

Effects of Social Media Marketing on Vegetarian Food Literacy and Post-Purchase Decision

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Abstract

This study aims to determine and analyze the effect of social media on vegetarian food literacy, the effect of vegetarian food literacy on purchasing decisions, and the components of the AISAS model that most effectively influence consumer purchasing decisions. This study involved 158 respondents. Respondents consisted of Generation Y and Z in Palembang, who were selected using the purposive sampling quota technique. Data collection was carried out using an online questionnaire. SEM-PLS analysis in this study was used to analyze the direct influence of social media on vegetarian food literacy and consumer purchasing decisions based on AISAS modeling. The results of this study indicate that social media has a significant and positive effect on consumers' attention, interest, and search factors. The share factor is the most influential factor in consumer purchasing decisions and on vegetarian products. The influence given by influencer testimonials and friends is considered the most effective in attracting other consumers to buy. This can be a reference for vegetarian food businesses to find the most effective marketing methods to attract consumer purchasing decisions.

Keywords: Social media, vegetarian food literacy, purchase decisions, AISAS model, SEM-PLS.

JEL Code: M30, M31, M37

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1. Introduction

Nowadays, many healthy food alternatives are emerging, including juice combinations, herbs, and vegetarian options. Vegetarianism not only contributes to health by lowering the risk of disease, but is also chosen by many people due to environmental concerns, animal welfare, economic considerations, ethics, global hunger issues, and religious reasons. The vegetarian food market in Indonesia is experiencing rapid growth and is expected to exceed \$34.24 billion by 2028. Consumer awareness of animal welfare is increasing, driving the sector's growth.

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Even though the market is still small, growth projections show a positive trend.

Based on initial research with 50 respondents, most vegetarians choose this lifestyle due to health considerations, animal ethics, and environmental sustainability. There are different types of vegetarians, including semi-vegetarians, vegans, lacto-vegetarians, and ovo-vegetarians. Social media is the leading marketing choice for vegetarian food businesses. Instagram, a frequently used platform, provides features such as Instagram Shopping and Live to attract prospects and build customer relationships.

Purchase decisions in the context of vegetarian food are measured using the AISAS model. Consumers pay attention, develop interests, search for information, take purchasing actions, and share experiences after purchase. This research formulates problems related to the influence of social media on vegetarian food literacy, the impact of food literacy on purchasing decisions, and the effectiveness of the components of the AISAS model. The research aims to identify and analyze these influences, with academic benefits as a reference and practical benefits in improving purchasing decisions through social media marketing.

2. Literature Review

2.1 Theoretical background

Consumer behavior is the study of real actions carried out by individuals when purchasing and using products. As individuals involved in purchasing, searching for, using, and consuming products, consumers consider their personal needs and desires. Consumers make selections, search for information, and purchase and use products in the purchasing decision-making process.

The main factors that influence consumer behavior, as proposed by Kotler and Keller, include consumer characteristics such as cultural, social, and personal factors. Culture includes the way of life of individuals within a societal group, while social factors involve the influence of reference groups such as family, friends, and the work environment. Personal factors such as age, occupation, and lifestyle also shape consumer purchasing decisions.

Consumer psychology highlights motivation, perception, emotion, and experience as key factors in the purchasing process. Basic needs influence consumer motivation, while perception involves selecting, organizing, and interpreting information. Consumer emotions and experiences originate from memories and can influence future consumer preferences and decisions.

Social media, as a platform on the internet that facilitates interaction and sharing of information, has become an essential element in modern marketing. Social media marketing influences brand reputation and interactions with customers and creates opportunities to influence consumer purchasing decisions. Factors such as content quality, building trust, engagement, and integration with other media platforms play a key role in the effectiveness of social media marketing. Marketing via social media is not only an advertising tool but also a way to influence consumer interest and decisions regarding a business or product.

2.2 Hypothesis development

Social media marketing creates more personal social relationships, positively impacting consumer purchasing decisions (Adolf & Lapien, 2020). This personal interaction helps consumers understand the product more deeply. Social media messages that attract attention, as suggested by (Rihn et al., 2019) and (Oktimawati Dewi et al., 2018), encourage consumer

interest in products, being the first step for online businesses to be known and remembered by consumers.

