ATTITUDES AND BEHAVIOUR INTENTION IN CONSUMING PLANT-BASED FOOD: EVIDENCE FROM YOUNG TOURISTS IN INDONESIA

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Abstract

Purpose – This research aims to observe the attitudes and behavioural intentions of young tourists in relation to their experiences of consuming PBF, including value consumption, concern for the environment and perceived cost as influencing factors.
Methodology/Design/Approach – Considering that it is almost impossible to determine the sample frame for young tourists in Indonesia, this research used a non-probability sample to collect the sample. The study focused on young tourists aged 18 to 35 years old who have experience of consuming PBF while travelling. A self-administered online questionnaire was provided to tourists visiting a destination from July to September 2022, resulting in 267 usable responses.
Findings – Tourists' attitude towards PBF leads to their intention to buy again during or after their visit and to offer profitable e-WOM. In addition, perceived cost moderates the relationship between attitude and e-WOM; however, it does not provide evidence for the moderating role between attitude and repurchase intention.
Originality of the research – This study highlights the value of consumption, concern for the environment and perceived costs as factors influencing tourists' attitudes and behavioural intentions towards public transport.
Keywords: Consumption value, environmental concern, attitude, plant-based food, behavioural intention

Original scientific paper
Received 10 May 2023
Revised 18 October 2023
Accepted 30 October 2023
https://doi.org/10.20867/thm.30.2.9

INTRODUCTION

As global warming worsens, initiatives to decrease gas emissions are increasing (Mohd Suki et al., 2022), involving everything from reducing travel to the production and consumption of green food products, such as plant-based-food (PBF) (Macdiarmid, 2021; Suhartanto et al., 2022). This research considers the linkage between tourists' experience with purchasing PBF to explore how it impacts their future PBF consumption behaviour. While travel may seem exciting, consuming a PBF diet may be unappealing to some people, yet PBF consumption is considered the foundation of good health and is positively sustainable for the air, atmosphere, and the environment (Santo et al., 2020) and tourists are seeking out this type of food. The demand for PBF is growing (Carfora et al., 2022) and strengthened by the COVID-19 outbreak, where customers tend to buy green and healthier food (Nurhayati-Wolff, 2022; Wang et al., 2020c). While international tourism declined due to COVID-19, it is reported to return to pre-pandemic levels in the future. With that will be the continued need for food experiences as part of travel, and Wusnsch (2021) notes that before COVID-19, the estimated global PBF market would reach US$ 44.2 billion in 2025, growing to US$ 77.8 billion soon after. Although this promising market becomes an opportunity for food businesses servicing the tourist market, the attitudes and behaviour of such consumers toward this food option are less understood (Bakr et al., 2023; Chang et al., 2021).

While much research has discussed 'green consumption', the determinants of consumers' attitudes and behaviour are nonetheless contested (Pahlevi & Suhartanto, 2020). The extant literature on green products suggests several approaches to developing and understanding consumer attitudes and behavioural intentions towards green products. Using consumption value theory (Sheth et al., 1991) as the basis, one approach within this theory evaluates attitudes and behaviour toward green products on the value perceived from consuming a product (Suki & Suki, 2015; Wang et al., 2020). This approach believes that the higher the customers' perceived value of the green product, the greater their attitude and behaviour toward the product will be. A second approach is based on environmental theory (Hackett, 1993), which suggests consumers' concerns relate to the impact of consumption on environmental quality as the main reason for their attitude and intentions. Past studies (Salam et al., 2022; Suhartanto et al., 2024) offer evidence of the relationship between concern toward the environment and attitude and behaviour toward green products and services. A third approach proposes that consumers' green attitudes and intentions to behave are a consequence of consumer assessments of the benefits and costs of purchasing the product (Dhir et al., 2021; Tandon et al., 2020). While these approaches could independently explain green attitudes and behaviour, integrating these approaches will arguably offer a more comprehensive explanation of attitudes and behaviour toward green food. Thus, evaluating tourists' attitudes and behaviour toward PBF by incorporating consumption value, concern toward the environment, and cost factors is

