, 2016). This result could also represent that this study indicates a moderate relation between price

and purchase decision, meaning consumers may consider price before buying the product. However, consumers could also be price sensitive and pay a premium price for a product. Another study also argues that consumers may be willing to pay a premium price for a healthy beverage product, and this should drive innovation in new product development to consider a reasonable price for hospitality consumers (Hallak *et al.*, 2022). Thus, a good quality beverage product should also consider a reasonable price offered to consumers. The result aligns with a previous study arguing that various factors, including price, influence consumers' decisions to purchase foods or drinks (Mogendi *et al.*, 2016; Lavilla & Gayán, 2018).

CONCLUSION

The emergence of innovation in new beverage product development continues to rise as more consumers are more concerned about a healthy lifestyle. The food services industry can be essential in supporting consumer demand for options providing healthier products. Understanding the healthy beverage sector with innovative production from the consumers' perspective provides valuable insights into the agrifood operators and industry. This study highlights three essential points related to consumer purchase behaviour on premium healthy beverage products. This study highlights three essential points related to consumer purchase behaviour on premium healthy beverage products. First, most end-users are regular customers who acknowledge cold-pressed juice as a premium healthy product and have little knowledge about other healthy beverage products that provide similar purposes and benefits to the XYZ brand. The customers who ever bought this product were also identified as health enthusiasts, which indicates an urban customer lifestyle with the choice of food products. The actual product choice for customers buying premium healthy beverages is to fulfil their needs for a healthy lifestyle. Second, the product quality of the XYZ premium beverage brand is the best-evaluated factor perceived by the customers, which could be one of the reasons why customers buy the product. This indicates that the customers perceive the XYZ brand to have a good quality that could be included in the choice criteria when buying a healthy beverage product, while other factors regarding price and promotion are perceived to be relatively good. Third, this study indicates that

product quality, promotion, and price positively correlate with consumers' purchase decisions. Evidence of consumer decision to purchase processed fruit for beverages should drive innovation in this industry by validating the label 'premium product' through appropriate information about the product quality because the product is sold at premium prices, and promotion could support this endeavour.

However, this study was collected from only one brand of premium healthy beverages sold in two outlets in Jakarta. The analysis is based on descriptive statistical analysis and correlation analysis of the sample responses; thus, the causality effect of each factor of product quality, price, and promotion on actual purchase decisions is not included in this research, which can be examined for further study to analyse how each factor can influence consumer decision to buy such premium beverage products. Further studies could consider examining causality analysis on the effect of customer knowledge and consumption patterns on actual purchase decisions, satisfaction, and perceived value to buy and consume such premium beverage products. Further research could also consider examining customers' healthy food-related lifestyles when purchasing premium beverages produced by new technology that may be perceived as high-quality beverage products. Also, data from a broader population of brands with larger samples should be considered for multigroup analysis based on customer profiles, including testing the causal effect of the customer segmentation and healthy diet influencing the stages of the actual purchase decision and continuance intentions to buy such premium beverages promoting the adoption of a healthy-food-related lifestyle.

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