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The Moderating Effect of Subjective Norms on Functional Beverages Purchase Intention

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ABSTRACT

Young generations in Indonesia rarely consume functional beverages, despite their potential to improve health status. Promoting healthy beverages therefore remains a significant challenge in Indonesia, particularly within its collectivist cultural context, which amplifies the influence of subjective norms. Accordingly, a deeper understanding of how subjective norms moderate the elements of the Theory of Planned Behavior (TPB) in shaping purchase intention toward functional beverages is deemed necessary. This paper proposes a theoretical model grounded in TPB, incorporating attitude, perceived behavioral control, and subjective norms, with subjective norms positioned as a moderating factor in the relationship between these elements and purchase intention. A total of 406 valid questionnaires were collected from Generation Y and Generation Z consumers in West Java, Indonesia. Partial least squares structural equation modeling (PLS-SEM) was employed to analyze the research hypotheses. The results indicate that all TPB components exert a direct influence on purchase intention. Moreover, the findings reveal that subjective norms significantly moderate the relationship between young consumers' attitudes and their purchase intention toward functional beverages. Specifically, even when attitudes are unfavorable, normative pressures shape whether such negativity translates into reduced purchasing behavior. This moderating role of subjective norms underscores the strong influence of Indonesia's collectivist cultural context on young consumers' healthy consumption decisions.

KEYWORDS

Functional Beverages
Purchase Intention
Generation Y
Generation Z

INTRODUCTION

Functional beverages, beverages containing ingredients intended to improve health, accounted for the largest market size among beverage categories, reaching approximately USD 3.3 billion in 2019. This market is projected to continue expanding in the coming years (Foodreview Indonesia, 2022). Functional beverages include dairy-based drinks, juices, sports drinks, energy drinks, and nutraceutical beverages, among others (Cong et al., 2020; Xiong et al., 2022). In recent years,

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consumers have increasingly sought functional beverages due to their hydrating properties and their potential to support cognitive functions, often with lower sugar and alcohol content (Foodreview Indonesia, 2022). Beyond health and wellness benefits, functional beverages may also contribute to weight management. Unsurprisingly, during the Covid-19 pandemic, consumers' interest in functional beverages intensified as individuals sought to maintain immunity and productivity (Foodreview Indonesia, 2022).

Despite the growing global trend in functional beverage consumption, Indonesian consumers continue to favor sugar-sweetened beverages (SSBs), which offer limited nutritional value. According to the Indonesian Ministry of Health, SSBs are consumed at least once daily by 61.3% of children, 72% of adolescents, and 61% of adults in Indonesia (Fanda et al., 2020; Kemenkes, 2018). Excessive SSB consumption is associated with increased risks of mortality, overweight, diabetes, and cardiovascular disease (Ferretti & Mariani, 2019). In Indonesia, these health risks are more prevalent among Generation Y and Generation Z consumers (aged 15–39), who represent the largest SSB consumer segments (Daeli & Nurwahyuni, 2019). In comparison, functional beverages provide greater health benefits. Nevertheless, Indonesian consumers exhibit relatively low interest in functional beverages; for instance, 63% of Indonesians under the age of 45 report limited consumption of such products (Wolff, 2021). Similarly, (Arifin et al., 2022) found that Indonesian youth prefer instant and sweetened beverages over healthier alternatives, particularly when compared to older generations.

This study is situated in Indonesia, the world's fourth most populous country, characterized by a notably young population, with approximately 52% of citizens aged between 18 and 39 years (Millennial and Generation Z cohorts) (Allison et al., 2022). Economically, Indonesia represents a rapidly growing emerging market and ranks as the world's tenth-largest economy based on purchasing power parity (*World Bank* 2025). Concurrently, a collectivist cultural orientation remains prominent among Indonesian youth, where religious beliefs, family expectations, and community ties strongly influence individual choices (Nilan et al., 2011). In collectivist societies, consumers tend to be more susceptible to social influence than those in individualistic contexts (Kongsompong et al., 2009), positioning subjective norms as a central force in decision-making processes. Against this backdrop, the present study focuses on Indonesian young consumers (Generation Y and Z) in the context of functional beverage consumption. While previous studies have examined Indonesian consumers' purchase intentions toward beverages in general (Aji et al., 2020; Hulu et al., 2018; Tasurru & Salehudin, 2014; Wibowo et al., 2022), limited empirical research has specifically addressed health-oriented products such as functional beverages. This gap is particularly evident in understanding how subjective normative pressures shape young consumers' purchasing decisions in an emerging market context.

