*The Influence of Health Consciousness on the Purchase Intention of Low-Sugar Packaged Tea Products: An Extended TPB Analysis*

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ABSTRACT

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| This study, conducted from October 2024 to April 2025, seeks to investigate the impact of health consciousness, attitude, subjective norm, and perceived behavioral control on the purchase intention of low-sugar bottled tea in Jakarta. Using a quantitative research approach, data were collected from 311 respondents selected through purposive sampling. The survey employed structured online questionnaires, and the data were analyzed using Structural Equation Modeling (SEM) with AMOS software. The findings reveal that health consciousness significantly and positively affects purchase intention, attitude, and perceived behavioral control. Furthermore, attitude, subjective norm, and perceived behavioral control also significantly influence purchase intention. The results show that consumer belief in the health benefits of low-sugar bottled tea is essential in forming positive attitudes and strong purchase intentions. Key indicators of consumer responses include belief in the health benefits of the product, social influence from family and friends, and a sense of personal control over purchase decisions. Additionally, low-sugar bottled tea was identified as the top choice when purchasing tea, reflecting strong purchase intention. These findings suggest that improving consumer health awareness, reinforcing positive attitudes, and leveraging social influence can effectively enhance purchase intention. The study offers practical insights for beverage marketers to design educational and promotional strategies that emphasize health benefits, social endorsement, and consumer autonomy in purchasing decisions. |

*Keywords: Health consciousness; purchase intention; low-sugar bottled tea; attitude; subjective norm; perceived behavioral control; consumer behavior.*

1. INTRODUCTION

Health consciousness (HCN) is defined as the level of an individual's awareness with reference to the significance of preserving health and the active efforts to lead a healthy lifestyle, reflected in their choices to prioritize products with health attributes such as low sugar or organic (Iqbal et al., 2021; Jonathan & Tjokrosaputro, 2021). The limited specific research on low-sugar packaged tea prompts this study to use research on healthy or organic food products as an analogy, as both emphasize health benefits, safety, and sustainability, thus providing a basis for understanding consumer behavior towards low-sugar packaged tea. According to Gould (1990), HCN not only encompasses awareness of the importance of health but also manifests in consumers' behavior of actively choosing products that support their well-being, such as reading labels and seeking health information.

HCN does not arise spontaneously but is impacted by demographic variables like income, age, gender, and educational attainment, where individuals with higher education and income tend to have a greater level of HCN due to better access to information and the financial ability to choose health products (Syafrizal et al., 2024). Healthy lifestyles, such as regular exercise and a balanced diet, are also significant in increasing HCN, encouraging consumers to actively seek information about products that support their health and motivating them to choose healthy products as a disease prevention measure (Abdulsahib et al., 2019).

Indonesia faces a significant challenge due to the high consumption of sweetened beverages, with almost the entire population consuming them regularly (Databoks, 2023), directly contributing to the increasing prevalence of non-communicable diseases such as diabetes, obesity, and hypertension. The high consumption of sweetened beverages in Indonesia is due to weak regulations regarding the sale of these products, where there is no effective standard definition and specific regulations to control their consumption, especially among children (faculty of medicine, public health and nursing, Universitas Gadjah Mada, 2022).

Other factors contributing to the high consumption of sweetened beverages in Indonesia are their relatively low price and easy accessibility to all segments of society (Liang et al., 2024), as well as aggressive marketing strategies through various media, targeting various age groups and proving effective in attracting young consumers (faculty of medicine, public health and nursing, Universitas Gadjah Mada, 2022). A Jakpat survey shows that the majority of respondents (92.9%) like and regularly buy packaged beverages, with milk and packaged tea being the most popular, indicating a large market for sweetened beverages including packaged tea, despite the high health risks; high consumption of sugary drinks is also seen in Jakarta (Databoks Katadata, 2022), reflecting a broader public health issue, where excessive sugar consumption exceeds who recommendations and contributes to childhood obesity and a significant healthcare cost burden (faculty of medicine, public health and nursing, Universitas Gadjah Mada, 2022).

