

Motivations Driving The Attitude And Purchase Intention Of Vegetarian Food Among Nonvegetarian Consumers In Indonesia

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Abstract: *This study aims to identify motivations influencing non-vegetarian consumers' purchase intentions for vegetarian food in Indonesia using the Theory of Planned Behavior (TPB). It examines five main motivations: health awareness, animal welfare, environmental concern, and social influence, and their impact on attitudes and purchase intentions. Conducted due to limited literature in Indonesia, this research uses SEM-PLS and questionnaires distributed to 340 non-vegetarian respondents. Results show health awareness, animal welfare, and environmental concern significantly positively influence attitudes towards vegetarian food, while attitudes and perceived behavioral control significantly affect purchase intentions. Social influence impacts attitudes but not purchase intentions. The study suggests that education and awareness campaigns about health, animal welfare, and environmental benefits are crucial to improving attitudes and increasing purchase intentions for vegetarian food in Indonesia.*

Keyword: *health awareness, animal welfare, environmental concern, social influence, attitude toward consumption of vegetarian food, perceived behavior control, purchase intention*

I. INTRODUCTION

Vegetarianism is a lifestyle that prioritizes a plant-based diet and falls into several categories such as semi-vegetarian, pesco-vegetarian, ovo-lacto-vegetarian, and vegan (Hargreaves et al., 2020). Vegetarians choose to avoid meat consumption for various reasons, including health, environment, and animal welfare (Martinelli & Canio, 2022). In Indonesia, the vegetarian trend is increasing although it is still less than 1% of the population. A Snapcart Global survey (2023) showed that 11% of Indonesians choose to live vegetarian and 26% have tried being vegetarian, with many new vegetarian restaurants popping up in major cities.

Vegetarian diets are known to reduce the risk of chronic diseases such as cardiovascular disease, stroke, diabetes, and chronic kidney disease, which are the leading causes of death

in Indonesia (Rocha et al., 2019). In addition to the health benefits, this diet is also more environmentally friendly as animal agriculture contributes significant greenhouse gas emissions (Lynch et al., 2021). In Indonesia, the livestock sector produces a lot of methane which impacts climate change (BPS, 2022). Environmentally conscious consumers are more likely to adopt a vegetarian diet to reduce their carbon footprint (Olivia, 2020; Malik & Jindal, 2022).

Consumer motivations for adopting vegetarianism are diverse, including health reasons, animal welfare, and environmental awareness (Miguel et al., 2021). Socio-culture also influences consumer attitudes towards vegetarian products. The influence of celebrities and social media has increased public awareness and interest in vegetarian lifestyles (Susilo & Smith, 2023). Many global and Indonesian

celebrities have adopted this lifestyle, inspiring their followers to do the same (CNN Indonesia, 2021).

Previous research in various countries shows that health awareness and environmental concerns are the main motivations for consuming vegetarian products. However, research results in other countries such as Brazil and Portugal show that health is not always the main motivation (Miguel et al., 2021). In Indonesia, despite the increase in the number of vegetarian consumers, there are still few studies that examine the underlying motivations for this decision. This study will fill this gap by using the Theory of Planned Behavior (TPB) to understand the factors that influence purchase intention of vegetarian products.

The changing vegetarian lifestyle in Indonesia shows great economic potential. The growth in the number of vegetarian restaurants and demand for plant-based products is increasing. This is in line with a survey showing that 36% of consumers in Asia-Pacific have switched to a diet with less or no meat, and 78% believe that plant-based consumption will increase in the future (Arwanto et al., 2022). This research aims to identify the motivations of vegetarian consumers in the Greater Jakarta area of Indonesia and develop effective marketing strategies based on these findings. This study will examine four main motivations, namely health awareness, animal welfare, social influence, and environmental concern, and look at their influence on purchase intention of vegetarian products in Indonesia. By using the TPB model, this research will provide a deeper understanding of vegetarian consumer behavior and help the vegetarian industry develop products and services that better suit consumer needs and preferences (Miguel et al., 2021).