Prior research supports the Theory of Planned Behavior (TPB) as a robust framework for explaining purchase intentions related to functional beverages (Hamid & Azhar, 2023; Natarajan, Geetha Raveendran Nair, et al., 2022). Cultural studies further demonstrate that motivations underlying food and beverage consumption vary across national and sociocultural contexts (Barauskaite et al., 2018; First & Brozina, 2009; Lin, 2017; Thøgersen et al., 2015). Within TPB, subjective norms (defined as perceived social pressure from significant others) may play a pivotal role in shaping behavioral intentions (Ajzen, 1991; Ajzen et al., 2018) and are conceptually aligned with observational learning theory (Carroll & Bandura, 1990). Importantly, subjective norms may function not only as direct predictors of intention but also as moderating variables. For instance, they have been shown to strengthen the attitude–intention relationship in healthy eating behaviors (Povey et al., 2000a), although other studies report weaker or non-significant effects, such as in the context of organic food purchasing (Magnusson et al., 2001). Given the collectivist orientation of

Indonesian consumers and the strong influence of significant others, these mixed findings highlight the need to further examine the moderating role of subjective norms in emerging health product categories, including functional beverages.

A clear tension exists between the documented health benefits of functional beverages and the strong preference for sugar-sweetened drinks among young consumer segments. Building on this tension, the present study investigates how subjective norms shape purchase intention among Generation Y and Generation Z consumers in Indonesia. Specifically, this study aims to extend the Theory of Planned Behavior by examining the moderating role of subjective norms in a collectivist setting, while offering new insights into health-oriented consumer behavior in an emerging market where youth demographics and social influence play a critical role in shaping consumption decisions.

LITERATURE REVIEW

The understanding and definition of functional beverages have not yet reached full consensus among scholars. Nevertheless, there is general agreement that functional beverages provide health benefits and are convenient for consumption (Dini, 2019; Rodriguez et al., 2006). The term *functional beverages* is more commonly used in Western and some Eastern countries, whereas in many Asian countries, including Indonesia, these products are more frequently referred to as *healthy drinks* (Hassan, 2011). According to several sources, healthy drinks or functional beverages are beverages that deliver health benefits, including those rich in nutrients and nutritional value, such as fruit- and vegetable-based drinks, as well as beverages fortified with vitamins, minerals, probiotics, fiber, and other functional ingredients (Dini, 2019; Rodriguez et al., 2006). Following this discussion, the factors that shape consumers' purchasing behavior toward functional beverages are reviewed.

The Theory of Planned Behavior (TPB) was developed from the Theory of Reasoned Action (TRA), originally proposed in 1967. TPB is grounded in the assumption that individuals generally behave in a reasoned and deliberate manner (Ajzen et al., 2018), considering the potential consequences of their actions before engaging in a particular behavior. The theory provides a comprehensive framework for examining the determinants of human behavior, particularly attitudes toward specific actions. According to TPB, the most immediate determinant of behavior is an individual's intention to perform that behavior. Behavioral intention is shaped by a combination of attitudes toward the behavior and subjective norms. Attitudes toward a behavior reflect individuals' beliefs about the behavior and their evaluations of its outcomes, while subjective norms encompass normative beliefs and the motivation to comply with perceived social expectations. Both attitudes and subjective norms are commonly measured using rating scales, such as Likert scales, employing evaluative expressions including like/dislike, good/bad, and agree/disagree. Behavioral intention is formed based on the combined influence of attitudes and subjective norms, with more favorable evaluations indicating a stronger intention to perform the behavior.

Consumer Attitude

Consumer attitude refers to an individual's positive or negative evaluation of an object or behavior. Prior studies consistently report a positive relationship between attitudes toward functional beverage products and consumers' purchase intention (Giampietri et al., 2016; Giampietri et al., 2018; Urala & Lähteenmäki, 2004; Yoon & Chung, 2018). According to previous research, consumers who choose to consume functional beverages tend to believe that these products contain healthier nutrients compared to conventional alternatives (Urala & Lähteenmäki, 2004). As a result, positive

consumer attitudes toward functional beverages increase the likelihood of purchasing such products (Barauskaite et al., 2018). Accordingly, attitude is regarded as a key determinant of purchase intention in the context of functional beverages.