reasonable as none of the existing studies have examined such an issue.
Given the identified gap, this study appraises attitude and behavioural intention towards PBF by combining consumption value, concern for the environment, and cost. This study was focused on young tourists in Indonesia for two reasons. First, young tourists are the tourist segment who pay attention to the consumption of environmentally friendly products, and they have an important role in future tourism (Taufique & Islam, 2021). Therefore, understanding young tourist green behaviour can help develop sustainable marketing strategies for green products. Second, Indonesia's urban youth are beginning to realise how important human health, animal welfare and environmental sustainability are, so the consumption of PBF becomes emergent (Nurhayati-Wolff, 2022; Dwi Suhartanto, Kartikasari, et al., 2022). Although no data is available on the PBF market in Indonesia, Anggita (2022) reported that 67% of Indonesian consumers intend to consume PBF, albeit it is considered costly (Nurhayati-Wolff, 2022). As this segment is one of the potential markets for PBF products and tourism is essential to Indonesia's economy, understanding young tourists' attitudes and behavioural intentions towards PBF is essential.

1. LITERATURE REVIEW AND HYPOTHESES

1.1. Green Behavioral Intention

In the context of green products, behavioural intention denotes an individual's propensity to act favourably toward a green product (Zaremohzzabieh et al., 2021). In tourism, it describes tourists' tendency to behave toward a tourism-green product (Astor et al., 2022; Chang et al., 2021). Many indicators have been employed to assess tourist behavioural intention, with two of the most widely being intention to repurchase and intention to endorse. Concerning PBF and tourism, the intention to repurchase indicates a tourist commitment to purchase PBF again in the future when the opportunity arises. Intention to endorse shows a tourist's inclination to endorse the product they consumed to other potential tourists (Astor et al., 2022). Due to the widespread usage of social media in tourism, this endorsement currently tends to use electronically based endorsement, called electronic word-of-mouth (E-WOM). Although behavioural intentions are criticised for lacking predictive power as there is no guarantee that the intention will become behaviour in the future, these intentions are praised as the most suitable and widely used method to predict future tourist behaviour (Altunel & Koçak, 2017; Wang et al., 2020). For this reason, this study employs the intention to repurchase and the intention to provide an E-WOM as the component of tourist behaviour intention toward PBF.

The green attitude model (Cheah & Phau, 2011; Suhartanto et al., 2024) propose that attitude is "the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question" (Ajzen & Fishbein, 2005, p. 188), is a key driver of an individual's green behaviour. In green food, consumers' attitude significantly affects their buying intention behaviour (Nguyen et al., 2019; Tandon et al., 2020). Additionally, PBF studies in various countries reveal that a green attitude impacts the intention to buy and recommend (Bryant et al., 2019; Suhartanto et al., 2022). A similar result is also reported in the tourism context (Huh & Chang, 2017; Wang, 2020). Further, Pandey et al. (2021) report that attitude significantly affects behaviour in consuming plant-based yoghurt in Denmark. This discussion leads to the following hypotheses.

H1: Attitude has a positive effect on the intention to repurchase.
H2: Attitude has a positive effect on the intention to provide E-WOM.

1.2. Consumption Value of PBF

The theory of Consumption Value (Sheth et al., 1991) suggests that the value of functional, social, epistemic, emotional, and conditional motivate an individual to purchase or not a product. This study employs this theory for several reasons. First, this theory assesses a person's experience with the product physically and psychologically, thus providing a solid basis for understanding a person's purchasing behaviour (Kaur et al., 2021). Second, the consumption value theory considers a person's experience with the product by considering both the cost and benefits of consuming the product (Mohd Suki et al., 2022). Third, previous studies reveal that the consumption theory helps understand consumer behaviour when faced with many options for consuming food (Hussain et al., 2023; Kaur et al., 2021). Consumption value encompasses several sub-values, as described below.

Functional Value (FV) specifies the performance of the physical aspect of the product (Sheth et al., 1991) and is generally measured by a person's perception of the dependability, durability, and quality of the product and considered the main driver of consumers in making decisions regarding consuming green products (Sangroya & Nayak, 2017; Suhartanto et al., 2021; Woo & Kim, 2019). Drolet-Labelle et al. (2023) study on adults' belief in consuming PBF in Canada reports that good taste is considered as the advantage of consuming PBF. Finally, Yeap et al. (2020) and Woo and Kim's (2019) study on food consumption suggest that functional value has a favourable consequence on tourist attitude, and thus we propose the following hypothesis.
H3a: Functional value has a positive effect on tourist attitude in consuming PBF.