The high consumption of sweetened beverages not only impacts individual health but also burdens the national health system, necessitating government intervention through education, regulation, and the promotion of healthier product innovations such as low-sugar beverages, which have great potential to become healthier alternatives as public health awareness increases; purchase intention, as the buyer's intention to purchase a product based on its benefits and relevance (Ajzen, 1991), tends to be higher among consumers with high HCN towards healthy products (Nagaraj, 2020), which also increases their attention to food safety and preference for health labels (li & Jaharuddin, 2021), although altruistic factors such as environmental concerns can also influence the purchase decisions of healthy products (Abdulsahib et al., 2019).

Consumer attitude, as a positive or negative evaluation of a product (Ajzen, 1991), is influenced by hcn, where individuals with high HCN tend to have a more positive attitude towards healthy products, especially in health crisis situations (Khayyam et al., 2021), and is supported by socioeconomic variables like income and education (Abdulsahib et al., 2019), as well as awareness of health risks (Gould, 1990) and socio-environmental values; perceived behavioral control (PBC), which is the belief in one's ability to control healthy product purchase decisions (Ajzen, 1991), is closely related to HCN (Gould, 1990), but may be impacted by the accessibility of information (Liang et al., 2024) and product accessibility (Liang et al., 2024), as well as external factors such as price and marketing (Abdulsahib et al., 2019), which is important in the context of low-sugar packaged tea; this research aims to understand the relationship between HCN, purchase intention, attitude, and PBC in the purchase of low-sugar tea, by expanding the TPB framework to provide insights for healthy product marketing strategies.

2. LITERATURE REVIEW

2.1. Health Consciousness

According to Lius & Salim (2024), health consciousness refers to how much a person's health affects their day-to-day activities. A similar view is expressed by Nguyen et al., (2020), who describe health consciousness as consumers’ concern for protecting their health in everyday activities. Syafrizal et al., (2024) add that health consciousness includes an individual’s level of awareness regarding the importance of physical health and the impact of lifestyle on their well-being.

To measure health consciousness, the scale developed by Gould (1990) is a primary reference. It consists of four dimensions: self-consciousness about health, health involvement, health alertness, and self-monitoring of health. Previous research has highlighted the influences of health consciousness on purchase intention (Syafrizal et al., 2024; Nagaraj 2020; Iqbal et al., 2021). They found that there is a significant effect of health consciousness on purchase intention. Some scholars (Zhang et al., 2021; Kusumaningsih et al., 2019) have investigated the role of health consciousness in enhancing attitude. Furthermore, Gam et al., (2020) measured the impact of health consciousness on perceived behavioral control. They demonstrated that health consciousness has a significant influences on perceived behavioral control.

Considering the results of earlier research initiatives, the following theories are put forth in this study for empirical investigation:

H1 − Health consciousness will have a significant impact on purchase intention

H2 − Health consciousness will have a significant impact on attitude

H3 − Health consciousness will have a significant impact on perceived behavioral control

2.2 Attitude

Based on several studies, attitude refers to an individual's tendency to respond to a situation, It is influenced by one's own values, beliefs, experiences, information searching, and media exposure. Generally speaking, one's attitude conveys whether they think a certain behavior is good or bad Chia et al., (2023). According to Ajzen (1991), attitude is formed from two main components: beliefs and evaluation. Belief strength is defined as the subjective probability that a given behavior will lead to a specific outcome, while evaluation refers to the assessment process that forms a bipolar continuum, ranging from negative evaluation at one end to positive evaluation at the other.

2.3 Attitude and Purchase Intention

Previous research conducted by Abdullah et al., (2022) shows that there is a positive and significant influence of attitude on purchase intention. This result aligns with the study carried out by Yu & Zhang (2022), which also stated that buying intention is positively and significantly impacted by the attitude variable. These result of these studies emphasize that consumers' beliefs about the benefits of a product directly influence their attitudes, which in turn determine their purchase intentions.

