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# Predictor of Switching Intention on Healthy Food Business: Theory of Planned Behavioral Approach

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**Keywords:** Attitude, Subjective Norms, Perceived Behavior Control, Switching Behavior Intention

**Abstract:** The purpose of this research is to build customer switching behavior intention models of healthy food products and services among young consumers in Yogyakarta, Indonesia, due to dramatic changes in their social environment, especially in living modesty and more independent, as well as healthy lifestyles. The data used were 200 respondents who previously experienced buying a fast food product and a healthy food product. The data were analyzed using SEM-PLS, WarpPLS software 6 versions. The result of this research shows that two hypotheses are supported, and one hypothesis is not supported. Based on the result, this research shows a new insight related research of healthy food which is the respondent tends to depend on themselves when they intend to buy a healthy food product then get information from others.

## 1 INTRODUCTION

Healthy food businesses in Indonesia in the last decade have grown rapidly. Based on the SWA website, the growth is increasing by around 10% (SWA Online, 2007). The growth level of healthy food businesses in Indonesia is high, but the overall market is still low. Cited from the Kontan website, customers are still fond of fast food products and services. Even though their revenue fell 5-10%, the market share is still considered quite large (Taqiyyah, 2015). Moreover, the customers who bought healthy foods are still made fast food products and services as the main service daily food requirements. Therefore we need more understanding to increase customer penetration of healthy food in Indonesia.

Even when they are away from their daily routine, consumers want to try to keep a healthy lifestyle (Choi and Zhao, 2014). In addition, if an individual is concerned with nutrition, then such a person is less likely to eat out frequently (Bhuyan, 2011). Numerous customers are currently attempting to eat "healthy food" at home, as well as at restaurants (Yuksel and Yuksel, 2002). However, eating healthily at a restaurant won't be the same as when people eat at home. It has been demonstrated that customers' eating patterns at home were considerably more

beneficial than their sustenance decisions in the restaurant (Jones, 2010).

One cause of the driving force is still small in buying products and services of healthy food because there is no right incentive from healthy food business owners for the public to influence them to switch products and services from fast food to healthy food. Previous studies show that many customers tried to eat healthy food products because they tried to have a healthy lifestyle, this behavior can likewise be portrayed as healthy sound practices brought by necessities and inspiration in connection to health (Baum, Krantz, and Gatchel, 1997). People with nutrition consciousness will choose carefully which particular ingredients they want to avoid (Viola, Bianchi, Croce, and Ceretti, 2016). Awareness of health advantages in view of the buyers' ecological learning and compelling health efforts is the fundamental reason buyers purchase healthy food (Suki, 2013).

It still requires a comprehensive understanding of factors that can encourage behaviors to switch products and services from fast food to healthy food. To explore these factors, we need to understand prior customer behavior by using theory planned behavior (Ajzen, 1991). However, in the case of the Indonesian context, and become a novelty of this study as well, for it is interested in the role of the subjective norm of

young consumers in Yogyakarta. It apparently suspects that the role of Subjective Norm has been changed due to dramatically changing the social environment of young consumers. It can be said that Yogyakarta young consumers seem to be more independent in terms of shifting their behavior. Therefore, the purpose of this research is to build customer switching behavior intention models of healthy food products and services.

## 2 LITERATURE REVIEW

In the context of healthy food, the research related to switching behavior towards food products and services is carried out by Cant, Machado, and Gopaul (2014) in South Africa's food industry. They found that the quality of healthy food products can encourage customers to switch into healthy food products. Chen (2009) found that a healthy life influences the attitudes of customers to switch into healthy food products and services. Suki (2013) also found that the effect of a healthy life encourages customers to switch to healthy food products and services. In the context of healthy food in South Korea, Choi and Zhao (2014) also found that a healthy way of life, variety of healthy foods, and healthy food product and service quality have a significant effect on the customer's switching behavior.

However, comprehensive research that understanding the possibility of customer switching behavior towards healthy food product and service is still limited. Healthy food business owner needs to understand the concept and factors that influence healthy food's customer switching behavior to formulate communication strategy, product development, and service quality that not just focus on customer demographic preference and characteristic. This research is important because Indonesia has a different context of culture, value, and demographic with others, especially in addressing the existence of healthy food products and services.