Emotional Value (EV) means a person's feeling of pleasure, happiness, and satisfaction can change their mood to be more positive after consuming the food product (Liu et al., 2021). Tourists motivated by emotional value will choose an alternative to generate the desired feelings when travelling (Phau et al., 2014). Finally, Choe and Kim (2018) conclude that emotional value positively impacts tourists' attitudes towards local food, with similar results reported by Yeap et al. (2020) that tourists' EV positively impacts their attitude toward consuming street foods. As such, we propose the following hypothesis.

H3b: Emotional Ealue has a positive effect on tourist attitude in consuming PBF.

Sangroya and Nayak (2017) describe Social Values (SV) as social images, personality expressions, and social self-concepts related to interactions between individuals in consuming a product. The SV in food consumption includes projecting and influencing lifestyles and healthy ways of life to and in other social circles, which can be a positive aspect in improving self-concept (Choe & Kim, 2018). Other scholars (Drolet-Labelle et al., 2023; Michel et al., 2021), for instance, argue that family influences the approval or disapproval of PBF consumption. Lastly, scholars (Cao et al., 2022; Choe & Kim, 2018) report that food consumption has also been found to have social value because the image of the food reflects an individual's self-perception and motivates them to demonstrate their social standing and favourable attitude. Given these points, we propose the following hypothesis.

H3c: Social Value has a positive effect on tourist attitude in consuming PBF.

Conditional Value (CV) is "the perceived utility acquired by an alternative as the result of the specific situation or set of circumstances facing the choice maker" (Sheth et al., 1991, p. 162). In the food context, this value specifies the benefit obtained by an individual in a particular context, such as eating low-calorie foods to lose weight and be aware of health. CV has been shown to positively impact a person's attitude toward purchasing green products (Mohd Suki et al., 2022; Woo & Kim, 2019). Finally, Bakr et al. (2023) note a comparative study between Canada and Kuwait, reporting that health considerations significantly affect customer attitudes toward plant-based meat. Thus, we propose H3d.

H3d: Conditional Value has a positive effect on tourist attitude in consuming PBF.

Finally, Epistemic Value denotes a product's function to rouse a person's interest or satisfy curiosity (Sheth et al., 1991). Tourists motivated by EVs will select a product that can fulfil their desire for novelty, uniqueness, and trendy (Phau et al., 2014). EV is felt by a person attempting to consume new foods or the same foods but in more varied forms and helping to create positive attitudes among consumers, including tourists (Choe & Kim, 2018; Ha & Jang, 2010). As such, we propose H3e.

H3e: Epistemic Value has a positive effect on tourist attitude in consuming PBF.

1.3. Environmental Concern

The theory of Environmental Concern (Hackett, 1993) postulates that a person's apprehension about the environmental condition is a key factor in driving environmental protection programs and taking a particular stance on the environment (Boo & Park, 2013). This concern is grounded in a person's anxiety about air, soil, and water quality due to excessive usage and aligned degradation (Wang et al., 2020). Wang et al. (2020) maintain that concern for the environment sparks pro-environmental attitudes and behaviour, such as concern for waste, pollution, biosphere, and energy, which are generally linked to behaviour toward maintaining and protecting the environment. While past studies (Troudi & Bouyoucef, 2020; Wang et al., 2020) report the concern for the environment as a complex construct containing an aspect of cognitive, affective, and conative related to the environment. Earlier research by Altunel and Koçak (2017) viewed this concern as a single dimension indicating a person's consciousness of environmental issues and willingness to contribute to solving them.

In terms of this research, Zaremohzzabieh et al. (2021) note that environmental concerns can encourage individuals to consume environmentally friendly products. As reported earlier, concern for the environment is also said to affect a person's status in his social life (Salam et al., 2022), and, therefore, to improve their social status, a person is often driven to purchase green products (Tang et al., 2014). Environmental concern, for many reasons, tends to push a customer's intention to buy a green product (Troudi & Bouyoucef, 2020), with Carfora et al. (2022) reporting that environmental awareness is an essential predictor of a person's consumption of, for example, plant-based meat. Likewise, environmental protection is also reported as the benefit of PBF consumption that leads to the intention to purchase (Drolet-Labelle et al., 2023). In the tourism and hospitality context, a person concerned with the environment will lead to a better attitude toward environmentally friendly products, which causes a stronger intention to revisit, repurchase, and endorse green products (Abdullah et al., 2020; Taylor & DiPietro, 2018; Wang et al., 2020). Recently, Bakr et al. (2023) reported that environmental concerns significantly affect customer attitudes toward plant-based meat. As such, we propose H4.