The following theories are established in this investigation based on the findings of earlier research:

H4 − Attitude will have a significant impact on purchase intention

2.4 Subjective Norm

Based on several studies subjective norm is a person's understanding of social influences that encourage or discourage the implementation of a particular behavior. Individuals tend to have a desire for a product or behavior if they are influenced by people around them who support the action (Budiman & Andriani, 2021). According to (Ajzen, 1991), subjective norms measurement includes two main components, namely normative convictions and compliance motivation. Normative beliefs relate to the possibility that an individual or important referent group approves or disapproves of the implementation of a particular behavior, while motivation to comply is the magnitude of each normative belief times the person's drive to adhere to the referent that is deemed significant.

2.5 Subjective Norm and Purchase Intention

Previous research by Azzahra & Purwanegara (2024) also showed that subjective norm has a significant positive influence on product purchase intention. This finding is consistent with the study by Salmah & Shikur (2023), which also stated that the variable of subjective norm has a positive and significant impact on purchase intention. Further illustrates how societal opinions about a product's acceptability form a substantial basis for consumers' intentions to purchase.

The following hypotheses are developed in this study based on the results of earlier research:

H5 − Subjective Norm will have a significant impact on purchase intention

2.6 Perceived Behavioral Control

Perceived Behavioral Control or Perceptual behavioral control is defined as a person's perception of the extent to which he or she feels capable or not of carrying out an action (Achmadi et al., 2024; Mbura et al., 2020). According to Muhammad Naufal Atiyah & Fiska Kusumawati (2023), indicators of perceived behavioral control consist of several main aspects, namely ability, confidence, trust, opportunity, and perceived control.

2.7 Perceived Behavioral Control and Purchase Intention

Prior studies by Hasan & Suciarto (2020) also showed that perceived behavioral control has a significant positive influence on product purchase intention. This finding is consistent with the study by Hsieh (2020), which also stated that the variable of perceived behavioral control significantly and favorably influences purchase intention. When people perceive a product more favorably, they are more likely to buy it.

The following theories are established according to the findings of this investigation of earlier research:

H6 − Perceived Behavioral Control will significantly influence purchasing intention.

3. METHODS

3.1. MEASURE

In this study, we have adopted a framework that involves measuring each variable analyzed through indicators. Health consciousness and attitude was measure using indicator derived from Nagaraj (2020). This study assesses subjective norm was measure using indicators by Rausch & Kopplin (2021), Iriani et al, (2024) and Salmah & Shikur (2023). On the other hand, perceived behavioral control was measure using indicators by Kim & lee (2023). Lastly, we adapted an indicator previously use in research by Nagaraj (2020) and Iriani et al. (2024) to measure purchase intention. A five point Likert-type scale was used to respond to the items. The scale was strongly disagree to strongly agree. Figure 1 below illustrates the theoretical framework of this study, which is measured using indicators adapted from previous research in the field of consumer behavior.

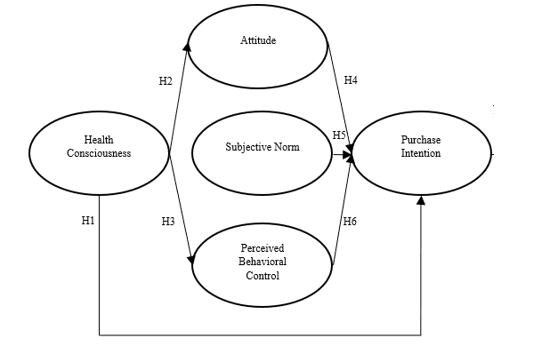


Fig. 1. the Theoretical Framework (Source: The authors, 2024)

**Table 1. Criteria a Fitted Model**

|  |  |
| --- | --- |
| **Profile** | **Rule of thumb** |
| Probability  CMIN/DF  CFI  RMSEA  GFI  AGFI  TLI | > 0.05  < 2.00  > 0.95  < 0.08  > 0.90  > 0.90  > 0.95 |