II. LITERATURE REVIEW

A. THEORY OF PLANNED BEHAVIOR (TPB)

Theory of Planned Behavior (TPB), developed by Icek Ajzen in 1985 on the basis of the Theory of Reasoned Action (TRA), adds the variable perceived behavioral control to predict behavior. TPB identifies four main concepts: attitude, subjective norms, perceived behavioral control, and behavioral intentions (Fishbein & Ajzen, 1985; Ajzen, 1991, 2002). Attitude reflects an individual's evaluation of the behavior, subjective norms describe perceived social pressure, and perceived behavioral control indicates the ease or difficulty of performing the behavior. Intention is seen as a strong predictor of behavior, where the more positive the attitude and subjective norms, and the higher the perceived behavioral control, the greater the intention to perform the behavior (Ajzen, 1991, 2002). TPB is widely used in consumer behavior research, including the purchase of vegetarian products, as shown by previous studies (Pillol & Stern, 2020; Malik & Jindal, 2022; Wang & Scrimgeour, 2021; Yadav & Pathak, 2016), demonstrating the relevance of this theory in the context of this study as an applied theoretical framework.

B. HEALTH AWARENESS

Health awareness refers to a person's concern for health that includes four dimensions: awareness of personal health risk factors, the influence of state of mind on health concerns, the relationship between health awareness and health information, and active engagement in health participation (Fehér et al., 2020; Gould, 1990; Miguel et al., 2021). Health awareness acts as a predictor of healthy attitudes and behaviors, including vegetarian life choices (Gould, 1990; Miguel et al., 2021). Awareness of the relationship between diet and health has changed consumer preferences, encouraging them to choose certain food products for health, such as vegetarian diets (Troy et al., 2017; Pappalardo & Lusk, 2016). Research by Dyett et al. (2013) showed that 47% of 100 vegan respondents in the US chose health awareness as the main reason for becoming vegan.

According to the Academy of Nutrition and Dietetics and the British Dietetic Association, a well-planned vegetarian diet is suitable and healthy for all ages, and can prevent chronic conditions (British Dietetic Association, 2017; Melina et al., 2016; Costa et al., 2019). Health awareness is also driving plant-based protein-based meat innovations in many countries (Ismail et al., 2020), and health motivations influence consumers' purchasing decisions for functional food products (Diaz et al., 2020). Reineke's (2020) findings also show that demand for plant-based products is driven by health reasons.

C. ANIMAL WELFARE

Animal welfare encompasses the well-being, life span, feelings, happiness of animals, and their living conditions (Wolf & Tonsor, 2017; Miguel et al., 2021), and it is believed that animals have feelings such as fear or sadness, and certain rights. In summary, animal welfare reflects respect for the health and behavior of animals (Greenebaum, 2015; Miguel et al., 2021), with evaluations that look at how animals feel based on their biological functions and behaviors (Ngo et al., 2021). The definition of animal welfare differs between consumers and producers; consumers are more concerned about animal welfare influencing their purchase intentions, while producers are increasingly concerned about animal health and comfort (Alonso et al., 2020; Kallas et al., 2013; Vietoris et al., 2016; Gudino et al., 2021; Miguel et al., 2021). This awareness has also led some people to become vegetarians or vegans, with ethical reasons related to animal welfare being the main motive (Chen et al., 2022; Dyett et al., 2013; Miguel et al., 2021).

D. ENVIRONMENTAL CONCERN

Environmental concern refers to an individual's awareness of environmental issues, including values related to environmental protection, feelings of responsibility, and emotional involvement in efforts to solve environmental problems (Vainio & Paloniemi, 2014; Franzen et al., 2013; Miguel et al., 2021). This is reflected in a variety of individual behaviors, from recycling waste to purchasing green products (Kim & Choi, 2005; Ottman, 1993; Paul et al., 2016). The influence of environmental concern on consumer behavior is

very significant in the context of sustainability, influencing consumer attitudes and purchasing decisions towards environmentally friendly products (Minton & Rose, 1997; Roberts & Bacon, 1997; Saari et al., 2021). Individuals who have a high level of environmental concern tend to prefer an environmentally friendly lifestyle, such as being vegetarian or vegan as an expression of their awareness of environmental issues (Malik & Jindal, 2022; Chen et al., 2022).