H_1: Attitude positively impacts functional beverage purchase intention.

Subjective Norms

Subjective norms refer to consumers' perceptions of whether significant others, such as family members or peers, approve or disapprove of performing a particular behavior (Ajzen, 1991). Thus, subjective norms capture the influence of an individual's social and environmental context on decision-making (La Barbera & Ajzen, 2020). Previous studies have demonstrated the significant role of reference groups, including family, friends, and social circles, in shaping consumers' intentions to purchase functional beverages (Chang et al., 2020; Natarajan, GR, et al., 2022). Based on these findings, the following hypothesis is proposed:

H_2: Subjective norms positively impact functional beverage purchase intention.

Perceived Behavioral Control

Perceived behavioral control (PBC) is another essential factor influencing consumer behavior. It is defined as an individual's perception of the ease or difficulty associated with performing a particular behavior (Ajzen et al., 2018). PBC encompasses factors that reflect consumers' capacity to act, including available opportunities, resources, and perceived obstacles (Ajzen, 2002). Prior research has shown that perceived behavioral control significantly influences purchase intention in the context of functional beverages (Natarajan & GR, 2022; Natarajan, GR, et al., 2022). Accordingly, the following hypothesis is formulated:

H_3: Perceived behavioral control positively impacts functional beverage purchase intention.

Subjective Norms as a Moderating Variable in The Theory of Planned Behavior

Members of the younger generation often incorporate peer influence into their purchasing decisions to gain social approval, enhance self-confidence, and maintain comfort within their social groups (Buheji, 2018). This highlights the importance of others' behavior in strengthening the predictive power of attitudes on purchase intention (Ajzen, 1991). Earlier studies have identified subjective norms as a moderating variable in the relationship between attitude and functional beverage purchase intention (Natarajan, Geetha Raveendran Nair, et al., 2022). Moreover, in collectivist cultures, where individual purchasing decisions are strongly shaped by the behavior and expectations of others, subjective norms may play a crucial role in strengthening the relationship between attitude and purchase intention (Jain et al., 2017).

H_4: Subjective norms moderate the relationship between attitude and functional beverage purchase intention.

Furthermore, perceived behavioral control is expected to exert a stronger influence on purchase intention when reinforced by a supportive social environment (Povey et al., 2000a, 2000b). This

suggests that subjective norms function as a moderating variable in the relationship between perceived behavioral control and purchase intention within the context of healthy consumption (Povey et al., 2000b).

H5: Subjective norms moderate the relationship between perceived behavioral control and functional beverage purchase intention.

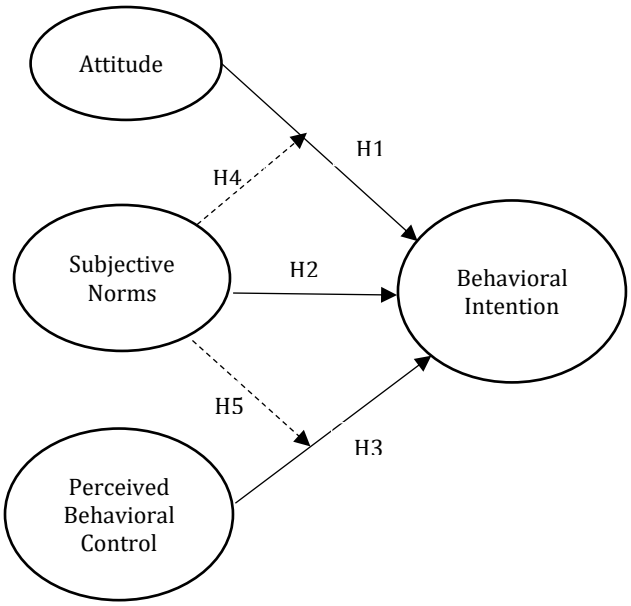

Figure 1. Research framework

RESEARCH METHOD

This study involves four construct variables adopted from prior research (see Table 1).

