

Abstract

The demands for healthier lifestyle have been increasing worldwide, Jakarta included. Studies have shown that health consciousness significantly influences consumers' purchase intentions towards food products. As health-consciousness continues to trend, understanding what different individuals seek in processed snack products can provide valuable insights. This study aims to explore the role of price, packaging & branding, taste, and health perception in the purchasing decisions of young adults in Jakarta across different economic levels, offering useful information for both the food industry and policymakers in shaping market strategies and product development

Using a quantitative cross-sectional design, 85 participants were divided into health-conscious (HC) and non-health-conscious (NHC) groups based on a health awareness screening. Key variables analyzed included taste, price, nutrition, packaging, and brand, using multiple linear regression and independent-sample t-tests. Results show that economic level was significantly correlated with health-consciousness, with higher economic status linked to greater health awareness, supporting the conclusion that economic privilege endorsed better health-driven behaviors. Amongst the determining factors, the study found no statistically significant differences in perceptions of taste, price, nutrition, packaging, and brand between the two groups. Taste was consistently rated highly across both groups, thus needs to be enhanced and maintained.

Health conscious individuals rated taste and nutritional awareness highly, preferring processed snacks that are nutritious and have good taste. Their purchase intentions were influenced by branding, suggesting reliance on brand trust and perceived quality. Non-Health conscious may prioritize affordability more, as it was rated highly. They found packaging to significantly influence their purchase intention, therefore should be kept attractive and informative. The findings suggest that marketing strategies should differ by targeted consumer health orientation and economic background, focusing on strategic pricing and maintaining good taste.

Keywords: purchase intention, health consciousness, processed snack products, economic levels, young adults.