E. SOCIAL INFLUENCE

Social influence is a factor that influences a person's lifestyle, interests, and thoughts (Markowski & Roxburgh, 2019; Miguel et al., 2021). It involves changes in beliefs and behaviors that occur when individuals observe the attitudes and actions of others (Shin, 2009; Chen et al., 2018). Social influence can come from various sources such as friends, colleagues, family, culture, reference groups, social class, as well as opinions from experts and celebrities (Klockner, 2013; Wathanakom, 2023; Nguyen & Truong, 2021). Social pressure from the surrounding environment can also influence purchasing decisions and consumption behavior (Ghazali et al., 2019; Sadiq et al., 2021). Social influence has informational and normative dimensions, which involve the credibility of information and satisfaction of group expectations (Miguel et al., 2021). Subjective norms also play a role in influencing consumer behavior in the context of choosing and trying new products (Lee et al., 2007; Confente & Vigolo, 2018; Varshneya et al., 2017).

F. ATTITUDE TOWARDS CONSUMPTION OF VEGETARIAN FOOD

Attitude is a consistently learned response to an object, either pleasantly or unpleasantly (Fishbein & Ajzen, 1975; Jaiswal & Kant, 2018). Attitude includes consumers' general and specific attitudes towards things that are liked or disliked in making decisions related to products or services (Blackwell et al., 2006; Ahmed et al., 2020). Attitude is also defined as the interaction in memory between a consumer's judgment of an object and what that object delivers (Fazio, 1995; Ahmed et al., 2020). Attitude is an antecedent in behavioral intention, showing consumer preferences that influence purchasing decisions (Jaiswal & Kant, 2018). Attitude is predictive of consumer behavior and influences purchasing decisions, explained in the theory of "attitude toward behavior" which states that product choices and consumer assessments of a product are influenced by attitude (Miguel et al., 2021).

G. PERCEIVED BEHAVIORAL CONTROL

Perceived Behavioral Control (PBC) is a person's view of their ability to perform a behavior, measuring the extent to which they feel they have the opportunity and ability to do so (Ajzen, 1991; Ho et al., 2020). PBC reflects how a person perceives their control over a particular action, which if perceived to be high, they are more likely to perform it (Ajzen, 1991; Yeon Ho et al., 2020). In a consumer context, PBC can be applied to the ability to purchase non-animal products, such as vegetarian food, even if they are more expensive, as well as

predict the intention to purchase environmentally friendly products (Robinson & Smith, 2002). PBC can be experienced by individuals, groups, or organizations in a variety of situations without the need for deep thought (Kardes et al., 2010; Noor et al., 2020). Consumers consider PBC when making purchase decisions, measuring when and how they shop (Noor et al., 2020). PBC is also recognized as a determinant between intention and behavior, where low control reduces interest to engage (Nathalie et al., 2020). In addition, PBC measures consumer risk-taking behavior, with high PBC values indicating consumers' tendency to take risks in purchasing or consuming products (Boobalan et al., 2021).

H. PURCHASE INTENTION

Intention is defined as an indicator of how strong a person's desire to try and the effort spent and plans made to perform a behavior (Ajzen, 1991). Purchase intention refers to consumers' purchase intentions in making decisions to buy products or services, which also includes the desire to repurchase based on previous experience (Blackwell et al., 2001; Choi et al., 2020; Seo & Hwang, 2022). The stronger this desire, the more likely the product or service will be purchased (Miguel et al., 2021). Purchase intention is a benchmark that determines consumers' intention to buy a particular product or brand (Teng et al., 2007; Shah et al., 2012; Mehta et al., 2023). In the context of food, positive attitudes towards certain types of food play a key role in determining food choices and consumption behavior (Arvola et al., 2008; Martinelli & Canio, 2022). A positive consumer attitude towards a behavior will increase the likelihood of them engaging in that behavior, such as purchase intention (Ajzen, 1999; Lee et al., 2015). Purchase intention is also described as a situation in which buyers are expected to buy certain products under certain conditions (Morinez et al., 2007; Mehta et al., 2023).