H4: Environmental concern has a positive effect on tourist attitudes toward consuming PBF.

1.4. Perceived Cost Moderation Role

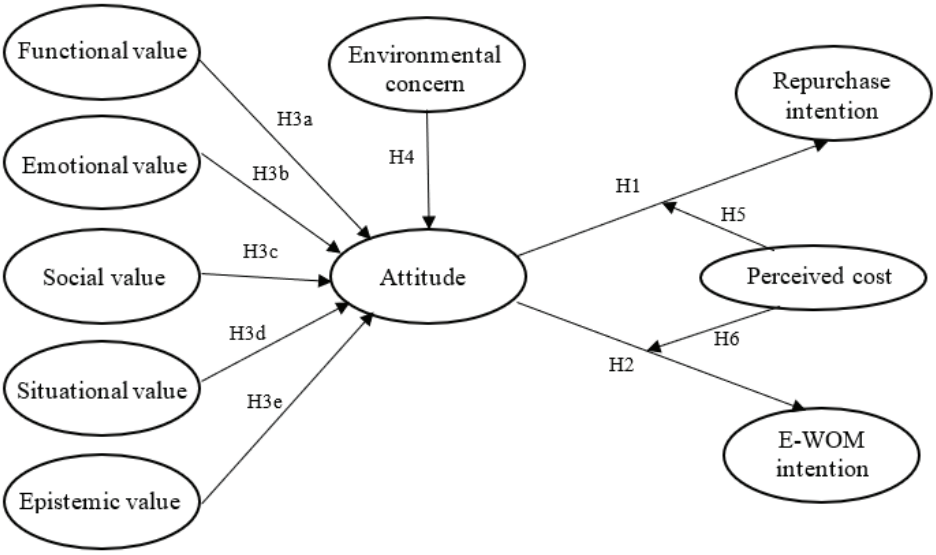
Prospect Theory (Kahneman & Tversky, 1979) suggests that a decision-maker considers benefits and costs when making a decision. The perceived cost of food consumption is associated with food accessibility and affordability, including effort, money, and time sacrifice (Mackenzie & Shanahan, 2018); however, Pentikäinen et al. (2018) claim that customers are more rational when deciding their food consumption by considering both benefits and costs and it is noted that changing to a PBF diet tends to be expensive (McManus, 2021; Santo et al., 2020). In Western countries, studies (Clark & Bogdan, 2019; Havermans et al., 2021) note that the high price of PBF makes it less attractive to young people, yet Michel et al. (2021) conclude that plant-based meat will be adopted if it is offered at reasonable prices, besides having a similar taste and texture to the meat. Finally, general studies on food purchasing suggest that perceived cost moderates the link between attitude and behavioural intention. (Liu et al., 2021; Nguyen et al., 2019) Thus, the following hypotheses on the moderation role of perceived cost on the association between attitude and behavioural intention toward PBF are presented.

H5: Perceived cost moderates the effect of attitudes towards tourist repurchase intention.

H6: Perceived cost moderates the effect of attitudes towards E-WOM.

Given the above discussion, Figure 1 summarises the formation of attitudes and behavioural intentions toward PBF, which this research examines in the context of tourists.

Figure 1: **The proposed model of tourist attitude and behavioural intention toward PBF**



2. METHOD

All the variable constructs used in this research have been evaluated in previous studies, enabling the researchers to adapt their measurement scale. Consumption Value was considered via five items adjusted from previous research (Choe & Kim, 2018; Liu et al., 2021). The items included environmental concerns (Suhartanto et al., 2022; Tandon et al., 2020), attitudes (Choe & Kim, 2018), intention to repurchase and E-WOM (Liu et al., 2021; Suhartanto, Kartikasari, et al., 2022). Perceived cost was measured via three items (Liu et al., 2021). A five-point Likert scale was used in this study to evaluate the variables, with 1 being strongly disagree and 5 strongly agree. As domestic and foreign tourists in Indonesia could complete the questionnaire, it was made available in English and Indonesian (locally referred to as Bashas Indonesia). Regarding the Indonesian questionnaire, back translation was completed by two tourism experts fluent in English and Indonesian to ensure that the instruments' meanings were consistent for both the Indonesian and English questionnaires. A pilot study was undertaken to check for ambiguity and that the instructions and questions were clear and minor adjustments made.

