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The Comparison of Health Consciousness Influence toward Purchase Intention to Cow Milk and Soy Milk

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ABSTRACT

Nowadays consumers tend to substitute their habits in consuming cow milk into soy milk since it has reliability on health issue, taste, and healthy lifestyle. Referencing to prior researches, health consciousness and main theory of planned behavior (TPB) factors including attitude, subjective norms, and perceived behavioral control significantly influence consumer purchase intention. Researchers aimed to analyze health consciousness influence toward consumer purchase intention to cow milk and soy milk and formulate managerial implications to escalate consumer purchase intention to cow milk and soy milk. This research was conducted in Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) area from October 2023 until April 2024 with 300 respondents. Researchers used voluntary response sampling as sampling method. Analysis methods used by researchers were descriptive analysis, structural equation modelling-partial least square (SEM-PLS) analysis, and importance-performance matrix (IPMA) analysis. Results showed that health consciousness doesn't influence purchase intention to cow milk significantly yet influences purchase intention to soy milk significantly. Otherwise trust, attitude, subjective norms, and perceived behavioral control influence purchase intention to both milks significantly. Furthermore, consumer purchase intention toward cow milk and soy milk can be escalated through improving performances of trust and subjective norms. For trust, producer needs to promote producer reputation, keep up the production standards, and design informative and attractive packaging. For subjective norms, producer needs to conceptualize informative and attractive advertising, conducting sales promotion, public relation, personal selling, and direct marketing.

INTRODUCTION

The existences of economic growth and consciousness for healthy lifestyle create a changing in consumption behavior and causing the daily need and demand for foods is escalating (Rusdiana & Maesya, 2017; Widyaningsih et al., 2017). One of healthy food that most people need for daily consumption is milk and usually people know milk as liquid that comes from ruminants like cow or goat. As for the daily need, animal-based milk evidently contains many nutrients which are beneficial for human body such as protein, fat, sugar, energy, calcium, and many more (Smith et al., 2022). However, the percentage of Indonesian who consume milk is still under the decent rate as shown by the collected data from Directorate General of Livestock and Animal Health Services, Ministry of Agriculture, Republic of Indonesia (Indonesian: Direktorat Jenderal Peternakan dan Kesehatan Hewan, Kementerian Pertanian Republik Indonesia or DJPKH Kementan RI) in Figure 1.

Referencing Figure 1 above, it's clear that during 2018 until 2022 the percentage of Indonesian who consume milk hasn't reached out 50% at that time and the trend tends to decrease annually. One of the reasons is because consumers tend to consume soy milk instead of cow milk in order to fulfil their health concern, taste, and healthy lifestyle (Ammann et al., 2023; Haas et al., 2019; Wolf et al., 2020). It's supported by data in Figure 2 that health and taste have the highest percentage among other reasons that encourage Indonesian people to pick plant-based product.

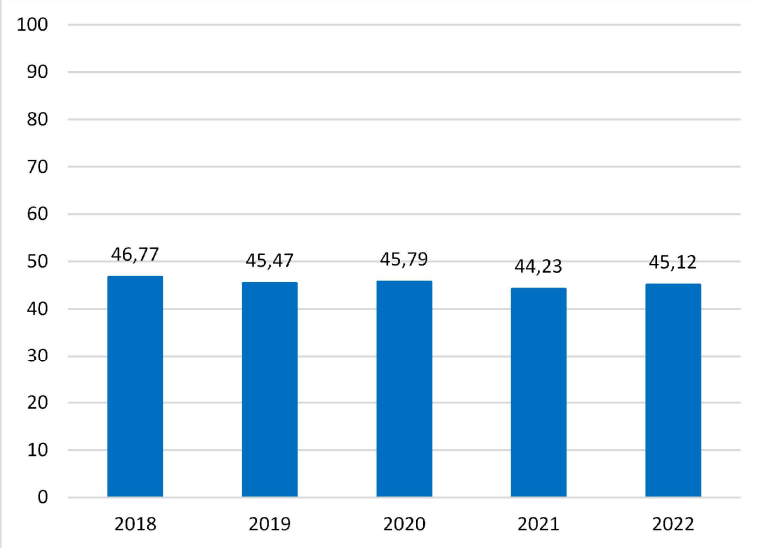


Figure 1. Percentage of Indonesian Who Consume Milk on 2018-2022
(Source: DJPKH Kementan RI, 2023)