I. HYPOTHESIS DEVELOPMENT

Health-conscious consumers tend to be hedonic, prioritizing taste and nutrition in food (Loebnitz & Grunert, 2018). They prefer healthy food, especially in the food and restaurant industry (Szakaly et al., 2012; Miguel et al., 2021). Health awareness refers to healthy attitudes and behaviors, and this awareness is related to health information that affects attitudes towards a product (Gould, 1990; Miguel et al., 2021). Research shows that concern for food health and nutrition is a key factor in consumer attitudes towards products (Mai et al., 2012). For example, demand for plant-based products is driven by health reasons (Reineke, 2020), which shapes attitudes towards demand for these products. In Spain, consumers who are committed to improving their health tend to be interested in functional food products (Diaz et al., 2020). Research in India shows that health awareness has a significant effect on attitudes towards the consumption of vegan products, where choosing a vegetarian lifestyle can improve personal health (Malik & Jindal, 2022). In contrast, research by Miguel et al. (2021) and Martinelli & Canio (2022) found that health awareness has no effect on attitudes towards consumption of vegan products in Italy. Although

there are accepted and rejected hypotheses, more research supports the hypothesis that health awareness has a significant and positive effect on the consumption attitude of vegetarian food.

H1. Health Awareness has a significant and positive effect on attitude towards consumption of vegetarian food.

Research by North et al. (2021) in Australia shows that animal welfare is the main motivation for people to become vegan and vegetarian, with the aim of avoiding animal exploitation, suffering and abuse. This view influences vegetarians' attitudes towards meat consumption, as they do not want to consume products that involve animal cruelty, and want to practice compassion. Vegetarianism focuses on avoiding the exploitation and killing of animals for human consumption, considering animal rights and welfare as part of ethics and morals. Research by Miguel et al. (2021) in Portugal and Brazil showed that animal welfare influences attitudes towards the consumption of vegetarian products, with a rejection of animal products. Individuals' principles influence their attitudes towards vegetarianism. Malik & Jindal (2022) found that animal welfare influences attitudes towards vegan products in India, with a tendency to reject animal products. Martinelli & Canio (2022) also showed that non-vegans in Italy are influenced by animal concerns in their attitudes towards vegan products, citing concern and respect for animal welfare.

H1. Animal Welfare has a significant and positive effect on attitude towards consumption of vegetarian food.

Previous research shows that environmental concerns influence consumer attitude and can increase sustainable consumer behavior (Minton & Rose, 1997; Roberts & Bacon, 1997; Saari et al., 2021). Increased environmental concern and concerns about safe food encourage individuals to question contemporary agricultural practices, which are important for environmental sustainability (Choi & Johnson, 2019; Ahmed et al., 2020). Environmental concern is linked to civic awareness, demonstrated through recognition, attitudes, and responses to environmental issues, influencing consumer attitudes and purchasing behavior (Konuk et al., 2015; Miguel et al., 2021). Individuals who face significant environmental problems tend to be more willing to change their attitudes and lead environmentally friendly lives (Wang et al., 2017; Miguel et al., 2021). Malik & Jindal's research (2022) shows that environmental concern affects attitude towards the consumption of vegan products, and Kumar et al.'s research (2023) shows that environmental concern affects attitude towards the consumption of vegan products and environmental concern is the best predictor of attitude and purchase of organic food in India.

H3. Environmental concern has a significant and positive effect on attitude towards consumption of vegetarian food.

Research by Graca & Khare (2023) shows that social influence is an important aspect in influencing attitudes towards green buying behavior in the US and Brazil, especially in developing markets. Wathanakom (2023) found that consumers in Thailand are influenced by social influence through expert recommendations and social media influencers in purchasing nutritional products, which affects attitude and purchase intention. Social influence can also change attitudes towards veganism, where vegetarians or vegans are perceived

to have a high sense of self-sacrifice (Sefyang, 2006; Miguel et al., 2021). However, research by Miguel et al. (2021) in Portugal found that social influence did not affect attitudes towards veganism, and convenience and social norms did not matter. Research by Varshneya et al. (2017) in India also showed that social influence does not affect attitude towards products in niche markets, with consumers taking time to develop attitudes. The majority of previous research shows positive results regarding the effect of social influence on attitude.