Table 1. Research instrument

No.	Construct	Sources
1.	Attitude	(Haque et al., 2015; Pienwisetkaew et al., 2022)
2.	Subjective Norms	(Arvola et al., 2008)
3.	Perceived behavioral control	(Arvola et al., 2008; Shin & Hancer, 2016)
4.	Behavioral intention	(Mohd Suki, 2016; Pienwisetkaew et al., 2022; Schiffman & Kanuk, 2000)

Data were collected through a survey using self-administered questionnaires measured on a five-point Likert scale. The questionnaires were distributed online via digital platforms, including social media. Online surveys were selected due to their efficiency in terms of time and cost compared to face-to-face data collection methods (Malhotra et al., 2017).

In addition to primary data, this study also utilized secondary data obtained from third-party sources, including academic journals, books, and surveys published by government agencies, which served as supporting information and references. A total of 406 valid responses were collected from respondents residing in West Java, Indonesia, who had previously consumed functional beverages and were between 18 and 40 years old, representing Generation Y and Generation Z consumers.

The data were analyzed using descriptive statistics and Structural Equation Modeling with Partial Least Squares (PLS-SEM). The PLS-SEM analysis comprised two sub-models: the measurement model and the structural model, and was complemented by multi-group analysis. Structural Equation Modeling (SEM) enables the simultaneous examination of interrelationships among multiple variables using a single analytical technique (Malhotra et al., 2017). In this study, PLS-SEM was selected due to its suitability for predictive analysis and complex models.

The measurement model was first evaluated to assess reliability and validity. Construct reliability was examined using composite reliability (CR), with values of 0.60 or higher indicating acceptable reliability (Hair Jr et al., 2019). Internal consistency reliability was also assessed using Cronbach's alpha, with a recommended threshold of 0.70. Convergent validity was evaluated through the Average Variance Extracted (AVE), where values exceeding 0.50 indicate adequate validity. Additionally, factor analysis was conducted to assess indicator loadings. Indicators with factor loadings greater than 0.40 were considered valid (Suhartanto, 2020). Following the assessment of the measurement model, the structural model was evaluated to examine the relationships among the constructs and to test the proposed hypotheses (Malhotra et al., 2017). The significance of the relationships between constructs was assessed to determine the explanatory power of the proposed model.

RESULTS

Of the 406 respondents, 57% were female, and 43% were male. In terms of generational composition, 49% of respondents belonged to Generation Y, while 51% were from Generation Z. Regarding educational background, 51.5% of respondents completed senior high school, and 48.5% held a bachelor's degree. The respondents represented a diverse range of occupations, including students (25%), entrepreneurs (32%), freelancers (15%), government employees (17.5%), and other occupations (10.5%). With respect to income level, 41% of respondents reported monthly incomes below IDR 3,000,000, followed by those earning IDR 3,000,000–5,000,000 (31%), IDR 5,000,001–8,000,000 (24%), and above IDR 8,000,000 (4%).

Table 1. Respondent Profile

Profile	Frequency	%
Gender		
Female	232	57
Male	174	43
Generation		
Gen Y	200	49
Gen Z	206	51
Education Level		
Senior High School	209	51.5
Bachelor	197	48.5
Occupation		
Student	101	25
Entrepreneur	131	32
Freelancer	60	15
Government Employee	71	17.5
Others	43	10.5

Profile	Frequency	%
Income Level		
Less than IDR 3,000,000	167	41
IDR 3,000,0001 – 5,000,000	127	31
IDR 5,000,001 – 8,000,000	96	24
Larger than IDR 8,000,000	16	4
Functional beverage monthly consumption		
1 – 3	135	33
4 – 6	211	52
More than 6	60	15

Measurement Model

All 16 measurement items satisfy the recommended evaluation criteria (Hair Jr et al., 2019). Specifically, all indicators demonstrate adequate factor loadings (≥ 0.70), Cronbach's alpha values (≥ 0.70), composite reliability (CR ≥ 0.70), and average variance extracted (AVE ≥ 0.50), as reported in Table 2. Discriminant validity was assessed using the Fornell–Larcker criterion. As shown in Table 3, the square root of the AVE for each construct exceeds its correlations with other constructs (Fornell & Larcker, 1981). Accordingly, all constructs meet the requirements for discriminant validity.