H1: Social media influences attention

Shopping on social networks provides comfort and satisfaction, which can reduce price concerns and create a sense of security. These results support the acceptance of the second hypothesis. This finding is in line with research (Gulseven, 2018), which shows that social media followers tend to be interested in messages and information, increasing interest in products promoted through social media.

H2: Social media influences interest.

Online shopping activities which are currently popular make it easier for consumers from various levels of society. By only needing a device such as a smartphone or laptop with internet access, purchases can be made without leaving home. The existence of very popular social media helps manufacturers promote products more efficiently. It is hoped that the existence of social networks can provide a new color to the online buying and selling process, in accordance with research findings (Bowo et al., 2023).

H3: Social media influences search.

Today's society is increasingly concerned about their food choices, combining taste satisfaction with concern for health. Emphasizing reducing cholesterol intake, many are turning to the increasingly popular vegetarian diet. Living as a vegetarian has its benefits, especially because vegetarian food is free of cholesterol from animal products. Research shows that the level of attention to organic food increases understanding of health benefits, production processes, and support for sustainability.

H4: Attention influences vegetarian food literacy.

The number of Asians switching to vegetarian diets is increasing, reflecting increased interest in plant protein and awareness of health and the environment. Healthy living choices by choosing plant-based foods have a positive impact on the health of individuals and society as a whole. Although research (Malan et al., 2020) shows interest in social media content that promotes organic products.

H5: Interest influences vegetarian food literacy.

People who switch to a vegan diet note ethical, moral, religious, and sustainability-based motivations. There are three main categories of motivation, namely those related to living things, oneself, and environmental sustainability. This motivation is interesting for further research, especially regarding the transition to a vegetarian diet. Although research results show information seeking activities after paying attention to organic farming,

H6: Search influences vegetarian food literacy.

Vegetarian food literacy influences consumers' purchasing decisions regarding vegetarian products or services. This includes understanding nutrition, the importance of a vegetarian lifestyle, product knowledge, relevance to consumer values, and health and environmental impacts. Research shows that the level of vegetarian food literacy can be significant in influencing consumer preferences and purchasing decisions. For a deeper understanding, market research and analysis is needed that considers these variables.

H7: Vegetarian food literacy influences purchase decisions.

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Consumer purchasing decisions influence the activities of sharing experiences or recommendations with others, such as sharing directly, writing online reviews, or participating in social media discussions. Factors that influence sharing include positive experiences, customer satisfaction, emotional engagement, product uniqueness, social influence, social media platforms, incentive programs, online reviews, and brand reputation.

H8: Purchase decisions influence share

3. Research Method

3.1 Participant and Procedure

This research uses two types of data, namely primary data and secondary data. Primary data was collected through questionnaires distributed to generations Y and Z in the city of Palembang, while secondary data included previous research, scientific articles, books and statistical reports. Data analysis will involve statistical methods such as descriptive and inferential analysis, including regression tests and moderation tests to test research hypotheses.

This research uses quantitative methods to collect data that can be measured in numbers, especially through surveys using questionnaires. The research population includes all members of generations Y and Z in the city of Palembang, without a definite number limit. The research sample, selected using the convenience sampling method, consisted of members of generations Y and Z in Palembang in the age range 13-50 years who had been vegetarian or had been vegetarian for at least one year. The number of samples obtained was 280 respondents, with a sampling method that took into account population size, error rate and truth rate.