### 2.1 Fast Food Industry

The fast-food business growths in Indonesia are still evolving today. There are several fast food businesses in Indonesia, such as KFC, McDonald's, Pizza Hut, Hoka-Hoka Bento, etc. Even though Kontan's website stated that the growth of the fast-food business was slower, it decreased by 5-10% due to global economic growth (Taqiyah, 2015), however, based on the

Market Bisnis website in 2014 about PT. Fast Food Indonesia, in its financial statements, the company's revenue increased by 11.23% (Arum, 2014). This shows that the fast-food business in Indonesia is still favored by the customer.

The offered product from the fast-food owner is food that can be prepared and consumed in a short time (Bertram, 1975). One of the health problems that come from a fast-food product is obesity. Obesity is a disease where a person's weight is overweight, and it is not normal (Cant, Machado, and Gopaul, 2014). The highest proportion happened in adolescents, which is to consume fast food amounted to 45.16%. It shows that there is a significant correlation between adolescent's fast food nutritional status and consumption and obesity (Wahyuni, 2013). In this study, we will provide products and services influence in the context of fast food on people's lifestyles.

### 2.2 Healthy Food Lifestyle Influence

The fast-food business has grown fast, as well as a healthy food business because there is awareness from customers about concerning nutritional food benefits for their bodies (Euromonitor International, 2014). Customer decision on consuming food not only affects an individual's health but also affects the success or failure of food products toward food market orientation (Chen, 2009). Therefore, many fast-food owners also serve healthy food (Euromonitor International, 2014).

Based on Bisnis UKM's website, healthy food businesses have started to develop in Indonesia, due to the high public awareness of healthy lifestyle effects by eating healthy foods. Eat healthy food is the foundation of a healthy diet (Hamelin, Lamontagne, Ouellet, Pouliot, and O'Brien, 2010). Based on the CNN Indonesia website, a total of 80% of Indonesian people began to follow a diet that limits or prohibits the consumption of certain foods or beverages (Priherdityo, 2016). This shows that the Indonesia people started to implement a healthy food lifestyle as a solution to address their health problems. In this study, we will provide the context of products and services healthy food influences on people's lifestyles.

### 2.3 Theory of Planned Behavior

The theory of Planned Behavior (TPB) by Ajzen (1991) provides an overview of studying attitudes toward behavior. According to this theory, the primary determinant of the most fundamental in

someone's behavior is the intent or purpose of behavior. Individual intention to realize the behavior is a combination of attitudes towards behavior that would be done, subjective norms, and perceived behavioral control.

Behavioral intention is the determinant of actual behavior. Intention to behave defined as the possibility of individuals to engage in interest and is a function of three components, namely attitude, subjective norm, and perceived behavioral control. Behavioral intentions regarded as a summary of the necessary motivation to perform certain behaviors, reflecting the individual's decision to follow the action, as well as a pointer of how hard people are willing to try and perform the behavior (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975). Intentions can change over time. This indicates that the prediction accuracy typically decreases with the rise or the number of times that limit between measurements and observations of behavioral intentions (Ajzen, 1988).

Attitude is the tendency of individuals to evaluate whether good or bad symbols or objects or any aspect of his world (Katz, 1960). The object will be associated with a certain attribute of faith. An attitude towards an object is determined by subjective values of object attributes in interacting with relationships that stand out. Although anyone can have different beliefs about an object, it is assumed that only trust is easily accessible in influencing the attitude (Ajzen, 2001). According to the TPB model, one's attitude toward a particular behavior has no direct relationship with behavior, which is bridged by the overall dominant beliefs associated with his attitude and the evaluation of confidence by consumers.

The subjective norm is consumer perception of what he thought about the things he had to do based on specific references. This is a function of two subcomponents, namely associative normative beliefs, which reflects consumers' perceptions of what is thought by giving references about things he should or should not do, and the motivation of consumers to comply with referral giver. Motivation to comply can be viewed in two different ways. First, it can be seen as a person's motivation to comply with the groups for reference, regardless of specific demands. Second, motivation can be seen in the context of specific obedient to the expectations of the reference group. When a person is generally motivated to obey the group references (for example, friends), he might be obedient even though it is different from their personal expectations (Ajzen and Fishbein, 1973).

Perceived behavioral control may affect behavior, both directly and indirectly. In a direct effect, it is based on the assumption of an individual's success and performance in realizing a behavior that determined by effort and confidence, with the prediction that he had the same intention (Ajzen, 1991). Another reason for the direct connection is perceived behavior control can be used as a substitute for measuring the actual control (Ajzen, 1991). Perceived behavioral control can be determined from two things, namely, control beliefs and perceived strength. Controls belief is the perception of obstacles or resources that can affect behavior.