Table 2. Measurement of constructs

Constructs	Items	Factor loadings	α	CR	AVE
Subjective Norms	My family gives me recommendations to purchase functional beverages.	0.757	0.793	0.865	0.617
	People around me think that I should purchase functional beverages.	0.768			
	My friends influence me to purchase functional beverages.	0.799			
	Social media influencers give recommendations to purchase functional beverages.	0.815			
Perceived Behavioral Control	I have sufficient financial resources to purchase functional beverages.	0.803	0.688	0.829	0.618
	It is very easy for me to purchase functional beverages.	0.843			
	I believe I can regularly consume functional beverages.	0.707			
Attitude	I believe that drinking functional beverages is a good idea.	0.912	0.926	0.948	0.819
	I feel healthier when I consume functional beverages.	0.896			
	I prefer functional beverages because they are healthier.	0.912			

	I prefer functional beverages because they are harmless.	0.900			
Behavioral Intention	I plan to purchase functional beverages since I am concerned about my health.	0.747	0.772	0.845	0.522
	Because of the benefits of functional beverages, I want to purchase them regularly.	0.712			
	I intend to buy functional beverages next time I go shopping.	0.719			
	I desire to maintain my body's health by purchasing functional beverages.	0.700			
	I intend to change my lifestyle by regularly consuming functional beverages.	0.732			

Table 3. Fornell-Larcker criteria (discriminant validity)

	Attitude	Perceived Behavioral Control	Purchase Intention	Subjective Norms
Attitude	0.905			
Perceived Behavioral Control	0.908	0.786		
Behavioral Intention	0.533	0.631	0.722	
Subjective Norms	0.887	0.848	0.648	0.785

Structural Model

After establishing satisfactory reliability and validity in the measurement model, the analysis proceeded to the structural model to test the proposed hypotheses. Based on the results of the path analysis, hypotheses H1, H2, and H3 are supported. As presented in Table 4, attitude ($\beta = -0.545$), subjective norms ($\beta = 0.711$), and perceived behavioral control ($\beta = 0.502$) have significant effects on behavioral intention. Among these predictors, subjective norms exhibit the largest standardized path coefficient, indicating that subjective norms exert the strongest influence on behavioral intention. Notably, the results reveal that attitude has a significant but negative effect on behavioral intention.

Furthermore, as shown in Table 5, subjective norms significantly moderate the relationship between attitude and behavioral intention ($\beta = 0.193$). In contrast, subjective norms significantly but negatively moderate the relationship between perceived behavioral control and behavioral intention ($\beta = -0.204$). Accordingly, H4 is supported, while H5 receives partial support.

Table 4. Hypothesized direct effect

Hypothesis	Path/Relationships	β	*p*-value	Result
H1	Variable ATT ⟶ Variable BI	-0.545	0,000	Accepted
H2	Variable SN ⟶ Variable BI	0.711	0,000	Accepted
H3	Variable PBC ⟶ Variable BI	0.502	0,000	Accepted

Table 5. Moderating effect of subjective norms

Hypothesis	Path/Relationships	β	*p*-value	Result
H4	Variable SN mod ATT → Variable BI	0.193	0,034	Accepted
H5	Variable SN mod PBC → Variable BI	-0.204	0,049	Accepted