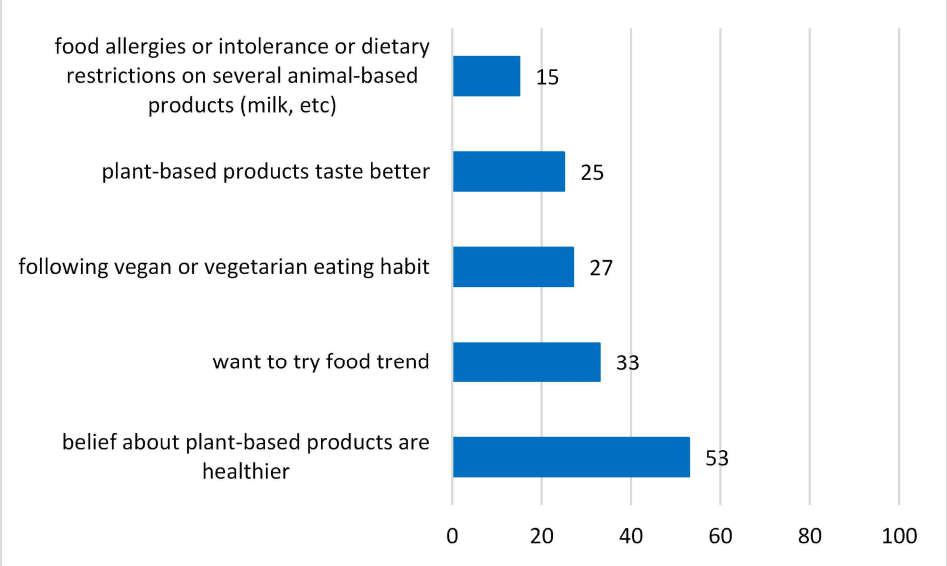


Figure 2. Percentage of Reasons Encouraging Indonesian People to Pick Plant-Based Product on 2021
(Source: Rakuten Insight, 2022)

Meanwhile, soy milk is plant-based milk that contains various beneficial nutrients for human body such as fat, sugar, carbohydrate, protein, and many more so it will not be lack of benefit compared with animal-based milk (Pérez-Rodríguez et al., 2023; Redan et al., 2023). It can be proven by data showing comparison of nutrients average among several types of milk as shown in Table 1.

As seen in Table 1, it seems clear that soy milk has several predominance among other types of milk since it contains high amount of protein, sugar, carbohydrate, energy, and calcium but never moderate in fat compared with other types of milk. In addition, soy milk is one of the alternative foods that can be consumed for people who are allergic to lactose and protein contained in cow milk or other animal-based milks (Desfita et al.,

Table 1. Comparison of Content Average among Milks

Content Average per 100 mL	Type of Milk					
	UHT Milk	Fresh Milk	Oat Milk	Soy Milk	Almond Milk	Cashew Milk
Energy (Kal)	64	63	55	53	29	24
Protein (g)	3.6	3.5	1.1	3.2	0.8	0.5
Total fat (g)	3.5	3.4	2.1	2.4	1.9	1.5
Carbohydrate (g)	4.7	4.8	7.8	4.4	2.5	2.2
Sugar (g)	4.7	4.8	3.2	2.6	1.8	1.5
Calcium (mg)	127	123	99	108	101	120

Source: Smith et al. (2022)

2020; Rosana et al., 2023). As mentioned on previous empirical studies, soy milk has several efficacies to human body including decreasing blood pressure, decreasing blood sugar levels, decreasing total cholesterol in blood, and increasing amount of breast milk on pregnant woman (Andika, 2019; Febrianto & Prihatin, 2016; Puspitasari, 2018; Yulianto et al., 2021). Based on previous findings, the decrease of cow milk consumption among Indonesian people due to soy milk benefits and several allergens contained in animal-based milk is reasonable. People modern are getting conscious that food is the main source for getting beneficial nutrients for fuelling human body, instead for only reducing the hunger (Nurul, 2018).

Referring to several empirical studies years earlier, health consciousness evidently had significant influence in forming a person's purchase intention toward a product (Chang & Chen, 2022; Devi et al., 2023; Hoang Yen & Hoang, 2023; Jung et al., 2020; Kaur et al., 2023; Pacho, 2020; Pienwisetkaew et al., 2022; Rahamat et al., 2022; Situmorang et al., 2022; Wong et al., 2021). It can be concluded that enhancement of health consciousness will be impactful on person's preference in purchasing a product. Additionally, several empirical studies found that a person's purchase intention toward a product can be influenced by several factors including attitude, subjective norms, and perceived behavioral control which were developed by Icek Ajzen on 1991, called as theory of planned behavior (TPB) (Cammarelle et al., 2021; Carfora et al., 2019; Farid et al., 2023; Lim & Goh, 2019; Lim & An, 2021; Natarajan et al., 2022; Pandey et al., 2021). Ajzen (1991) in his research expressed that intention on a person denotes as a form of desire that can influence self-motivation to realize a behavior. The bigger the intention, the bigger the probability to become a behavior.