Considering it is almost impossible to identify the sampling frame of young tourists in Indonesia, this research used non-probability sampling, i.e., convenience sampling, to collect the sample. This study focused on young tourists aged 18 to 35 years who have experience in consuming PBF when travelling. A self-administered online questionnaire was available from July to September 2022 to tourists visiting Batam Island. These tourists were approached as they left the destination, and if they agreed to participate, were sent a social media link to complete the questionnaire. To minimize the convenience sampling used, only every third tourist met in the destination was invited to participate in the survey.

Data analysis used variance-based partial least square (PLS) to value the green attitude and behaviour formation model and review the linkage between the construct variables. First, this research exercised SmartPLS 3 application for testing the PLS modelling. Following the recommendation of Sarstedt et al. (2016), the model validity and reliability of the constructs was completed. As this research intended to evaluate the theoretical model and the data is not normally distributed, PLS was deemed an appropriate method for examining both the hypotheses and the proposed model (Hair et al., 2017). Additionally, this method used a reflective model to examine consumer behaviour toward green products (Pahlevi & Suhartanto, 2020; Suhartanto et al., 2022; Yeap et al., 2020).

3. RESULTS

Of the 330 participants contacted, 267 returned responses, of which 4% were foreign tourists and 96% were domestic tourists. Of the returned responses, 41% were female, and 39% were male, with age ranges between 18 to 25 (54%) and 26 to 35 (46%). The majority (83%) held a university qualification, held mainly by females, with only 17% a high school qualification, which is consistent with research by Chang et al. (2021). Tourists purchasing PBF behaviour was rated at 32% (always), 17% (often), 35% sometimes, and the remaining rarely or never.

3.1. Measurement Model Assessment

The measurement model assessment was completed to assess construct reliability and validity by evaluating average variance extract (AVE), factor loading, and composite reliability (CR). Table 1 illustrates that the variables' items have a loading factor value greater than 0.6. Furthermore, the CR values for all variables have exceeded the required value above 0.7. The AVE level is higher than what has been suggested, which is above 0.5. Furthermore, the Heterotrait-Monotrait test reveals that all construct matrix values are less than 0.9, indicating that the requirement of discriminant validity is satisfied (Henseler et al., 2015). All these measurement items specify that the construct reliability and validity prerequisites have been well met (Hair et al., 2017). Following Kock's (2015) recommendation, this study checks common method variance using average block variance inflation (value less than the suggested level of 3.3), suggesting that standard method variance in this study is not problematic.

Table 1: **Measurement model test result**

Construct/Indicator	Loading**	CR	AVE
Functional value (Mean: 4,319; SD: 0,538)		0.863	0.557
-PBF is healthy food	0.772		
-PBF has a variety of nutrition	0.748		
-PBF nutrition is good for my health	0.730		
-The ingredients of PBF have a high quality	0.741		
-PBF provide a high standard of quality	0.739		
Emotional value (Mean: 4,045; SD: 0,755)		0.924	0.708
-PBF makes me feel pleased	0.833		
-PBF gives me more pleasure	0.865		
-PBF makes me feel excited	0.875		
-PBF changes my mood to more positively	0.802		
-PBF makes me crave them	0.830		
Social value (Mean: 3,955; SD: 0,814)		0.911	0.671
-Glad to get positive comments from the others	0.792		
-I am happy if my friends know that I consume PBF	0.872		
-I can show off my healthy lifestyle	0.835		
-I can influence others about a healthy lifestyle	0.747		
-I can create a positive impression around me	0.844		
Epistemic value (Mean: 4,340; SD: 0,577)		0.918	0.692
-I like to increase my knowledge about healthy food	0.827		
-I learn a new thing while consuming PBF	0.766		
-I would like to know more about PBF	0.851		
-I will try more diverse PBF in the future	0.856		
-I like to increase my knowledge about healthy lifestyles	0.857		
Situational value (Mean: 3,956; SD: 0,724)		0.882	0.600
-Eating PBF makes me feel more energetic	0.746		
-Eating PBF helps maintain my immunity	0.753		
-Eating PBF is good for my mental	0.760		
-Eating PBF reduces less physical pain	0.809		
-Eating PBF makes me sleep better	0.803		
Environmental concern (Mean: 4,224; SD: 0,648)		0.901	0.647
-I like to consume environment-friendly foods	0.786		
-I am glad to be able to improve the environmental quality	0.837		
-I am glad to be able to contribute to protecting the environment	0.836		
-I should care more about the environment for the next generation	0.770		
-I am glad to be able to participate in tackling environmental problems	0.790		