3.2 dATA ANALYSIS

Using 311 respondents from Jakarta as the sample size, this study used a quantitative research methodology. Following that, validity and reliability tests, model fit, and hypothesis testing with Amos are all part of the data analysis process. The researcher in this the study used the structural equation modeling (SEM) method to examine the information. Then a validity test is conducted, and it can be considered valid if the factor loading value > 0.5. The reliability test for each variable was conducted using Cronbach's alpha, and a variable is considered reliable if the Cronbach's alpha value > 0.6. Additionally, composite reliability was used, and if a variable's composite reliability value is more than 0.7, it is deemed dependable. a number of criteria, including CMIN/DF ≤ 2.00, probability value ≥ 0.05, GFI value ≥ 0.90, AGFI value ≥ 0.90, CFI value ≥ 0.95, TLI value ≥ 0.95, and RMSEA value < 0.08, are then used to perform the model fit test. to determine whether or whether there is an influence between the variables, hypothesis testing is then carried out. if a hypothesis's C.R. value is more than 1.96, it can be deemed significant and accepted.

4. results and discussion

4.1 Participants

The study involved a total of 311 respondents met the criteria and completed the questionnaire collected by the researcher. Based on gender profile, the respondents consisted of 145 males (46.6%) and 166 females (53.4%). In terms of age group, the majority of respondents were in the 26–35 age range, totaling 135 individuals (43.4%). Meanwhile, the smallest age group was those over 55 years old, with only 9 individuals (2.9%). Most respondents were employed, accounting for 127 people (40.8%), while the smallest occupational group was housewives, with 13 individuals (4.1%). Regarding marital status, the majority of respondents were married (173 individuals or 55.6%), and the smallest group was those whose partners had passed away (18 individuals or 5.8%). In terms of the highest educational attainment, most respondents were bachelor's degree graduates (119 individuals or 38.3%), while the fewest were postgraduate degree holders, totaling 19 individuals (6.1%).

4.2 Validity and Reliability Test of Data

This study has conducted validity and reliability tests on the data, and the research results can be seen in the Table 3. Based on the research findings, we can observe that each measured construct variable maintains the established indicators. Health awareness has five indicators with a reliability value of Cronbach's alpha of 0.888 and a composite reliability of 0.878. Then attitude has five indicators with a reliability value of Cronbach's alpha of 0.914 and a composite reliability of 0.915. Subjective norm has five indicators with a reliability value of Cronbach's alpha and composite reliability of 0.895. Perceived Behavioral Control has five indicators with a reliability value of Cronbach's alpha and composite reliability of 0.904. Purchase Intention has five indicators with a reliability value of Cronbach's alpha of 0.912 and a composite reliability of 0.910. For the validity test, all indicators have a factor loading value above 0.7 and all AVE values ​​are also above 0.5

Table 2 Profile of Participants

| **Profile** |  | **Frequency** | **Percent** |
| --- | --- | --- | --- |
| Sex | Male  Female | 145  166 | 46.6  53.4 |
| Employment Status | Unemployed  Employed  Entrepreneur  Housewife  Retired | 29  127  121  21  13 | 9.3  40.8  38.9  6.7  4.1 |
| Marital Status | Single  Married  Divorced  Deceased Partner | 82  173  38  18 | 26.4  55.6  12.2  5.8 |
| Age | 18-25 Years  26-35 Years  36-45 Years  46-55 Years  >55 Years | 42  135  103  22  9 | 13.5  43.3  33.1  7.1  29 |
| Education | High School  Diploma  Bachelor’s Degree  Postgraduate | 70  103  119  19 | 22.5  33.1  38.3  6.1 |