However, there's no existence or evidence of research that exclusively analyses the comparison of health consciousness and main TPB factors influences toward purchase intention to cow milk and soy milk in Indonesia to date. Then, it's important to acknowledge that a research is needed to investigate the comparison of health consciousness and main TPB factors influences toward consumer purchase intention to cow milk and soy milk, so that the information obtained can be useful as consideration for market practitioners to escalate consumer purchase intention toward cow milk and soy milk. Therefore, to fulfil the research gap, this research intends to examine the comparison of health consciousness and other variables influences toward purchase intention to cow milk and soy milk. Thus, this research aims to generate two results as follows: first, analyzing the comparison of health consciousness and other variables influences toward purchase

intention to cow milk and soy milk. Second, formulating managerial implications to escalate consumer purchase intention toward cow milk and soy milk. This research also gives theoretical implication which is enrichment of extended application of theory of planned behavior, while for practical implication is providing guidance for cow milk and soy milk producers to escalate consumer purchase intention toward cow milk and soy milk.

RESEARCH METHODS

Research Location

This research was conducted from October 2023 to April 2024 and purposively chosen in Jakarta Province, West Java Province including Bogor, Depok, and Bekasi, and Banten Province which is Tangerang or well-known as Jabodetabek area since it is known as the biggest metropolis of Indonesia and the most strategic marketing location for food industry practitioners for its density and heterogeneity of the population. Research objects are cow milk and soy milk in either liquid or powder form that is generally sold in all over stores or markets and appropriate to be consumed by people at least 15 years old.

Research Samples

Voluntary response sampling was used to help researchers collect participation from respondents without any coercion and under their voluntary desire (Andrews et al., 2022; Ivarson et al., 2022). Qualifications for being research samples are: (1) domiciled in Jabodetabek area, (2) at least 15 years old to date, and (3) familiar with cow milk and soy milk. Those qualifications aren't exclusively for people who regularly consume cow milk and soy milk yet also for people who haven't consumed both milks in advance, as this research only aims to analyze intention, not behavior. Total sample is determined by multiplication (×) of entire model parameters with 5 (Bentler & Chou, 1987). Total respondent of this research is 300 participants.

Data Analysis Methods

Data were collected through Googleform questionnaire. Microsoft Excel and SmartPLS 3 were used as data analysis tools for descriptive analysis, structural equation modelling-partial least square (SEM-PLS) analysis, and importance-performance matrix analysis (IPMA) analysis.

SEM-PLS was used to analyze the correlation of exogenous and endogenous variables. Validity and reliability were firstly evaluated. Research model can be stated as valid if loading factor (LF) >0.7 and average variance extracted (AVE) >0.5 (Hair et al., 2014; Lim & Goh, 2019). Research model is reliable if composite reliability (CR) >0.8 (Lim & An, 2021). Inner model evaluation was concentrated at t-statistic and p-value. Every path has significant influence if t-statistic exceeds critical values of 2.57 (1% significance level), 1.96 (5% significance level), or 1.65 (10% significance

level) (Hair et al., 2014). Exogenous variables are trust and health consciousness. Endogenous variables are TPB factors including attitude, subjective norms, perceived behavioral control, and purchase intention. Entire indicators and variables are completely presented in Table 2.

Furthermore, research analysis model for both milks is wholly illustrated in Figure 3.

This research proposed following hypotheses:

H1: Enhancement on health consciousness will escalate purchase intention toward cow milk and soy milk.

H2: Enhancement on trust will escalate purchase intention toward cow milk and soy milk.

H3: Enhancement on attitude will escalate purchase intention toward cow milk and soy milk.

Table 2. Variables and Indicators

Variable and Indicator	Code	Reference
Trust		
Trust to producer	X11	Chang & Chen (2022); Lim & Goh (2019); Pienwisetkaew et al. (2022)
Trust to health claim	X12	
Trust to safe consumption	X13	
Health Consciousness		
Curious about health condition	X21	Chang & Chen (2022); Pienwisetkaew et al. (2022); Rahamat et al. (2022)
Responsible to food choice	X22	
Aware to health condition	X23	
Attitude		
Feel pleased	Y11	Lim & Goh (2019); Pienwisetkaew et al. (2022)
Consuming is wise choice	Y12	
Feel satisfied	Y13	
Healthy and safe to consume	Y14	
Wish to consume	Y15	
Subjective Norms		
Family support	Y21	Farid et al. (2023); Koay & Cheah (2023); Lim & Goh (2019)
Friend support	Y22	
Important person support	Y23	
Perceived Behavioral Control		
Easy to consume	Y31	Lim & Goh (2019); Pienwisetkaew et al. (2022)
Capable to consume	Y32	
Capable to self-control	Y33	
Purchase Intention		
Intend to purchase	Y41	Farid et al. (2023); Lim & Goh (2019)
Plan to purchase	Y42	
Purchase for health reason	Y43	

H4: Enhancement on subjective norms will escalate purchase intention toward cow milk and soy milk.

H5: Enhancement on perceived behavioral control will escalate purchase intention toward cow milk and soy milk.