H4. Social Influence has a significant and positive effect on attitude towards consumption of vegetarian food.

Jaiswal & Kant's research (2018) shows that attitude towards green products has a direct and significant influence on green purchase intention in India, with attitude as the strongest predictor. Martinelli & Canio (2022) found that non-vegan consumers in Italy with a positive attitude towards vegan food are more likely to have the intention to buy vegan food. Malik & Jindal (2022) also showed that attitude towards vegan products affects the purchase intention of vegan food in India. Research by Li & Jaharuddin (2021) revealed that attitude towards organic food significantly influences consumer purchase intention in China, both online and offline, with attitude as a strong predictor. Yadav & Pathak (2016) also found that attitude towards organic food influences consumer purchase intention in India.

H5. Attitude towards consumption of vegetarian food has a significant and positive effect on purchase intention.

Social influence plays an important role in influencing purchase intention, especially in countries with a collectivist culture such as Indonesia, which has a low value of individualism according to Hofstede (2023). Wathanakom (2023) found that social influence positively influences purchase intention towards nutritional products in Thailand. However, Imtiyaz et al. (2021) research did not find a significant relationship between social influence and consumer purchase intention. In China, Li & Jaharuddin's research (2021) shows that social factors such as self-perception as a vegetarian and concern for the environment have a significant effect on consumer intention to buy organic food.

H6. Social Influence has a significant and positive effect on purchase intention.

Recent research shows that perceived behavioral control (PBC) has a significant role in influencing the purchase intention of organic food in various countries. Dangi et al. (2020) found that PBC is a major determinant in the purchase intention of organic food in India, with consumers showing the ability to overcome inhibiting factors effectively. Another study by Yadav & Pathak (2016) also confirmed that PBC influences purchase intention for organic food in India. In Thailand, Maichum et al. (2017) found that PBC is a significant predictor of organic food purchase intention. Similar results were found by Ahmed et al. (2020) in China, where PBC also has a positive influence on organic food purchase intentions in young consumers.

H7. Perceived behavioral control has a significant and positive effect on purchase intention

Based on the hypothesis development described above, the following is the theoretical framework used in this study which can be seen in Figure 1.

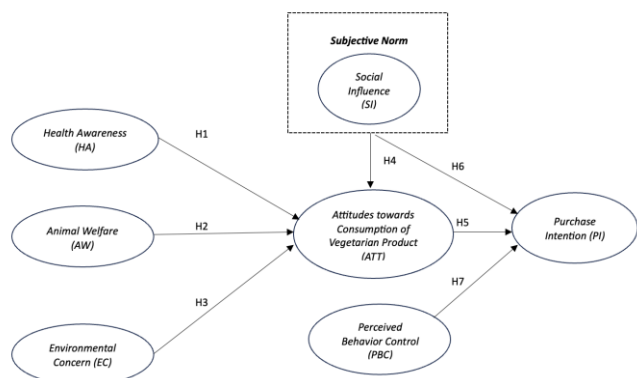


Figure 1: Theoretical Framework of Research

III. METHODOLOGY

A. SAMPLING PLAN AND THE RATIONALE

The type of research used is quantitative research aimed at understanding the causal relationship between the variables used and drawing conclusions using statistical techniques in data collection and management. The population in this study consists of non-vegetarian individuals in Jabodetabek (Jakarta, Bogor, Depok, and Bekasi). The sampling technique employed in this study is convenience sampling, which is a non-probability sampling technique. The sample includes non-vegetarian individuals, both male and female, aged 18-60 years residing in Jabodetabek. The age criteria for this study are based on government regulations of Indonesia, No. 1 of 1974, Article 47 paragraph (1), which sets the legal adult age at 18 years, while the elderly age is set at 60 years according to Law No. 13 of 1998. This implies that responses from individuals within this age range can be considered reliable.