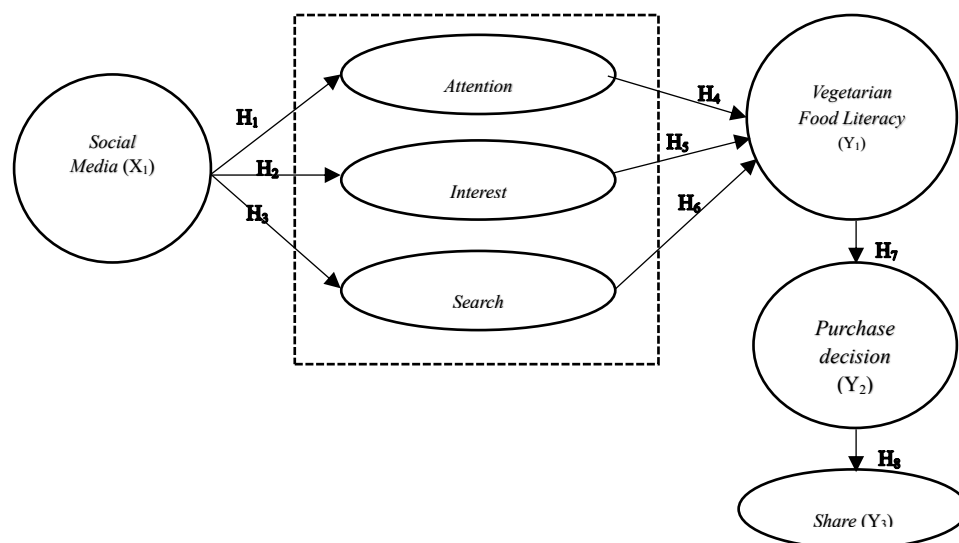


Figure 1. Research Model

Data is proceed

3.2 Measure

In this research, the sampling technique uses a closed questionnaire with a Likert scale from 1 to 6 to measure respondents' attitudes, opinions and perceptions of the research subject. The questionnaire was distributed online via social media and WhatsApp using a Google form link, ensuring easy access for respondents. The Likert scale was used with positive statements ranging from "Strongly Disagree" to "Strongly Agree," according to the method described in

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the Likert scale table.

The research uses a survey with a questionnaire as a data collection method. The questionnaire was prepared on a Likert scale and distributed to generations Y and Z in the city of Palembang via an online platform. Questions focused on the impact of social media, vegetarian food literacy, and components of the AISAS model on purchasing decisions. The Likert scale provides answer options from "Strongly Agree" to "Strongly Disagree". The collected data will be analyzed using statistical techniques, including regression analysis and path analysis, to understand variable relationships. This method is expected to produce valid and reliable data to support the resolution of research questions.

To calculate the relationship between these variables, the study used a regression analysis model with the AISAS model. The use of this regression analysis model allows researchers to evaluate the relationship between the independent variables (social media marketing and vegetarian food literacy) and the dependent variable (purchase decision).

The steps in calculating the variables of the statement are as follows: Identification of independent, dependent, and control variables. Primary data collection through distributing questionnaires to members of generation Y and Z in Palembang city. Data analysis using statistical methods, including descriptive analysis to provide an overall picture of the data, and inferential analysis such as regression tests and moderation tests to test research hypotheses. Application of regression analysis model with AISAS model to evaluate the relationship between independent variables (social media marketing and vegetarian food literacy) and dependent variable (purchase decision). Interpretation of the analysis results to identify and explain the relationship between these variables.

Thus, by using regression analysis method and AISAS model, the research will be able to calculate and evaluate the relationship between social media marketing, vegetarian food literacy, and purchase decision among generation Y and Z respondents in Palembang city.

3.3 Data analysis procedures

Marketing via social media uses social platforms for product interaction between companies and consumers, the aim is not only direct sales but also stimulating consumer interest. A vegetarian lifestyle, which rejects animal foods, provides health benefits. Purchasing decisions reflect consumers' final consideration of marketing efforts. This research uses a quantitative method with a Likert Scale questionnaire for generations Y and Z in Palembang City who understand social media marketing, vegetarian food literacy, and purchasing decisions.

This research will use multiple linear regression analysis to evaluate the relationship between the independent variable (social media) and the dependent variable (purchasing decisions, vegetarian food literacy, and share). Multiple linear regression analysis is applied as an effective method in measuring complex relationships and considering the impact of moderating variables. In addition, the Structural Equation Modeling (SEM) Partial Least Square (PLS) method will be used to model the relationship between variables within the framework of the research concept. SEM-PLS allows researchers to test and model causal relationships between variables, providing information about the significance, strength of the relationship, as well as measuring direct and indirect effects through mediating variables.