H6: Power of health consciousness influence toward purchase intention to soy milk is higher than cow milk.

Lastly, IPMA was used to generate importance and performance scores from variables that help researchers formulating managerial implications (Hair et al., 2014). Importance score is from total effect score while performance score is from average variable score.

Referring to Table 3, the division of respondent domicile is relatively balanced. Every Jabodetabek area at least acquired 30 respondents (20%). Besides, the majority of respondents are female (57%) instead of male (43%). Respondents are considered as educated people and most of respondents' educational background are bachelor's degree (61%). Approximately 37% of respondents are employees on private sectors. In addition, it was almost quarter (21%) of respondents that have income in the range of 4,000,000<Xd"5,000,000 IDR per month. For final aspect of characteristics, respondents with marital status of married are dominant in this research (59%) compared to single (41%).

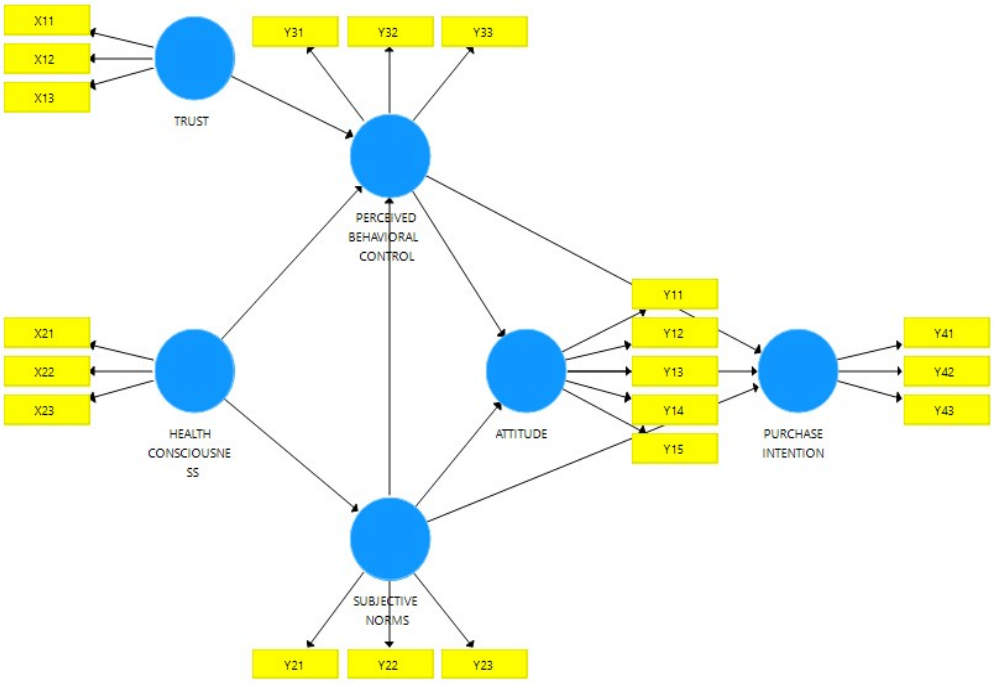


Figure 3. Research Analysis Model

Table 3. Characteristics of Respondents

Characteristic	Amount (n)	Percentage (%)
Domicile		
Jakarta	30	20
Bogor	30	20
Depok	30	20
Tangerang	30	20
Bekasi	30	20
Age (Years Old)		
15-24	49	33
25-34	22	15
35-44	16	11
45-54	25	17
55-64	38	25
Gender		
Male	64	43
Female	86	57
Educational Background		
Junior high school	1	1
Senior high school	37	25
Bachelor's degree	92	61
Master/doctoral degree	20	13
Occupation		
Student	31	21
Civil servant	16	11
Private employee	56	37
Entrepreneur	16	11
Retired	9	6
Unemployed	12	8
Other	10	7
Income per Month (IDR)		
≤1,000,000	24	16
1,000,000<X≤2,000,000	14	9
2,000,000<X≤3,000,000	9	6
3,000,000<X≤4,000,000	10	7
4,000,000<X≤5,000,000	32	21
5,000,000<X≤6,000,000	6	4
6,000,000<X≤7,000,000	9	6
7,000,000<X≤8,000,000	8	5
8,000,000<X≤9,000,000	4	3
9,000,000<X≤10,000,000	17	11
>10,000.000	17	11
Marital Status		
Married	89	59
Single	61	41

Source: Primary data (2024)

Respondent Purchase Characteristics toward Cow Milk and Soy Milk

Secondly, whole respondents are characterized again into several aspects of cow milk and soy milk purchase behavior. The characterization is purposively observed to understand about respondent characteristics in purchasing cow milk and soy milk in all over stores or markets all this time, so that researchers are able to analyze several aspects that encourage the consumption of both milks. Respondent purchase characteristics toward cow milk and soy milk is presented in Table 4 as follows.