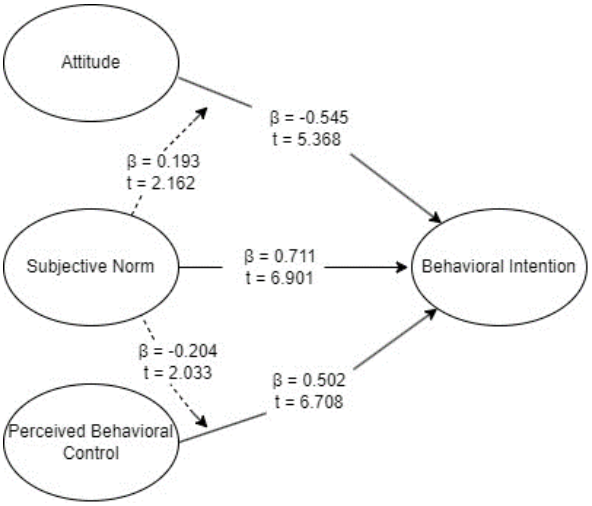

Figure 2. Summary of the results

DISCUSSION

This study examines the purchase intention of Indonesia's younger generations, particularly Millennials (Generation Y) and Generation Z, who together comprise more than half of the national population and represent the country's most active consumer cohort (Allison et al., 2022). The findings confirm the applicability of the Theory of Planned Behavior (TPB) in predicting purchase intention toward functional beverages, as attitude, subjective norms, and perceived behavioral control all exert significant effects. However, attitude demonstrates a negative influence on purchase intention, diverging from the conventional predictions of TPB. Importantly, the moderating role of subjective norms strengthens the attitude–intention relationship, which is consistent with prior evidence in the context of healthy eating behavior (Povey et al., 2000a), while contrasting with studies that report weaker or non-significant moderating effects (Magnusson et al., 2001).

One plausible explanation for the negative influence of attitude on purchase intention lies in the underdevelopment of functional beverage marketing strategies, which may not yet be sufficiently aligned with young consumers' expectations. (Fathin et al., 2023), in a study conducted in West Java (one of Indonesia's most densely populated regions with a strong culinary identity), found that health consciousness and trust significantly influence younger consumers' purchase intentions toward functional beverages. Similarly, (Lie et al., 2023), examining consumers in Jakarta, reported that product personalization, food safety, and perceived benefits are stronger drivers of healthy beverage consumption, suggesting that urban youth expect more sophisticated engagement strategies from functional beverage brands. More recent research by (Abdillah et al., 2025) further revealed that consumer attitude does not significantly mediate the relationship between health consciousness and purchase intention for honey-labeled functional beverages. Collectively, these findings reflect growing health awareness among young consumers while reinforcing the present study's result that

many remain insufficiently informed about, or inadequately targeted by, current functional beverage marketing efforts.

Another key implication of this study is the direct influence of subjective norms on functional beverage purchase intention. This finding corroborates prior research (Chang et al., 2020; Natarajan & GR, 2022) and underscores Indonesia's collectivist cultural orientation, in which purchasing decisions are strongly shaped by family, friends, and the opinions of others (Irawanto et al., 2011). The results indicate that Indonesian young consumers tend to consider group recommendations before making purchase decisions, consistent with earlier findings in collectivist consumption contexts (Giovannini et al., 2015).

With respect to perceived behavioral control (PBC), the results are also consistent with previous studies (Chang et al., 2020; Natarajan & GR, 2022), confirming that individuals' beliefs regarding their capacity to perform a behavior significantly influence purchase intention. This finding reinforces the TPB assumption that when consumers perceive greater control over their purchasing behavior, through adequate resources, access, or perceived ease, their intention to purchase functional beverages increases. Similar relationships between PBC and purchase intention have been reported in other consumption contexts (Lim & Goh, 2019; Pienwisetkaew et al., 2022).

Notably, this study reveals a significant role of subjective norms in strengthening the relationship between consumer attitude and purchase intention toward functional beverages. The moderating effect of subjective norms on the attitude–intention relationship aligns with previous findings (Natarajan, Geetha Raveendran Nair, et al., 2022). Prior research has also suggested that attitudes toward functional food products may not directly translate into purchase intentions unless reinforced by subjective norms and perceived behavioral control (Chang et al., 2020; Natarajan, GR, et al., 2022). In this regard, young consumers' purchase intentions emerge when they are confident in the benefits of functional beverages and when significant others, particularly family and peers, support such purchasing behavior.

However, the present findings diverge from earlier research regarding the moderating effect of subjective norms on the relationship between perceived behavioral control and purchase intention (Povey et al., 2000a). The absence of a positive moderating effect suggests that perceived behavioral control remains a salient determinant of purchase intention regardless of the presence of social support. This result supports the argument that Indonesian consumers, as members of a collectivist society, may exhibit relatively low autonomy and self-confidence in adopting new products (Hofstede, 2011). Consequently, young consumers may rely more heavily on group approval to mitigate perceived risks when purchasing unfamiliar products, such as functional beverages.

CONCLUSION

This study examines the factors influencing functional beverage purchase intention among Generation Y and Generation Z consumers in Indonesia by applying the Theory of Planned Behavior (TPB) framework. The model incorporates three core constructs: attitude, subjective norms, and perceived behavioral control. The findings indicate that subjective norms and perceived behavioral control have significant positive relationships with purchase intention. In contrast, attitude exhibits a significant but negative effect on purchase intention among young Indonesian consumers.