The stages of applying Structural Equation Modeling (SEM) based on Partial Least Square (PLS) involve: designing a theoretical model with a literature review, developing a Path Diagram to visualize relationships between structures, converting the Path Diagram to a SEM-

PLS equation that includes endogenous and exogenous variables, selecting a matrix input and estimation techniques with preference to covariance matrices, assessment of identification problems to ensure unique estimates, model evaluation including chi-square tests, and interpretation and modification of models for optimality and consistency with existing data.

4. Results and Discussions

4.1 Descriptive statistics

This research reaches the general public, focusing on the Dharmakirti Vihara place of worship and the KMBP Student and Alumni Community who are involved in a vegetarian diet. Dharmakirti Vihara and KMBP in Palembang became a place of distribution, with positive participation showing high interest and involvement in their spiritual and cultural aspects. Respondents consisted of generations Y and Z in Palembang, aged 13-50 years, with the majority being or being vegetarian. Analysis of characteristic data shows a balanced distribution between genders, the majority are aged 17-<25 years, have a bachelor's degree, and have a variety of jobs, with employees being the majority.

The model measurement results show validity and reliability that meet standards (>0.7 for validity, <0.5 for reliability). Therefore, all variables are considered valid and reliable for each dimension and related indicators. The next step is to measure discriminant validity, where each reflective indicator should be highly correlated only with the relevant construct. Discriminant validity is fulfilled if the correlation between latent constructs is less than the square root of the AVE of each related construct (Hair et al., 2019).

Table 1. Reliability and Validity Test

Variable	Indicator	Outer Loading	AVE	CR	Cr. Alpha	Valid or Invalid	Reliable or Not Reliable
Social Media (X1)	Easy to find content	0.946	0,840	0,955	0,954	V	R
	Interaction happens	0.931				V	R
	Easy to get information	0.924				V	R
	Easy to communicate with the public	0.946				V	R
Vegetarian Food Literacy (Y1)	Basic concept	0.890	0,809	0,922	0,921	V	R
	About types of	0.919				V	R
	Food ingredients	0.891				V	R
	Advantages and disadvantages	0.898				V	R
Purchase Decision (Y2)	According to my needs	0.911	0,823	0,947	0,946	V	R
	Seek various information	0.905				V	R
	Evaluate and compare	0.907				V	R

Share (Y3)	Because of satisfactory marketing	0.891	0,853	0,945	0,942	V	R
	Give recommendations to people around	0.922				V	R
	Posting on social media	0.929				V	R
	Making judgments on social media	0.929				V	R
	Sharing the experience in person	0.949				V	R
Attention (Z1)	Comparing other foods	0.886	0,840	0,907	0,904	V	R
	Have seen promotions in some media	0.902				V	R
	About vegetarian food	0.942				V	R
Interest (Z2)	Would like to find out more information	0.904	0,840	0,913	0,907	V	R
	Attracts attention	0.894				V	R
	Know / familiar with vegetarian food	0.937				V	R
Search (Z3)	Interested in visiting the place	0.924	0,877	0,931	0,930	V	R
	Looking for information about food	0.934				V	R
	Collect reviews and feedback	0.941				V	R
	Understand the content of advertising and marketing messages	0.935				V	R

Data is proceed

Table 2 Correlation Values between Dimensional Constructs

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Correlation Value between Constructs							
	Attention	Interest	Vegetarian Food Literacy	Social Media	Purchase Decision	Search	Share
Attention	1,000	0,913	0,845	0,874	0,871	0,911	0,888
Interest	0,913	1,000	0,865	0,865	0,885	0,924	0,897
Vegetarian Food Literacy	0,845	0,865	1,000	0,805	0,842	0,881	0,812
Social Media	0,874	0,865	0,805	1,000	0,791	0,843	0,832
Purchase Decision	0,871	0,885	0,842	0,791	1,000	0,903	0,916
Search	0,911	0,924	0,881	0,843	0,903	1,000	0,879
Share	0,888	0,897	0,812	0,832	0,916	0,879	1,000

Data is proceed

The correlation values for all variable dimensions meet the criteria with construct values smaller than the Average Variance Extracted (AVE) of each related construct. Discriminant validity can be evaluated by comparing the outer loading values of indicators in one construct with those of other constructs. An outer loading value that is greater than the indicator's cross loading indicates a stronger correlation with the construct itself. Thus, a high outer loading value reflects a strong correlation between the indicator and the construct.