Regarding Table 4 above, cow milk and soy milk in liquid form are most respondent's choice compared to powder form. Cow milk in liquid form is selected by 87 percent of respondents, while soy milk in liquid form is selected by 97 percent of respondents. As for the consumption frequency, 40 percent of respondents dominantly consume cow milk for several times a week while 30 percent of respondents decide to consume soy milk for several times a year. In that case, it is implied that respondent's passion is still concentrated on cow milk rather than soy milk. Regarding information resource, almost half of respondents (45%) obtain information about cow milk from social media, while as many as 41 percent of respondents acquire soy milk information from their families. Among several reasons, 47 percent of respondents consume cow

Table 4. Respondent Purchase Characteristics toward Cow Milk and Soy Milk

Characteristic	Cow Milk		Soy Milk	
	Amount (n)	Percentage (%)	Amount (n)	Percentage (%)
Form of Milk				
Liquid	130	87	145	97
Powder	20	13	5	3
Consumption Frequency				
Always consume	19	13	4	3
Several times a week	60	40	25	17
Several times a month	35	23	39	26
Several times a year	13	9	45	30
Once or twice a month	19	13	32	21
Other	4	3	5	3
Source of Information				
Family	63	42	62	41
Friend	8	5	18	12
Social media	67	45	57	38
Other	12	8	13	9
Consumption Reason				
Desire in trying food trend	3	2	36	24
Believe in product's health benefit	62	41	65	43
Taste better	71	47	20	13
Other	14	9	29	19
Milk Spending per Year (IDR)				
≤1,000,000	122	81	144	96
1,000,000<X≤2,000,000	16	11	5	3
>2,000,000	12	8	1	1

Source: Primary data (2024)

milk because it tastes better while dominantly 43% of respondents consume soy milk as manifestation for their beliefs in plant-based products' health benefits. Approximately d"1,000,000 IDR per year is spent by respondents for consuming cow milk (81%) and soy milk (96%) respectively.

Validity and Reliability Test

Validity and reliability are acquired by observing and evaluating outer model results such as LF, CA, CR, and AVE scores. Outer model results are generated by PLS Algorithm feature in SmartPLS. Outer model results are completely shown in Table 5.

Table 5. Outer Model Results

Variable and Indicator	Cow Milk				Soy Milk			
	LF	AVE	CR	CA	LF	AVE	CR	CA
Trust		0.712	0.881	0.797		0.711	0.881	0.797
Trust to producer	0.830				0.834			
Trust to health claim	0.873				0.860			
Trust to safe consumption	0.826				0.835			
Health Consciousness		0.747	0.899	0.833		0.742	0.895	0.833
Curious about health condition	0.846				0.767			
Responsible to food choice	0.867				0.904			
Aware to health condition	0.880				0.905			
Attitude		0.651	0.903	0.866		0.683	0.915	0.884
Feel pleased	0.836				0.841			
Consuming is wise choice	0.763				0.837			
Feel satisfied	0.795				0.841			
Healthy and safe to consume	0.766				0.752			
Wish to consume	0.869				0.857			
Subjective Norms		0.849	0.944	0.912		0.875	0.955	0.929
Family support	0.911				0.929			
Friend support	0.922				0.938			
Important person support	0.930				0.940			
Perceived Behavioral Control		0.641	0.842	0.726		0.709	0.880	0.797
Easy to consume	0.871				0.845			
Capable to consume	0.708				0.849			
Capable to self-control	0.813				0.831			
Purchase Intention		0.762	0.906	0.844		0.805	0.925	0.876
Intend to purchase	0.905				0.929			
Plan to purchase	0.886				0.948			
Purchase for health reason	0.826				0.808			

Notes: LF=loading factor, CA=Cronbach's alpha, CR=composite reliability, AVE=average variance extracted.
Source: Primary data (2024)

In Table 5, loading factor scores are acquired from outer loading scores in SmartPLS, and it shows that loading factor scores from whole indicators of each type of milk have exceeded 0.7 hence the research models are stated as valid. Hair et al. (2014) expressed that the outer loading scores should be above the critical value of 0.7. Meanwhile, validity can be measured by concerning about AVE scores, and referring whole latent variables of each type of milk which has surpassed 0.6, the models are found to be valid. According to Lim & Goh (2019) research, they used 0.5 as the threshold for AVE scores in order to determine the model status of discriminant validity. Sourcing to Table 5, research models are considered as reliable since whole latent variables of each type of milk have surpassed composite reliability scores of 0.8. It is supported by prior research that the threshold for reliability is 0.5 (Lim & An, 2021).

Influence of Health Consciousness and Other Variables toward Purchase Intention

After evaluation of the research outer models earlier, this section is moderately similar and centralized on evaluating inner model results which are relationship between variables, and better known as path of research variables. The evaluation is focused on two aspects including t-statistic and p-value which are obtained by Bootstrapping feature in SmartPLS. Inner model results are presented in Table 6 as follows.