Table 3. Results of Data Validity and Reliability

|  | **Variables and Indicators** | **Factor Loadings** | **AVE** | **Cronbach’s Alpha** | **Composite Reliability** |
| --- | --- | --- | --- | --- | --- |
|  | Health Consciousness |  | 0.61 | 0.878 | 0.888 |
| X1.01 | I am interested in trying low-sugar tea because I want to be more mindful of my health. | 0.865 |  |  |  |
| X1.02 | My health awareness drives me to choose low-sugar tea over regular tea | 0.766 |  |  |  |
| X1.03 | I am interested in buying low-sugar tea because I believe this beverage can provide better health benefits compared to regular tea | 0.753 |  |  |  |
| X1.04 | The increase in my health awareness influences my decision to purchase low-sugar tea | 0.739 |  |  |  |
| X1.05 | I feel responsible for choosing low-sugar tea for the sake of my health | 0.804 |  |  |  |
|  | Attitude |  | 0.68 | 0.914 | 0.915 |
| Y1.01 | When I buy low-sugar packaged tea, I feel satisfied. | 0.861 |  |  |  |
| Y1.02 | When I buy low-sugar packaged tea, I feel happy because I care about my health. | 0.791 |  |  |  |
| Y1.03 | I feel wise for choosing to buy low-sugar packaged tea | 0.790 |  |  |  |
| Y1.04 | Buying low-sugar packaged tea is the best choice to support my health | 0.817 |  |  |  |
| Y1.05 | I believe that buying low-sugar packaged tea provides health benefits | 0.873 |  |  |  |
|  | Subjective Norm |  | 0.63 | 0.895 | 0.895 |
| Y2.01 | My friends expect me to buy low-sugar packaged tea. | 0.836 |  |  |  |
| Y2.02 | My family expects me to buy low-sugar packaged tea | 0.767 |  |  |  |
| Y2.03 | People who are important to me want me to buy low-sugar packaged tea. | 0.766 |  |  |  |
| Y2.04 | Most of the people close to me buy low-sugar packaged tea | 0.771 |  |  |  |
| Y2.05 | My family and friends often choose low-sugar packaged tea over other beverages | 0.835 |  |  |  |
|  | Perceived Behavioral Control |  | 0.65 | 0.904 | 0.904 |
| Y3.01 | I feel capable of buying low-sugar packaged tea | 0.878 |  |  |  |
| Y3.02 | I have sufficient resources (such as money and time) to buy low-sugar packaged tea | 0.786 |  |  |  |
| Y3.03 | If I want to, I can easily buy low-sugar packaged tea | 0.773 |  |  |  |
| Y3.04 | Low-sugar packaged tea is easy to find where I shop | 0.783 |  |  |  |
| Y3.05 | The decision to buy low-sugar packaged tea is entirely up to me | 0.826 |  |  |  |
|  | Purchase Intention |  | 0.67 | 0.912 | 0.910 |
| Z1.01 | I want to buy low-sugar packaged tea products in the near future | 0.834 |  |  |  |
| Z2.02 | I have plans to buy low-sugar packaged tea products in the near future | 0.792 |  |  |  |
| Z3.03 | I am confident that I will buy low-sugar packaged tea products in the near future | 0.816 |  |  |  |
| Z3.04 | I will continue to buy low-sugar packaged tea products in the future | 0.809 |  |  |  |
| Z3.05 | Low-sugar packaged tea is my top choice when buying tea | 0.859 |  |  |  |