## 2.4 Research Development

This research adopts the model theory of planned behavior as a framework of thinking in developing and modifying the model related to shifting customer behavior and foodservice products. Related with this research, the behavior will be examined in the form of switching behavior intention by customers from fast food to healthy food.

### 2.4.1 Attitude toward Behavior Intention of Healthy Food Products and Services

Attitudes are a positive or negative perspective toward an object. Hence someone's relationship with some objects cannot be said as impartial (Mensah, Okyere and Kuranchie, 2013). Attitudes toward behavior determined by behavioral beliefs that are related to behavior output and another attribute such as the required price to do those behaviors. Generally, attitude is known as an important determinant of intention. The intention has a strong relationship toward behavioral intention by using theory planned behavior models (Manstead, 2000). The attitude in this research is the customer's attitude toward switching behavior of food product and service and intention toward switching products and services. Therefore, the customer's attitudes toward switching behavior of healthy food products and services will influence their intention of switching to healthy food products and services.

*H1: Customer's attitude influence customer intention to switch toward healthy food product and service*

### 2.4.2 Subjective Norm of Healthy Food Products and Services

Subjective norm is the result of trust that related to how important referee's feelings for someone and the

motivation to follow the referee's assertion (Ajzen and Fishben, 1977). In the theory of planned behavior model, subjective norms influence customer's intention to do their behavior. Therefore, we can conclude that the customer's subjective norm can influence their intention to healthy food product and service's switching behavior.

*H2: Customer's subjective norm influence a customer's intention to switch toward healthy food products and services*

### 2.4.3 Perceived Behavioral Control of Healthy Food Products and Services

Perceived behavior control examines that customer's trust toward whether there is or there is not a resource or chance to do the behavior. The more a person believes that he has the resources, strengths, and opportunities needed to behave, the more powerful it will be toward the intention of the person and actualize his behavior and actions (Bansal and Taylor, 2002). Even though someone has a good attitude, and he will still cancel his intention to behave if he feels that he cannot control that situation. Therefore, the customer's perceived control behavior influences the customer's intention to switch toward healthy food products and services.

*H3: Customer's perceived control behavior influences a customer's intention toward healthy food products and services.*

### 2.4.4 Research Framework

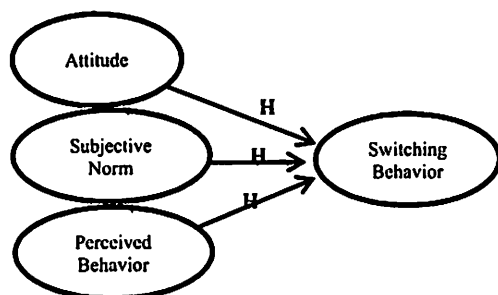


Figure 1. Research Model

## 3 RESEARCH METHODOLOGY

### 3.1 Research Design

In order to achieve this research objective in exploring the factors that encourage customers to be

able to change products and services to healthy food, this research is conducted with quantitative approaches. The quantitative approach aimed to explore further the customers' motives associated with their motive behavior in switching food products and services.

This research aimed to explore the customer's motives to switch from fast food products and services to healthy food. Then the analysis unit in this research is healthy food customers who previously ever used fast food products and services. The populations in this study are all respondents who previously bought food products and services in the Special Region of Yogyakarta. Samples will be taken in this study is 200 respondents who previously experienced buying fast food and healthy food products and services.

### 3.2 Collecting Data and Measurement Variables

To collect customer perception data of healthy food, the questionnaire is used as the survey technique. The questionnaire contains three parts: demographic questions, screening questions, and variable measurement question parts. Evaluation of each variable is measured using a 1-5 scale to obtain interval data or numerical semantic differential scale. There are four variables to be measured in this research, such as attitude towards switching behavior, subjective norm, the control behavior felt, and switching behavior intentions from Ajzen and Madden (1986).