Significance level that is specified by this research was 1 percent, hence path of research variables can be declared as possessing significant influence when p-value does not exceed 0.01 and t-statistic surpasses critical value of 2.57 (Hair et al., 2014). Referencing to previous measurement of significance level, it can be concluded that for cow milk analysis, entire variables have significant influences toward purchase intention, yet health consciousness is found to be the only variable that does not influence purchase intention significantly. At the same time, it is slightly different for soy milk analysis that purchase intention is found to be significantly influenced by entire variables.

Table 6. Inner Model Results

Path	Cow Milk				Soy Milk			
	Total Effect	T-stat	P-value	Decision	Total Effect	T-stat	P-value	Decision
TR → PI	0.172***	3.588	0.000	Accepted	0.160***	3.177	0.002	Accepted
HC → PI	0.066	1.248	0.212	Rejected	0.160***	2.966	0.003	Accepted
AT → PI	0.489***	5.225	0.000	Accepted	0.322***	3.395	0.001	Accepted
SN → PI	0.226***	3.653	0.000	Accepted	0.134***	2.604	0.009	Accepted
PB → PI	0.182***	3.514	0.000	Accepted	0.155***	2.988	0.003	Accepted

Notes: (1) TR=trust, HC=health consciousness, AT=attitude, SN=subjective norms, PB=perceived behavioral control, PI=purchase intention. (2) ***P<0.01; **P<0.05; *P<0.1.

Source: Primary data (2024)

For cow milk analysis, health consciousness does not have significant influence toward purchase intention since its t-statistic and p-value do not meet the threshold requirement of 1 percent significance level. It is similarly occurred with Hoque et al. (2018) who remarkably found that purchase intention was not influenced by health consciousness significantly. This phenomenon is obviously determined by market condition that consumers tendency to substitute their habits in consuming cow milk into soy milk since it has reliability on health issue, taste, and healthy lifestyle (Ammann et al., 2023; Haas et al., 2019; Wolf et al., 2020). Moreover, there is a part of consumers who restricted to consume cow milk since they are allergic to some kind of nutrients like lactose and protein contained in cow milk or any other animal-based milk (Desfita et al., 2020; Rosana et al., 2023). However, for soy milk analysis, health consciousness evidently has significant influence toward purchase intention referring t-statistic and p-value successfully reach out the threshold requirement of 1 percent significance level. This finding is contradictory with prior empirical study that rejected about the existence of health consciousness significant influence toward purchase intention on a product (Hoque et al., 2018). Therefore, the enhancement of consumers health consciousness does not escalate consumers purchase intention toward cow milk, yet it will escalate their purchase intention toward soy milk instead. Besides, health consciousness for cow milk (p=0.212, t=1.248) has lower t-statistic dan p-value compared to soy milk (p=0.003, t=2.966) thus it is confirmed that the power of health consciousness influence on soy milk is higher than cow milk. Consequently, hypothesis one (H1) is rejected and hypothesis six (H6) is accepted.

Findings shows that trust significantly influences purchase intention toward cow milk (p=0.000, t=3.588) and soy milk (p=0.002, t=3.177). These finding is consistent with few empirical researches that sentenced trust had significant influence to purchase intention (Anisimova, 2016; Carfora et al., 2021). Therefore, if consumers' trust is getting bigger to cow milk and soy milk then they will have stronger tendency to purchase cow milk and soy milk sooner or later, which means that hypothesis two (H2) is obviously accepted.

Purchase intention toward cow milk and soy milk is found to be significantly influenced by attitude. It is determined by t-statistic and p-value for cow milk (p=0.000, t=5.225) and soy milk (p=0.001, t=3.395) that reach out the threshold requirement. Several previous findings acknowledged that attitude had significant influence on purchase intention (Farid et al., 2023; Lim & Goh, 2019; Pienwisetkaew et al., 2022). Thus, the more positive consumers attitude toward cow milk and soy, the more they will have intention to purchase cow milk and soy

milk eventually. Referring that statement, hypothesis three (H3) is accepted.

As expected, this research proves that subjective norms significantly influence purchase intention toward cow milk (p=0.000, t=3.653) and soy milk (p=0.009, t=2.604). This finding is similar with other researches that admitted the existence of significant influence between subjective norms and purchase intention (Cammarelle et al., 2021; Chang & Chen, 2022; Pienwisetkaew et al., 2022). It means that the more consumers' close people understand and approve cow milk and soy milk consumption habits, the more willing they are to purchase cow milk and soy milk. Thus, hypothesis four (H4) is accepted.