This negative relationship suggests that young consumers' evaluations of functional beverages may remain insufficiently developed, and that subjective norms play a crucial role in bridging the gap between attitudes and purchase intention. In collectivist markets such as Indonesia, social

expectations and the influence of significant others may therefore outweigh personal attitudes in shaping purchasing decisions.

Furthermore, this study demonstrates the significant moderating role of subjective norms in two key relationships: between attitude and purchase intention, and between perceived behavioral control and purchase intention toward functional beverages. These findings highlight the importance of subjective norms in amplifying the effects of TPB constructs and underscore the strong influence of collectivist cultural values in the Indonesian consumer context.

MANAGERIAL IMPLICATION

The findings of this study offer several managerial implications for marketers in the functional beverage sector, particularly within collectivist cultural contexts prevalent across much of Southeast Asia, East Asia, the Middle East, and Sub-Saharan Africa. First, the strong influence of subjective norms indicates that expectations from peers, family members, and social communities play a central role in shaping purchase intentions. Accordingly, marketing strategies should emphasize collective approval rather than focusing solely on individual choice. Campaigns that position functional beverages as contributing to group well-being, family care, or peer endorsement are likely to resonate more strongly with consumers. Collaborations with community leaders, health influencers, or youth groups can further reinforce a sense of shared validation around functional beverage consumption.

Second, the negative influence of attitude suggests that young consumers may hold ambivalent or weak evaluations of functional beverages. This indicates that product familiarity, knowledge, and perceived benefits are not yet firmly established in many markets. Managers should therefore prioritize clear, science-based communication of functional benefits, such as immune support, cognitive performance, or weight management, delivered in culturally relevant and easily understandable formats. Educational initiatives supported by credible endorsements from health professionals, along with engaging digital storytelling, can help build trust and gradually strengthen consumer attitudes.

By highlighting the role of subjective norms in shaping both perceived behavioral control and attitude, this study suggests that marketers should leverage social media campaigns featuring health-related messages and endorsements from youthful and relatable figures. In collectivist markets, where individual decisions are often validated through group approval, aligning social influence with perceived ease of purchase (PBC) can help ensure that purchase intention translates into actual buying behavior. Strategies may include expanding product availability through wider distribution channels, offering affordable price points, and designing convenient packaging formats. In addition, emphasizing transparency through clear labeling and credible health certifications can reduce uncertainty, enhance consumer confidence, and improve attitudes toward functional beverages.

Finally, managers are encouraged to expand brand strategies beyond functional product attributes to encompass holistic brand experiences. Competing beverage categories, such as energy drinks and fruit juices, have successfully adopted lifestyle branding, interactive social media engagement, and personalized offerings that strongly appeal to Generation Y and Generation Z consumers. Functional beverage brands should similarly develop memorable experiences that extend beyond the point of purchase. Initiatives such as digital co-creation campaigns, personalized packaging, and experiential events that connect the product to aspirational lifestyles can be particularly effective. In collectivist markets, where social belonging amplifies brand meaning,

creating opportunities for consumers to collectively share, personalize, and celebrate their beverage choices can substantially enhance brand engagement and purchase intention.

LIMITATION AND FUTURE RESEARCH

Despite providing valuable insights into young consumers' purchase intentions toward functional beverages, this study has several limitations that should be acknowledged. The most prominent limitation relates to the cultural context of the research. The study was conducted in a collectivist setting, where family, peers, and community exert strong influence on individual decision-making. Consequently, the dominance of subjective norms and their moderating role may reflect cultural characteristics that are less applicable to individualist societies, where personal attitudes and autonomy typically play a stronger role. This cultural specificity limits the generalizability of the findings beyond collectivist markets. Future research is therefore encouraged to adopt comparative and cross-cultural approaches to test the proposed model across different cultural contexts. Such studies could first examine whether subjective norms remain the dominant predictor of purchase intention in collectivist societies or whether attitudes exert greater influence in individualist cultures. Second, cross-cultural investigations could clarify whether the negative influence of attitude identified in this study is a culture-specific phenomenon or a broader pattern within functional beverage consumption. Addressing these issues would enhance the external validity of the findings and provide deeper insight into cultural variations in the adoption of functional beverages.

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