### 3.3 Data Analysis Technique

Data analysis techniques used in this research is the Structural Equation Model (SEM) operated by WarpPLS version 6. A structural equation model consists of two parts, measurement linking observed variable with latent variables through confirmatory factor models and structure part that links between latent variables through simultaneous equation regression (Ghozali and Fuad, 2008). SEM is made through development model-based theory, development of flowcharts to demonstrate causality relationship, flowcharts conversion into structural equation series and measurement model specification, matrix input selection and estimation techniques on models built, problem identification assessment, evaluation model, and interpretation and modification model (Hair, Black, Babin, and Anderson., 2010).



## 4 RESULT AND DISCUSSION

### 4.1 Descriptive Analysis

The average value of variables can be used to describe the response of each variable in the questionnaire. A total respondent that has been used in this study is 200 respondents. In this study, the average value of attitude instruments is 4,5, the average value of subjective norm instruments is 4,08, the average value of perceived behavior control instruments is 4,47, and the average value of switching intention instruments is 4,26.

The majority of respondents based on gender is women with 57,5%, the age of respondents mostly is 21-25 years old, and the majority of earnings from the respondents is below Rp 1,500,000.00. All of the respondents have had experience of buying fast food

and heard about the term "healthy food." Therefore all of the respondents in this research are qualified.

### 4.2 Validity and Reliability Result

The validity of this research is using WarpPLS software version 6. The objective of the validity test is to determine the validity level of each statement to the research variables. Data is stated to be valid if the standardized loading factor for each indicator variable and average variance extracted (AVE) has met the minimum value of 0,5, and a minimum of the p-value is 0,05 (Hair, Black, Babin, and Anderson., 2010).

The validity result of 200 respondents through WarpPLS version 6 programs is shown in the following table 4.1.

Table 1 Convergen Validity and AVE

<i>Item</i>	<i>Attitude</i>	<i>Subjective Norm</i>	<i>Perceived Behavior Control</i>	<i>Switching Behavior Intention</i>	<i>P-Value</i>	<i>AVE</i>	<i>Result</i>
ATT1	(0,851)				<0,001	0,65	Valid
ATT2	(0,805)				<0,001		Valid
ATT3	(0,792)				<0,001		Valid
ATT4	(0,777)				<0,001		Valid
SN1		(0,731)			<0,001	0,602	Valid
SN2		(0,854)			<0,001		Valid
SN3		(0,758)			<0,001		Valid
SN4		(0,754)			<0,001		Valid
PBC1			(0,799)		<0,001	0,601	Valid
PBC2			(0,766)		<0,001		Valid
PBC3			(0,783)		<0,001		Valid
PBC4			(0,752)		<0,001		Valid
SBI1				(0,817)	<0,001	0,735	Valid
SBI2				(0,902)	<0,001		Valid
SBI3				(0,850)	<0,001		Valid

From the data in Table 4.1., it can be seen that all the indicators are valid because the loading factor values and average variance extracted (AVE) are more than 0,5 and p-value below than 0,05. Moreover, the result of reliability can be described in Table 4.2.

Table 2 Reliability

Variable	Composite Reliability	Cronbach's Alpha
Attitude	0,881	0,820
Subjective Norm	0,858	0,778
Perceived Behavior Control	0,858	0,779
Switching Behavior Intention	0,892	0,818

From the data in Table 4.2, it can be seen that all the indicators are reliable because the values are more than 0,7. It means that it meets the minimum requirement of reliability (Hair, Black, Babin, Anderson, and Tatham (1998).

### 4.3 Hypothesis Testing Result and Discussion

In this structure model proposed, there are two supported hypothesis and one not supported hypothesis. The supported hypothesis is hypothesis 1 with the value of  $\beta=0,44$  and  $p\ value<0,01$  and hypothesis 3 with the value of  $\beta=0,24$  and  $p\ value<0,01$ , and not support the hypothesis is hypothesis 2 with the value of  $\beta=0,09$  and  $p\ value=0,0$ . It means that the variable of attitude and perceived behavioral control influence the switching behavior intention of respondents who had the intention to buy healthy food products. The result of hypothesis testing can be described in figure 2.