Construct/Indicator	Loading**	CR	AVE
Attitude (Mean: 4,168; SD: 0,705)		0.913	0.678
-PBF is more beneficial compared to conventional foods	0.804		
-PBF is a wise choice	0.825		
-PBF makes me feel healthier	0.839		
-PBF makes me feel safer	0.821		
-PBF is a pleasant eating experience	0.827		
Intention to repurchase (Mean: 4,047; SD: 0,774)		0.920	0.697
-I would continue buying PBF while travelling	0.852		
-I would consume PBF while travelling	0.865		
-I would consider changing tp PBF consumption in travelling	0.819		
-I would like to consume PBF more in the future	0.735		
-I would buy more PBF while travelling	0.894		
Intention to E-WOM (Mean: 4,187; SD: 0,697)		0.909	0.667
-I will explain my experiences with PBF consumption	0.804		
-I will say good things about my PBF consumption	0.832		
-I will recommend PBF on my social media	0.781		
-I will endorse PBF to somebody who is looking for advice	0.843		
-I will endorse PBF to others	0.822		
Perceived cost (Mean: 3,785; SD: 1,101)		0.936	0.830
-Switching consumption diets into PBF needs more cost in time	0.918		
-For me, the money to consume PBF is quite high	0.911		
-For me, the effort to consume PBF is high	0.904		

**Significant at p<0.01, SD: Standard Deviation

Hair et al. (2017) recommend using 5,000 sample iterations for the bootstrapping method. Following this recommendation, the data analysis reports a goodness of fit index (GOF) value of 0.660, advocating that the proposed model has a good fit (Hair et al., 2017). In addition, evaluating average full collinearity notes the value of 1.206 (less than the maximum value of 3.3). Next, the R2 of attitude, repurchase intention, and E-WOM intention are 0.761, 0.751 and 0.608, respectively. This finding means that a 76.1% attitude variance is explained by consumption value and environmental concern dimensions. The intention to repurchase (75.1%) and intention to provide E-WOM (60.8%) is explained by all exogenous variables. Next, all Q2 values are positive (attitude value of 0.742, repurchase interest of 0.581 and 0.602 for E-WOM), signifying that the predictive relevance of the endogenous constructs is sound (Chin et al., 2008). Finally, the value of f2 for the attitude drivers ranges between 0.021 to 0.133. With all these indicators, the prerequisites of the model's fitness are met. Table 2 displays the hypotheses testing result.

Table 2: **The summary of relationships assessment**

Path/Hypothesis	β	t-value	Decision
Attitude => Repurchase intention (H1)	0.737	16.923**	Supported
Attitude => E-WOM (H2)	0.726	18.746**	Supported
Functional value => Attitude (H3a)	0.135	2.136*	Supported
Emotional value => Attitude (H3b)	0.031	0.453	Not supported
Social value => Attitude (H3c)	0.289	4.145**	Supported
Situational value => Attitude (H3d)	0.104	1.440	Not supported
Epistemic value => Attitude (H3e)	0.222	3.400**	Supported
Environmental concern => Attitude (H4)	0.223	2.703**	Supported

**Significant at p<0.01, *Significant at p<0.05

Table 2 depicts the estimated path coefficient of attitudes on repurchase intention, and E-WOM is significant ($\beta = 0.737$, $p < 0.01$; $\beta = 0.726$, $p < 0.01$). Subsequently, hypotheses H1 and H2 are supported. Next, the functional value, social value and epistemic value on attitude are substantial ($\beta = 0.135$, $p < 0.05$; $\beta = 0.289$, $p < 0.01$; $\beta = 0.222$, $p < 0.01$, correspondingly). Therefore, hypothesis H3a, H3c, and H3e are strengthened. The effect of emotional and situational value on attitude is insignificant; thus, hypotheses H3b and H3d are rejected. Next, as expected, the impact of environmental concern and attitude is positive and substantial ($\beta = 0.223$, $p < 0.01$), which supports hypothesis H4.