The sample size determination in this study uses the sample-to-item ratio, where the ratio is based on the number of items in the study and should not be less than 5:1 (Gorsuch, 1983; Hatcher, 1994; Suhr, 2006; Memon et al., 2020). The higher the ratio, the better. A 20:1 ratio is recommended for sample determination (Costello & Osborne, 2005; Memon et al., 2020). However, Barrett & Kline (1981) explain that the ratio does not relate to stability if there are difficulties in meeting the criteria (Memon et al., 2020). This study uses a 10:1 ratio with the number of items totaling 34, resulting in 340 samples.

A. DATA COLLECTION PLAN

The data used in this study consists of primary and secondary data. Primary data is obtained by conducting surveys through online questionnaires distributed via Google Forms. The questionnaires were pretested on 30 individuals to validate the statements within. Once validated, a screening test is conducted to ensure respondents fit the study's criteria. The

screening test includes a question to determine whether the consumer is vegetarian or nonvegetarian. The criteria for respondents are nonvegetarian individuals residing in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi), both male and female, aged 18-60 years. Secondary data is obtained from existing sources such as literature studies.

B. HYPOTHESIS TESTING

Data analysis employs SEM-PLS (Structural Equation Modeling – Partial Least Square). SEM-PLS consists of two models: the measurement model (outer model) and the structural model (inner model). In the measurement of the outer model, validity testing was conducted. The validity tests in this study used the following criteria; loading factor values should be > 0,7, Average Variance Extracted (AVE) values should be > 0,5, and Heterotrait-Monotrait ratio (HTMT) values should be < 0,9. Reliability testing was conducted using the following criteria; composite reliability values should be > 0,70 and cronbach's alpha values should be > 0,60. (Sekaran & Bougie, 2014). For the measurement of the inner model, the following tests were conducted; R squared test values > 0.5 indicate moderate explanatory power (Sekaran & Bougie, 2016), Q squared test values = (>0) (Hair et al., 2018), and path coefficient for assessing the strength and significance of the relationships between variables.

IV. RESULT

A. DEMOGRAPHIC AND CHARACTERISTIC OF RESPONDENTS

This study involved 436 respondents, with data collected through a questionnaire distributed via Google Forms. Of the 436 total respondents, 96 responses were excluded because they did not meet the required criteria, leaving a total of 340 valid respondents for this study. The dominant age group of respondents is 18-30 years, comprising 60.59% of the sample. The majority of respondents are female, representing 57,06% of the total sample. The most common occupation among respondents is private employees, accounting for 51.47%. Monthly expenditures are predominantly in the range of Rp 2,500,001 - Rp 4,500,000, making up 28.82% of the sample. The majority of respondents reside in Jakarta, representing 52.94% of the total sample.

B. INNER MODEL, OUTER MODEL, AND HYPOTHESIS TESTING

This study conducted reliability testing using composite reliability and Cronbach's alpha, with a standard value > 0.70 for composite reliability and > 0.70 for Cronbach's alpha (Sekaran & Bougie, 2014). The reliability test results indicated that all variables met the reliability criteria with adequate Cronbach's alpha and composite reliability values. Validity was examined using convergent validity tests with outer loading values > 0.60 and AVE > 0.50, as well as discriminant validity tests with HTMT values < 0.9 (Sekaran & Bougie, 2019; Henseler et al., 2015). The HTMT measurement is

considered acceptable if the value is below 0.9 (Henseler et al., 2015). Based on Table 1, all variables in this study have HTMT values below 0.9, indicating that they are acceptable. Thus, this study can be considered to have acceptable validity and reliability test values.