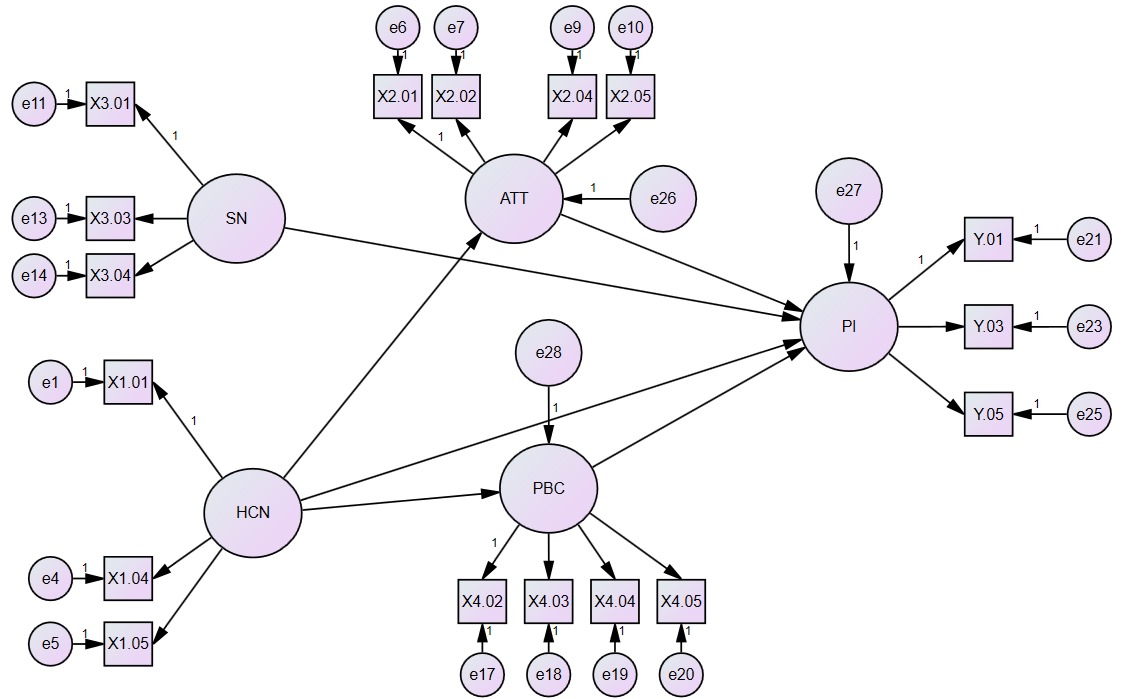
4.3. Hypotheses Test

The structural model depicted in Figure 2 illustrates the hypotheses being tested and provides a visual representation of the relationships. This model serves as a basis for understanding how various factors interact and influence each other. This study assesses the feasibility of this model through several evaluation indicators, including probability, RMSEA, GFI, AGFI, CMIN/DF, TLI and CFI. The probability value in this study has a figure of 0.071, then RMSEA with a figure of 0.026, GFI of 0.954, then AGFI which is 0.934, CMIN/DF with a figure of 1.207, TLI has a figure of 0.993 and finally CFI which is 0.994. With these data, the model in this study is declared feasible and can be continued to the next stage.

The research findings presented in Table 4 report the results of testing six hypotheses. The Critical Ratio (CR) value serves as the determining factor for the hypothesis outcomes, with the reference value being > 1.96. In this study, all CR values for each variable exceed 1.96; therefore, all hypotheses are accepted.

**Table 4. Results of the Hypotheses Tested Note: (\*\*\*) P values is less than 0.0001**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Hypotheses** | **Path** | **C.R** | **P** | **Result** |
| H1  H2  H3  H4  H5  H6 | Health Consciousness → Purchase Intention  Health Consciousness → Attitude  Health Consciousness → Perceived Behavioral Control  Attitude → Purchase Intention  Subjective Norm → Purchase Intention  Perceived Behavioral → Control Purchase Intention | 2.804  14.760  11.522  2.59  3.674  2.907 | 0.005  \*\*\*  \*\*\*  0.031  \*\*\*  0.036 | Accepted  Accepted  Accepted  Accepted  Accepted  Accepted |



**Fig. 2. Structural Model of the Hypotheses Tested (Source: The authors 2025)**

**5. Discussion**

The result of testing the first hypothesis (H1) indicate that Health Consciousness (HC) has a significant effect on Purchase Intention with Critical Ratio (CR) value of 2.804 and P-value 0.005 thus, this hypothesis is accepted. These findings are consistent with the Theory of Planned Behavior (TPB), which states that attitudes and personal values such as health consciousness can shape consumers' behavioral intentions. In this context, individuals with a high level of health consciousness tend to have a stronger intention to purchase products they perceive as healthy. The finding is consistent with the research conducted by Syafrizal et al. (2024), Xu et al. (2020) and Iqbal et al. (2021).