Table 3: **The total effect of exogenous variables on behavioural intention**

Exogenous variables	Intention to repurchase		Intention to E-WOM	
	β	t-value	β	t-value
Functional value	0.099	2.254*	0.098	2.241*
Emotional value	0.023	0.451	0.023	0.451
Social value	0.210	3.921**	0.213	3.944**
Situational value	0.076	1.442	0.077	1.470
Epistemic value	0.161	3.320**	0.164	3.361**
Environmental concern	0.162	2.627**	0.164	2.520*

A total effect analysis was performed to understand the effect of exogenous variables on both intentions to provide E-WOM and repurchase. Table 3 reveals that social value has the most significant impact on both intentions to repurchase and to provide E-WOM (β = 0.213 and β = 0.210), followed by concern for the environment (β = 0.162 and β = 0.164) and epistemic value (β = 0.161 and β = 0.164).

Table 4: **The moderation test result**

Path/Hypothesis	β	t-value	Decision
Perceived cost X Attitude => Repurchase intention (H5)	-0.040	1.099	Not supported
Perceived cost X Attitude => E-WOM(H6)	-0.083	2.411*	Supported

*Significant at p<0.05

Table 4 demonstrates the testing results of the perceived cost moderating role on the link between tourist attitude and repurchase intention is negative and insignificant; thus, hypothesis H5 is rejected. On the contrary, the perceived cost-moderating effect on the link between attitude and E-WOM is negative and significant (β = - 0.083, p < 0.05), signifying hypothesis H6 is supported.

4. DISCUSSION AND THEORETICAL IMPLICATIONS

This research highlights three key findings regarding young tourists' attitudes to PBF purchasing. Firstly, this research evaluated young tourists' attitudes and behavioural intentions in relation to PBF purchasing by integrating three factors, namely consumption value (Sheth et al., 1991), concern for the environment (Salam et al., 2022; Suhartanto et al., 2022), and perceived cost (Dhir et al., 2021; Tandon et al., 2020). The integration of these factors on the attitude and behavioural intention formation specifies that the integrated proposed model fits. This result suggests that integrating consumption value and concern for the environment explain young tourists' favourable attitude toward PBF, predicts their repurchase, and provides E-WOM intention toward PBF. Further, the perceived cost moderates the effect of attitude toward tourist intention to provide E-WOM. This result indicates that, for young tourists, their perceived consumption value and concern toward the environment enhance their attitude toward PBF, subsequently encourages their intention to repurchase and provide a favourable E-WOM toward the food. Theoretically, this study offers two important contributions. First, this study confirms the consumption value theory (Sheth et al., 1991) and environment concern theory (Hackett, 1993) in tourist experience with PBF. Second, this study shows that integrating these theories and perceived cost offers a comprehensive understanding of tourist attitude and behaviour toward PBF and, thus, extends the green attitude model (Cheah & Phau, 2011; Suhartanto et al., 2022). It does so by incorporating consumption value, environmental concern, and perceived cost, which can help understand young tourist attitudes toward PBF and predict their future behaviour.

Secondly, this research notes that attitude toward PBF is driven by the value of functional, social, and epistemic concern for the environment. Similarly, the total effect analysis reveals that behavioural intention to repurchase and provide E-WOM is driven by these three values and concern towards the environment. Among these driving factors, social value, epistemic value, and respect for the environment have a comparable impact on attitude and behavioural intention. In contrast, the functional value, although significant, has a considerably small effect on attitude and behavioural intention. This finding implies that a high perceived social value and epistemic value, as well as a serious concern for the environment, will lead young tourists to develop a favourable attitude toward PBF, subsequently sparking their intention to purchase PBF and providing a positive E-WOM. The importance of social value highlights that, for youngsters, purchasing green products is associated with obtaining social approval (Mohd Suki et al., 2022) and fulfilling their curiosity about green products (Choe & Kim, 2018). The importance of environmental concern in developing young tourists' attitudes and behavioural intentions confirms the results of previous green product studies (Nguyen et al., 2019; Suki & Suki, 2015). Further, the importance of environmental concern, as highlighted by scholars (Nekmahmud et al., 2022), suggests that raising environmental awareness is essential for businesses to offer PBF. This is important because it develops ethical and moral concerns for protecting the natural environment, which will create a favourable attitude toward green food.