Variable	Cronbach Alpha	Rho_A	Composite Reliability	AVE
Health Awareness (HA)	0,778	0,808	0,854	0,594
Animal Welfare (AW)	0,846	0,860	0,890	0,619
Environmental Concern (EC)	0,732	0,747	0,826	0,543
Social Influence (SI)	0,937	0,937	0,952	0,799
Attitude Towards Consumption of Vegetarian Food (ATT)	0,948	0,948	0,959	0,795
Perceived Behavioral Control (PBC)	0,915	0,935	0,936	0,744
Purchase Intention (PI)	0,951	0,953	0,962	0,836

Table 1: Validity and Reliability Test

Construct	ATT	AW	EC	HA	PBC	PI	SI
ATT							
AW	0,415						
EC	0,400	0,681					
HA	0,426	0,681	0,544				
PBC	0,646	0,345	0,485	0,382			
PI	0,885	0,430	0,451	0,410	0,744		
SI	0,741	0,265	0,291	0,398	0,490	0,652	

Table 2: HTMT Test

	R-square	Q-Square
Attitude toward consumption vegetarian food	0,547	0,423
Purchase intention	0,770	0,637

Table 3: R-Square and Q-Square

The above findings indicate that 54.7% of the variability in attitudes towards vegetarian food consumption can be explained by the variables animal welfare, environmental concern, health awareness, and social influence, with the remaining variability potentially influenced by other factors not included in this study. This effect can be categorized as moderate, as its value exceeds 50%. Meanwhile, 77% of the variability in purchase intention is explained by attitude towards vegetarian food consumption, perceived behavioral control, and social influence, demonstrating a substantial effect with a value exceeding 70%. However, there remains other variability that may affect purchase intention that was not examined in this study. The variable attitude toward consumption of vegetarian food has a value of 0.423, and the variable purchase intention has a value of 0.637. When PLS demonstrates good relevance, it indicates that the research model has accurately predicted data not used in estimating the model.

	Hypothesis	Original Sample	T-statistics	P values	Conclusion
H1	health awareness -> attitude toward consumption vegetarian food	0,095	2,200	0,028	Supported
H2	animal welfare -> attitude toward consumption vegetarian food	0,137	2,468	0,014	Supported
H3	environmental concern -> attitude toward consumption vegetarian food	0,102	2,103	0,036	Supported
H4	social influence -> attitude toward consumption vegetarian food	0,596	16,963	0,000	Supported
H5	attitude toward consumption vegetarian	0,596	9,708	0,000	Supported

	<i>food -> purchase intention</i>				
H6	<i>social influence -> purchase intention</i>	0,038	0,873	0,383	Not Supported
H7	<i>perceived behavior control -> purchase intention</i>	0,335	6,448	0,000	Supported

Table 4: Path Coefficient

V. DISCUSSION

The study tested seven hypotheses related to factors that influenced non-vegetarian consumer purchasing attitudes and intentions towards vegetarian food in Jabodetabek, Indonesia. The results showed that of the seven hypotheses tested, six were accepted and one was rejected. The rejected hypothesis is the influence of social influence on purchase intention (H6), while the other hypotheses are accepted. Health awareness toward the attitude towards consumption of vegetarian food (H1) has been shown to have a significant positive influence. This suggests that health consciousness affects attitudes toward vegetarian eating, according to previous research that has shown that health-awareness can influence positive attitudes towards vegetarian products (Malik & Jindal, 2022). This shows that concern for animal welfare is an important factor in shaping a positive attitude towards vegetarian food among non-vegetarian consumers in Jabodetabek. These findings are in line with research that shows that ethical factors such as animal welfare can influence consumer attitudes and behavior towards vegetarian products. (Martinelli & Canio, 2022; Miguel et al., 2021).

Environmental concerns about the attitude toward consumption of vegetarian food (H3) were significant. It shows that concerns about the environment also play an important role in shaping a positive attitude towards vegetarian food among non-vegetarian consumers. This finding is consistent with previous research that showed that concerns about the environment can affect attitudes and purchasing intentions towards environmentally friendly products. (Malik & Jindal, 2022; Kumar et al., 2023). Social influence on attitude toward consumption of vegetarian food (H4) shows the highest t-statistic value of 16.93, with a p-value of 0,000, which shows a very significant influence. This indicates that social influence, such as recommendations from colleagues and families, has a strong role in shaping attitudes towards vegetarian food among non-vegetarian consumers in Jabodetabek. This finding is consistent with previous research that showed that social influence can have a significant impact on consumer attitudes and behavior towards products (Wathanakom, 2023; Li & Jaharuddin, 2021).