As for the influence of perceived behavioral control toward purchase intention, it shows that perceived behavioral control significantly influences purchase intention toward cow milk (p=0.000, t=3.514) and soy milk (p=0.003, t=2.988). This finding is identic with findings from empirical researches before that purchase intention was significantly influenced by perceived behavioral control (Lim & Goh, 2019; Lim & An, 2021; Pienwisetkaew et al., 2022). This indicates that when consumers have full control in deciding their consumption for cow milk and soy milk, the greater is the level of the purchase intention. Moreover, nowadays cow milk and soy milk can be easily obtained from stores and even soy milk can be produced independently in the house (Cardello et al., 2022; Qin et al., 2022; Smith et al., 2022). Thus, hypothesis five (H5) is strongly accepted. In short, research model result for cow milk can be seen in Figure 4.

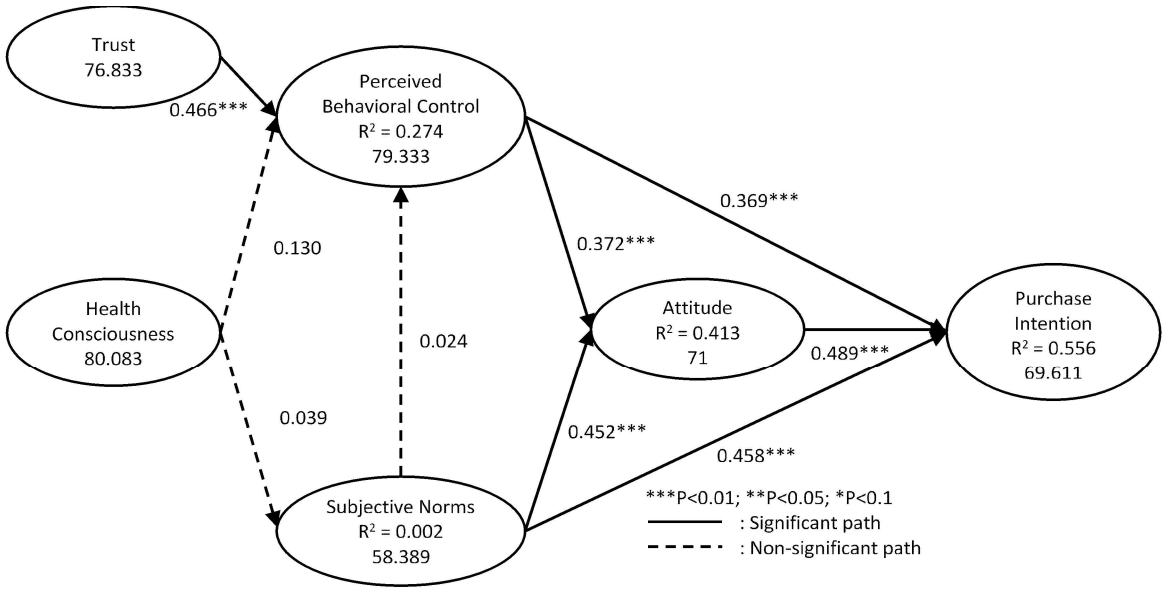


Figure 4. Research Model Result for Cow Milk

Meanwhile, research model result for soy milk is illustrated in Figure 5.