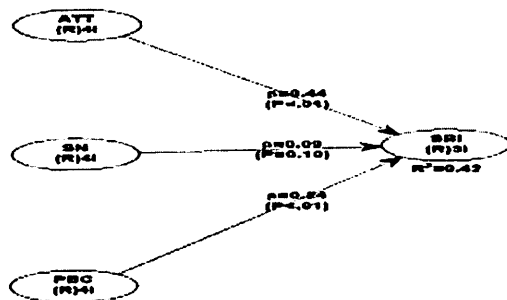


Figure 2. Research Model Result

The result of hypothesis 1 is supported by previous research, said attitude is the tendency of individuals to evaluate whether a good or bad symbol or object or any aspect of his world (Katz, 1960). The object will be associated with a certain attribute of faith. An attitude towards an object is determined by

subjective values of object attributes in interacting with relationships that stand out. Although anyone can have different beliefs about an object, it is assumed that only trust is easily accessible in influencing the attitude (Ajzen, 2001). Generally, attitude is known as an important determinant of intention. The intention has a strong relationship with behavioral intention by using theory planned behavior model (Manstead, 2000). The attitude in this research is a customer's attitude toward switching behavior of food products and services and intention toward switching products and services. Therefore, customer's attitudes toward switching behavior of healthy food products and services will influence their intention of switching to healthy food products and services.

The result of hypothesis 2 is reversibility with previous studies. Based on the result, the researcher has an assumption that the context of healthy food is the reason why hypothesis 2 is not supported. Previous studies show that many customers tried to eat healthy food products because they tried to have a healthy lifestyle. This behavior can likewise be portrayed as healthy sound practices brought by necessities and inspiration in connection to health (Baum, Krantz and Gatchel, 1997). People with nutrition consciousness will choose carefully which particular ingredients they want to avoid (Choi and Zhou, 2014). The respondent feels that the decision of whether he or she wants to try a healthy food product is to depend on her or himself, not the other, because it is concern about her or his healthy life, and he or she needs to be careful about her and his decision making.

The result of hypothesis 3 is supported by previous studies based on the assumption of an individual's success and performance in realizing a behavior that determined by effort and confidence, with the prediction that he had the same intention. Another reason for the direct connection is perceived behavior control can be used as a substitute for measuring the actual control (Ajzen, 1991). Perceived behavioral control can be determined from two things, namely, control beliefs and perceived strength. Controls belief is the perception of obstacles or resources that can affect behavior. Perceived behavior control examines that customer's trust toward whether there is or there is not a resource or chance to do the behavior. The more a person believes that he has the resources, strengths, and opportunities needed to behave, the more powerful it will be toward the intention of the person and actualize his behavior and actions (Bansal and Taylor, 2002). Even though someone has a good attitude, and he will still cancel

his intention to behave if he feels that he cannot control that situation. Therefore, the customer's perceived control behavior has influenced the customer's intention to switch toward healthy food products and services.

## 5 CONCLUSIONS

The result of this research shows that two hypotheses are supported, and one hypothesis is not supported. Based on the result, this research shows a new insight related research of healthy food, which is the respondents tend to depend on themselves when they intend to buy a healthy food product then get information from others such as their relatives or their parents. For empirical studies, the researchers suggest that future studies to examine other elements that may affect customer buying decisions on healthy food products. For marketing practitioners, this study provides an overview of the intention of buying healthy food products, so they can create a suitable marketing strategy for the customer who have to intend to buy a healthy food product.

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## APPENDIX

Variable	Questionnaire Items
Attitude Ajzen and Madden (1986)	<ol style="list-style-type: none"> <li>1. My attitude toward a healthy food is positive.</li> <li>2. Generally, I think it is good to buy a healthy food</li> <li>3. I honestly like buy a healthy food.</li> <li>4. Buy a healthy food is a wise idea.</li> </ol>
Subjective Norm Ajzen and Madden (1986)	<ol style="list-style-type: none"> <li>1. Most people who are important to me think it is good to buy a healthy food.</li> <li>2. Most people who are important to me would buy a healthy food</li> <li>3. Most people who are have same value with me would buy a healthy food</li> <li>4. People whose opinions I value would prefer that I try to buy a healthy food.</li> </ol>
Perceived Behavior Control Ajzen and Madden (1986)	<ol style="list-style-type: none"> <li>1. I feel free to buy a healthy food if I like to.</li> <li>2. Buying a healthy food is entirely within my control</li> <li>3. I believe that my decision to buy a healthy food is good decision</li> <li>3. I have the resources and the knowledge and the ability to buy a healthy food</li> </ol>
Switching Behavior Intention Ajzen andMadden (1986)	<ol style="list-style-type: none"> <li>1. I would gradually decrease my use of the current foods.</li> <li>2. I would like to try a healthy food</li> <li>3. Generally, I want to buy a healthy food</li> </ol>