Attitude toward consumption of vegetarian food toward purchase intention (H5) is significant. It shows that a positive attitude to vegetarian food significantly affects the intentions of non-vegetarian consumers in Jabodetabek. The findings are in line with previous research that showed that attitudes towards products can be important predictors in shaping consumer purchasing intentions. (Martinelli & Canio, 2022; Malik & Jindal, 2022). Perceived behavioral control over purchase intention (H7) is also significant. It shows that confidence in the ability to make a vegetarian food purchase positively affects the purchasing intentions of non-vegetarian consumers in Jabodetabek. These findings support the theory that perceived behavioral control can be an important factor in shaping consumer behavior towards products. (Dangi et al., 2020; Ahmed et al., 2020).

However, the hypothesis about the influence of social influence on purchase intention (H6) is not proven significant. These results show that although social influence can influence attitudes towards vegetarian food, it is not enough to encourage non-vegetarian consumer purchasing intentions in Jabodetabek. This is in line with previous research findings that suggest that social influence may influence attitudes, but does not necessarily change consumer purchasing intentions. (Varshneya et al., 2017). Overall, the research provides an in-depth understanding of the factors that influence non-vegetarian consumer purchasing attitudes and intentions towards vegetarian food in Jabodetabek, Indonesia, as well as their implications for marketing and promotion strategies for vegetarian products.

VI. CONCLUSION AND IMPLICATIONS

Vegetarian food not only attracts vegetarian consumers but also the majority of non-vegetarians. The study explored various motivational segments among non-vegetarian consumers that influenced their attitudes to vegetarian food. The results showed that a positive attitude towards vegetarian foods increased the intention of non-vegetarian consumers to buy the product. Significant motivational segments included awareness of health, concern for the environment, animal welfare, and social influence, although social influences did not directly affect purchasing intentions.

The study applied the Theory of Planned Behavior (TPB) to understand the attitudes and intentions of non-vegetarian consumers towards vegetarian food. TPB explained that attitudes, subjective norms, and perceived behavioral control influence consumer purchasing intentions. This research develops a new understanding of the non-vegetarian consumer motivation segment in Jabodetabek, providing an important theoretical foundation for advanced research. The findings provide valuable insights into the fast-growing vegetarian food and beverage industry, highlighting the importance of understanding a market that consists of vegetarian and non-vegetarian consumers. Business people can use these findings to design more effective marketing strategies, including approaches that leverage motivations such as health awareness, environmental concern, animal welfare, and social influence. These strategies can include the use of influencers,

educational campaigns, and the development of environmentally friendly products.

This research provides important insights for the food and beverage industry, the growing vegetarian food with specialized markets. The research aims to provide insights to marketers or business operators in the vegetarian food industry to understand the market and its prospective buyers, both from vegetarian and non-vegetarian communities. To understand the non-vegetarian consumer market, there need to be effective measures to attract segments based on motivations such as health awareness, animal welfare, environmental concerns, and social influence.

The results show that social influence plays the greatest role in shaping attitudes towards vegetarian consumption. However, social influences alone are not enough to attract purchasing interest from non-vegetarians, as further processes are still needed. Colleagues and families have an important role to play in shaping these attitudes, so an effective marketing strategy should include the influence of both groups. Businessmen can use influencers, community figures, and reference programs to strengthen social influence and encourage interaction and discussions about the benefits of vegetarian food.

In addition to social influences, animal welfare, concerns about the environment, and health awareness also have a significant influence on non-vegetarian attitudes towards vegetarian food, although not as much as social influence. Vegetarian must show that their products are environmentally friendly, support animal welfare, and good for health. These strategies, along with proper education and campaigns, can help the vegetarian food business to flourish and meet the growing market needs by leveraging the positive attitude of non-vegetarian consumers towards vegetable foods to boost their purchasing intentions.

Despite providing valuable insights, the research has such limitations as focusing only on the Jabodetabek region, which limits the generalization of results for the entire Indonesia. Future studies could extend geographical coverage and consider generational differences to gain a more comprehensive understanding of consumer behavior. Studies could also dig deeper to see the long-term impact of attitudes towards nonvegetarian consumer buying behavior towards vegetarian food.

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