4.2 Hypothesis testing

Table 3 Overall Structural Model Equation Test Results

Var. Endogen		Var. Eksogen	Path Coef.	t-stat.	P-value	R ²	Information
Attention	<-	Social Media	0,874	38,988	0,000	0.764	Significant
Interest	<-	Social Media	0,865	39,405	0,000	0.748	Significant
Search	<-	Social Media	0,843	27,719	0,000	0.711	Significant
Vegetarian Food Literacy	<-	Attention	0,134	0,860	0,390	0.796	Not significant
Vegetarian Food Literacy	<-	Interest	0,286	1,884	0,060	0.796	Not significant
Vegetarian Food Literacy	<-	Search	0,494	4,283	0,000	0.796	Significant
Purchase Decision	<-	Vegetarian Food	0,842	22,847	0,000	0.709	Significant

		Literacy					
Share	<-	Purchase Decision	0,916	43,980	0,000	0.711	Significant

Data is proceed

From Table 3, it is concluded that social media has a significant positive effect on Attention, Interest and Search (with R2 of 0.874, 0.863 and 0.843 respectively). Furthermore, Search has a positive effect on Vegetarian Food Literacy (with R2 of 0.134). Vegetarian Food Literacy also has a positive effect on purchasing decisions (Purchase Decision) with a t-count of 0.286. Meanwhile, purchasing decisions have a positive effect on Share with a t-count of 0.916. Attention and Interest, however, do not have a positive influence on Vegetarian Food Literacy (with an R2 of 0.134).

4.3 Discussion

Based on the table results, the first hypothesis is accepted with Path Coef. 0.874 and p-value 0.000. The indicator regarding seeing vegetarian food promotions on social media, brochures and billboards has an R2 of 0.902. These findings are in line with research (Adolf & Lapian, 2020), emphasizing the positive impact of social media on consumer purchasing decisions.

The second hypothesis is accepted with Path Coef. 0.865 and p-value 0.000. Consumers' familiarity with vegetarian food reached a score of 93.7%. H2 is in line with research (Gulseven, 2018) which shows the positive impact of social media followers on individual interest in the product being promoted.

The third hypothesis is accepted with Path Coef. 0.843 and p-value 0.000. Consumers search for information about vegetarian food on the internet, engaging in search practices and collecting reviews. These findings support the popularity of online buying and selling via social media (Bowo et al., 2023).

The fourth hypothesis is rejected with Path Coef. 0.134 and p-value 0.390. Attention to vegetarian food has no significant effect on food literacy. Suggestion to focus on more informative and relevant content related to vegetarian food.

The fifth hypothesis is rejected with Path Coef. 0.286 and p-value 0.060. Consumer interest in vegetarian food does not have a significant effect on food literacy. Suggestions to emphasize more substantial information regarding vegetarian food.

The sixth hypothesis is accepted with Path Coef. 0.494 and p-value 0.000. Searching for information via the internet contributes to vegetarian food literacy. This finding is in line with research (Ditzler & Greenhawt, 2018) which shows that information seeking activities increase consumer understanding of products.

The seventh hypothesis is accepted with Path Coef. 0.842 and p-value 0.000. Vegetarian food literacy positively influences consumer purchasing decisions. Awareness of nutritional value, taste and other aspects influences purchasing decisions (Putri et al., 2021)

The eighth hypothesis is accepted with Path Coef. 0.916 and p-value 0.000. Purchasing decisions influence consumer sharing of experiences, reviews, or recommendations. These findings support the role of external factors in shaping consumer behavior (Hera & Fourqoniah, 2023)

5. Conclusion

This research focuses on individual motivations for switching to a vegetarian diet, taking into account environmental, animal welfare and religious factors. Social media has a significant role in promoting the vegetarian lifestyle. The research method used questionnaires and previous research, involving generations Y and Z in Palembang with 158 respondents who were considered valid. Of the eight hypotheses, there were two statements that were not significant, namely attention and interest in vegetarian food literacy. Attention may be influenced by respondents' prior knowledge and personal values, while interest may be influenced by variations in interests and external factors.

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