In the second hypothesis (H2) indicate that Health Consciousness (HC) has a significant effect on Attitude with Critical Ratio (CR) value of 14.760 and P-value < 0.001, this hypothesis is accepted. This finding is consistent with the Theory of Planned Behavior (TPB), it claims that perceptions about the results of a conduct influence attitudes toward that behavior. In this context, individuals with a high level of health consciousness tend to develop a positive attitude toward products perceived to support a healthy lifestyle, such as low-sugar bottled tea. The finding is consistent with the research conducted by Zhang et al. (2021), Khayyam et al. (2021) and Jin et al. (2024).

The result of testing the third hypothesis (H3) indicate that Health Consciousness (HC) has a significant effect on Perceived Behavioral Control with Critical Ratio (CR) value of 11.522 and P-value < 0.001, thus, this hypothesis is accepted. This finding supports the framework of the Theory of Planned Behavior (TPB), which states that perceived behavioral control reflects the extent to which individuals feel they have control and the ability to perform a particular action. In this context, individuals with high health consciousness tend to have a stronger perception of control over purchasing decisions involving products considered healthy, such as low-sugar bottled tea. The finding is consistent with the research conducted by Ramadhan et al. (2020), Gam et al. (2020) and Abdulsahib et al. (2019).

In the fourth hypothesis (H4), Attitude (ATT) has a significant effect on Purchase Intention (PI) with a CR value of 2.159 and P-value < 0.001. These findings are consistent with the Theory of Planned Behavior (TPB), which states that individuals’ attitudes toward a product significantly influence their purchase intention. In this context, a positive attitude toward low-sugar bottled tea encourages consumers to have a higher purchase intention, as they believe the product offers health benefits. The finding is in line with the findings of the study carried out by Abdullah et al. (2022), Yu & Zhang (2022) and Nazir & Tian (2022).

The result of testing the fifth hypothesis (H5) indicate that Subjective Norm (SN) has a significant effect on Purchase Intention (PI) with Critical Ratio (CR) value of 3.674 and P-value < 0.001, thus, this hypothesis is accepted. These findings are consistent with the Theory of Planned Behavior (TPB), which states that subjective norms, or social norms, influence individuals' purchase intentions. In this context, the views and anticipations of those in close proximity, like family and friends, or colleagues—can affect consumers in forming the intention to purchase low-sugar bottled tea. The results align with the study carried out by Azzahra dan Purwanegara (2024), Salmah dan Shikur (2023) and Ngo-Thi-Ngoc et al. (2024).

In the sixth hypothesis (H6), Perceived Behavioral Control (PBC) has a significant effect on Purchase Intention (PI) with a CR value of 2.907 and P-value < 0.001. These findings are consistent with the Theory of Planned Behavior (TPB), which states that perceived behavioral control plays a significant role in influencing individuals' purchase intentions. In this context, customers believe they have more control over their abilities to purchase low-sugar bottled tea, the stronger their intention to buy the product. The finding is in line with the study carried out by Mbura et al. (2020), Hasan & Suciarto (2020) and Hsieh (2020).

**6. CONCLUSION**

The study tested six hypotheses, all of which were supported by the findings. First, health consciousness was found to have a positive and significant effect on purchase intention, indicating that the more health-conscious individuals are, the stronger their intention to buy products that support a healthy lifestyle. Second, health consciousness also positively influenced attitudes, suggesting that greater awareness of health leads to more favorable views toward health-oriented products or services. Third, it positively affected perceived behavioral control, meaning health-conscious consumers tend to feel more capable of managing and choosing behaviors aligned with their healthy living goals. Fourth, attitude showed a significant positive effect on purchase intention, highlighting that a more positive attitude toward a product leads to a stronger intention to purchase. Fifth, subjective norms positively influenced purchase intention, indicating that the stronger the influence of close others—such as family, friends, or important figures—the more likely consumers are to form a buying intention. Lastly, perceived behavioral control also had a positive and significant impact on purchase intention, meaning the more control consumers feel over their ability to make a purchase, the higher their intention to do so.