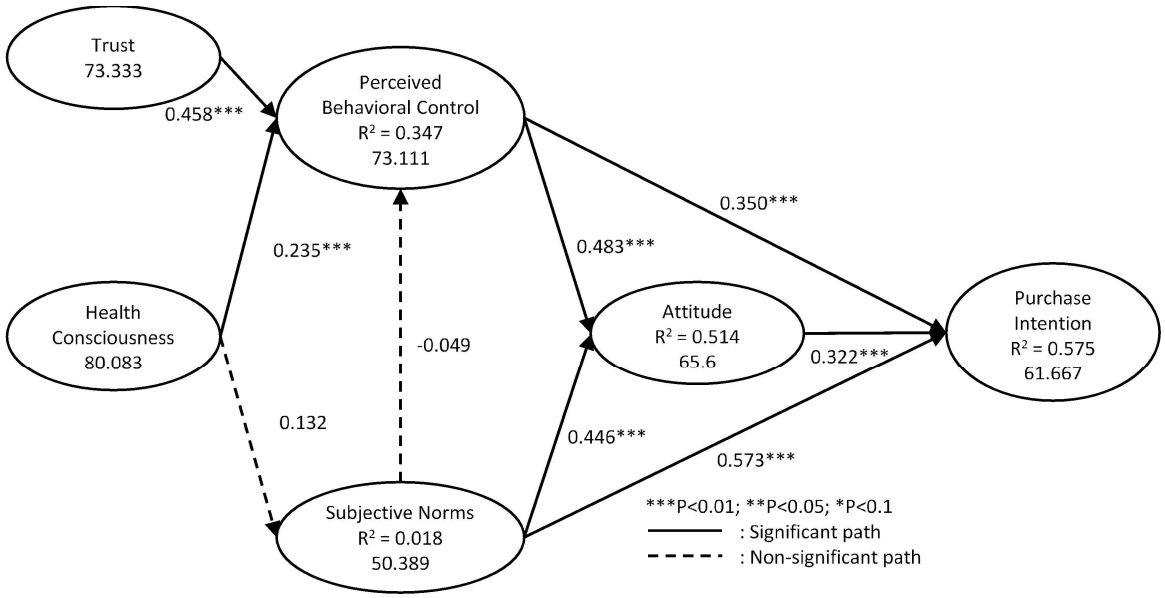


Figure 5. Research Model Result for Soy Milk

Formulation of Managerial Implications

For this section, evaluation is concerned toward IPMA analysis results including importance score and performance score from every variable as the measurement for formulation of managerial implications to escalate consumer purchase intention toward cow milk and soy milk in general. Importance score and performance score of every variable are generated from IPMA analysis feature in SmartPLS. As the reminder, importance score is obtained from total effect score of every variable while performance score is from average variable score, therefore both scores are completely different aspects. Mean score from importance and performance results are calculated and appointed as threshold to determine every variable score level. Importance-performance results of exogenous variables are shown in Table 7.

Table 7. Importance-Performance Scores for Exogenous Variables

Variable	Cow Milk		Soy Milk	
	Importance	Performance	Importance	Performance
Trust	0.172	76.833	0.160	73.333
Health consciousness	0.066	80.083	0.160	80.083
Mean	**0.119**	**78.458**	**0.160**	**76.708**

Source: Primary data (2024)

For cow milk analysis, trust has the highest importance score (0.172) compared to mean of exogenous variables importance scores (0.119) and has the lowest performance score (76.833) compared to mean of exogenous variables performance scores (78.458). For soy milk analysis, trust also has high importance score (0.160) and has the lowest performance score (73.333) compared to mean of exogenous variables performance scores (76.708). Hence trust variable needs to be chosen as variable priority to be improved in order to escalate consumer purchase intention toward cow milk and soy milk. Consumer trust can be enhanced by promoting or being transparent for cow milk and soy milk producer's credibility's and reputations, maintaining nutrition standard or the quality of every product, designing cow milk and soy milk packaging with creative and informative concepts such as additional information of nutrition facts, ingredients, efficacies, and certifications or labels from authorized institutions (Anisimova, 2016; Carfora et al., 2019; Chang & Chen, 2022; Nugraheni, 2018). As for the certification, Fitri et al. (2023) expressed that certification is useful to maintain and guarantee the quality of a product. Furthermore, importance-performance results for endogenous variables alias TPB factors can be seen in Table 8.

Based on Table 8, cow milk and soy milk analysis repeatedly have a similarity that for cow milk analysis, subjective norms have high importance score (0.458) compared to mean of endogenous variables importance scores (0.439) and has the lowest performance score (58.389) compared to mean of endogenous variables performance scores (68.861). For soy milk analysis, subjective norms have the highest importance score (0.573) compared to mean of endogenous variables importance scores (0.448) and has the lowest performance score (50.389) compared to mean of exogenous variables performance scores (61.750). It indicates that subjective norms variable also needs to be concerned by producers of cow milk and soy milk as the priority in order to escalate consumer purchase intention toward cow milk and soy milk. Enhancement of subjective norms by producers of cow milk and soy milk can be obtained through the spread of product information's from one person to another

Table 8. Importance-Performance Scores for Endogenous Variables

Variable	Cow Milk		Soy Milk	
	Importance	Performance	Importance	Performance
Attitude	0.369	71	0.350	65.6
Subjective norms	0.458	58.389	0.573	50.389
Perceived behavioral control	0.489	79.333	0.322	73.111
Mean	**0.439**	**68.861**	**0.448**	**61.750**

Source: Primary data (2024)

or commonly called as word-of-mouth (WOM) marketing. Cow milk and soy milk producers can conceptualize attractive and informative about product superiority, besides cow milk and soy milk producers still need to execute other promotion mix efforts such as sales promotion, personal selling, public relation, and direct marketing toward consumers (Dewa et al., 2022; Wahyuningsih, 2020). Referring to Lantarsih et al. (2023), the researchers stated a supportive information that promotion needs to be massive for every channel and every effort because it is aimed to increase consumer conscious and awareness toward the product.

CONCLUSION AND RECOMMENDATION

Entire variables significantly influence purchase intention toward cow milk and soy milk except health consciousness, hence H1 is rejected while H2, H3, H4, H5, and H6 are accepted. Recommendation for cow milk and soy milk producers to escalate consumer purchase intention toward cow milk and soy milk is based on IPMA analysis results that is concerning efforts on improving priority variables, including trust and subjective norms. Consumer trust can be improved by maintaining production standards, creative and informative packaging, and producer credibility. Subjective norms can be improved by informative advertising, personal selling, public relation, and direct marketing.

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