Thirdly, this research notes that while it has an insignificant moderation on the association between attitude and intention to purchase PBF, the perceived cost moderates negatively on the effect of attitude and intention to provide E-WOM. Past studies report a moderating effect of perceived cost on the connection between attitude and intention (Liu et al., 2021; Nguyen et al., 2019). This study notes that the significant effect is only for attitude impact on intention to provide E-WOM but not on intention to repurchase. The insignificant perceived cost in moderating the link between attitude and repurchase intention suggests that the effort, money, and time sacrifice to obtain PBF will not impact young tourists who favour PBF. This finding differs from past studies' conclusion that, for youngsters, high price is the reason for low intention to consume PBF (Clark & Bogdan, 2019; Havermans et al., 2021). This study result suggests that the high price of PBF does not affect young tourists' intention to repurchase if they have a favourable attitude toward the food. The negative moderation of perceived cost on the link between attitude and intention to provide E-WOM suggests that the sacrifices for obtaining PBF will lessen the impact of attitude on their intention to provide a favourable E-WOM. If PBF is less affordable, consumers are less likely to have the intention to endorse PBF, even if they recognise the consuming PBF advantages for both the environment and health (Bakr et al., 2023).

Managerial Implications

This research has several managerial implications for companies offering food and beverages to tourists and confirms the value proposition of the innovative tourism business model (Andrianto et al., 2022). Firstly, this research highlights the crucial importance of PBF consumption value, especially social and epistemic value, as key to developing a positive attitude towards PBF, consequently increasing young tourists' intention to care about the environment. This result provides guidance to PBF restaurant managers in developing their competitive business strategies, with a particular focus on social and epistemic value creation. It is suggested campaigns to promote PBF can be part of a social value that encourages people who care about the environment to come to such businesse. Promoting PBF as environmentally friendly is one of the competitive advantages of implementing the Global Sustainable Tourism Council pillars. In addition, restaurant managers can display special menus presenting PBF as an epistemic good by emphasizing plants and concern for the environment.

Secondly, restaurant managers can strengthen customers' concern for the environment by using PBF as part of ancestral heritage, encouraging more young tourists to visit with other friends and inviting them to support the green environment. Such an approach may require managers and their employees to learn more about PBF and understand environmental concerns to influence and promote positive attitudes and intentions to repurchase and suggest PBF among young tourists. These influencer advocates can enlighten young tourists to be PBF promoters because it is healthy and can improve the environment. Further, the influencers can convince the young tourist that even though it costs more than traditional food, its benefits for personal health and the environment are significant.

Lastly, although the functional value is not as immense as the influencing attitude, retaining the quality of PBF is important to gain customers' affection. The quality of the PBF, including its nutrition and flavour and the health advantages this food offers, should be prioritised by those responsible for cooking and preparing PBF. Continuous PBF innovation is also strongly advised to maintain the superior value of their PBF products. For this reason, it is strongly recommended to produce innovative PBFs that meet the food tastes of young tourists, in particular, local foods.

Limitations and Future Research

This research has theoretical and managerial benefits but has some imperfections that should be addressed in future research. Firstly, this research focuses on young tourists in Indonesia, limiting the generalizability of the findings; therefore, the proposed model needs to be used in other destinations and focus on different tourist segments, such as mature tourists. Comparative studies between tourist generations on the proposed model will also help to improve our understanding of the tourist experience with PBF.

Secondly, this study emphasises the value of consumption, concern for the environment, and perceived cost as influencing factors of tourist attitudes and behavioural intentions toward PBF. Many other factors potentially affect tourist attitudes and behaviour, such as environment knowledge and destination image (Choe & Kim, 2018; Leo et al., 2021; Suhartanto et al., 2022). Future studies could merge those variables into the proposed model, potentially enriching our understanding of green tourist behaviour. Finally, the proposed model can be tested in other green products or services in tourism, such as organic food, local food, or green tourism services.

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Please cite this article as:
Koh, C., Suhartanto, D., Brien, A., Andrianto, T., Saputra, E. & Abnur, A. (2024). Attitudes and Behaviour Intention in Consuming Plant-Based Food: Evidence from Young Tourists in Indonesia. Tourism and Hospitality Management, 30(2), 259-268, https://doi.org/10.20867/thm.30.2.9