**7. IMPLICATION**

On practical implications to enhance purchase intention for low-sugar bottled tea, it is important to improve factors such as health consciousness, attitude, subjective norm, and perceived behavioral control. Several indicators received notably positive responses from participants. For health consciousness, 46.9% of respondents agreed with the statement, “I am interested in buying low-sugar tea because I believe it offers greater health benefits than regular tea,” highlighting the importance of maintaining consumer trust through consistent education and promotion. Regarding attitude, 46% agreed that “Buying low-sugar bottled tea benefits my health,” indicating that reinforcing this belief with relevant and convincing information can sustain positive consumer attitudes. In terms of subjective norm, 46.9% responded positively to “My family and friends often choose low-sugar bottled tea over other beverages,” suggesting that social influence plays a key role, and marketing strategies involving testimonials or peer recommendations may be effective. For perceived behavioral control, 44.1% agreed with “The decision to buy low-sugar bottled tea is entirely up to me,” reflecting the importance of personal agency in purchasing decisions. Finally, 49.5% of respondents agreed that “Low-sugar bottled tea is my top choice when buying tea,” indicating a strong purchase intention driven by positive perceptions of the product’s benefits and quality.

Regarding theoretical implications, this study significantly advances to the development and reinforcement of the Theory of Planned Behavior (TPB) in the context of consumer behavior toward healthy products, particularly low-sugar bottled tea. The finding that health consciousness significantly influences attitude, perceived behavioral control, and purchase intention expands the understanding that health awareness is not merely an external factor but also a key predictor in shaping consumer attitudes, perceptions of control, and buying intentions. Moreover, the influence of attitude, subjective norm, and perceived behavioral control on purchase intention supports the core assumption of TPB that these three components are primary determinants of behavioral intention. This research not only confirms the relevance of the TPB model but also introduces health consciousness as a valuable exogenous variable that can be integrated into the TPB framework to better explain health-oriented consumption behavior. This opens up opportunities for developing a more contextual and applicable TPB model in studying consumer behavior in an era of growing health awareness.

**7. LIMITATION**

However, this study acknowledges several limitations that may influence the breadth and applicability of its findings. One notable limitation is the restricted geographical scope of the questionnaire distribution, which was limited to respondents residing in Jakarta. This geographical constraint potentially limits the generalizability of the findings, as consumer behavior in Jakarta may not fully reflect the attitudes, preferences, or access to low-sugar tea products in other regions of Indonesia. Socio-cultural and economic diversity across regions can significantly shape consumer decision-making processes. Therefore, future studies are encouraged to involve participants from a broader range of geographic areas to capture more representative insights at a national level.

A second issue pertains to the study's comparatively small sample size. A limited number of respondents may reduce the statistical power of the analysis, increasing the margin of error and reducing the stability of the observed relationships between variables. This may lead to either either an overestimation or an underestimate of significance, ultimately impacting the reliability of the conclusions. To improve the findings' representativeness and robustness, future studies should try to include a bigger and more varied sample. Lastly, this research only examines up to the stage of purchase intention without assessing actual purchase behavior. While intention is an important predictor of behavior, there remains a gap between intention and real action. Various factors such as financial constraints, promotional activities, and product availability can influence whether consumers with high purchase intentions actually proceed to make a purchase. As a result, the study provides a limited understanding of the complete consumer decision-making process. Future research is recommended to incorporate behavioral measures or longitudinal tracking to assess whether intentions lead to actual consumption. By addressing these limitations, subsequent studies can adopt a more comprehensive approach, possibly by integrating additional variables such as consumer lifestyle, health literacy, or market accessibility. Incorporating qualitative techniques, including focus groups and in-depth interviews., could also enrich the understanding of subjective consumer experiences and contextual influences. Such a holistic perspective would not only strengthen the theoretical framework in health-conscious consumer behavior but also yield practical implications for product development and marketing strategies in the low-sugar beverage industry.

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