



Innovation Encourages Consumer Buying Behaviour with Motivation and Perception: Aquatic Animal Happy meal McDonald's Packaged Edition in Jakarta, Indonesia

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ABSTRACT

This study investigates the impact of innovation on consumer buying behavior dimensions, particularly consumer knowledge and decision-making, within the context of Happy Meal McDonald's in Jakarta, Indonesia. The research aims to elucidate how these elements influence consumer motivation and perceptions towards packaged food products. Utilizing a questionnaire-based approach, data was collected from 100 respondents at McDonald's retail stores in Jakarta, employing purposive sampling. The study employed PLS-SEM (Partial Least Square-Structural Equation Modeling) to analyze the direct and indirect relationships between independent variables and dependent variables. Results revealed that innovation significantly contributes to both motivation and perception, indicating its crucial role in influencing consumer behavior. Furthermore, the findings suggest avenues for future research, such as exploring collaborative strategies to enhance the appeal of packaged food products and understanding the broader implications of innovation in consumer purchasing decisions.

Keywords: Consumer Buying Behavior, Innovation, Motivation, Perception, Packaged Food product, PLS-SEM.

INTRODUCTION

Indonesia's packaged food market continued to develop positively in 2019; food service volume growth continued to surpass retail growth, but there was less difference between the two, and retail value growth was higher than in the previous year (Nurhidayati & Rashid, 2019). McDonald's is shifting its business model towards franchising in Jakarta. Indonesia is still predominantly rural, with only 49% and 45% of their populations classified as urban (Sanjaya & Sadono, 2022). In a dynamic business, marketers like McDonald's have always been trying to acquire new customers or increase new targets and retain the existing ones by providing value and decision-making exchange expectations. It has been found that buying behavior is highly associated with consumer knowledge, and decision-making not only retains the customer but also affects revenue (Li et al., 2024; Prakash et al., 2024; Siddiqui et al., 2023).

McDonald's boasts several renowned menu items, including the "Happy Meal," the "McFlurry," and the "Big Mac." In recent years, particularly in 2019, the focus has shifted towards providing more convenient options for busy individuals, single-person households, and third-party delivery services. This includes offerings such as single-serving packaging for ready meals and sachet packaging for sauces, dressings, and condiments (Nurhidayati & Rashid, 2019). Greater Jakarta is recognized as the world's second most densely populated urban area, with a population exceeding 26 million people.

PT Rekso Nasional Food is the master franchisee (developmental licensee) of McDonald's Corporation USA in Indonesia. It operates more than 100 McDonald's outlets across the country. The NYSE Exchange noted that MCD shares traded at US \$ 181.12 / share (up 2.36%) at the close of trading on May 7, 2020, or equivalent to Rp 2.8 million / share (assuming an exchange rate of Rp 15,500 / US \$) (Agus Mulyana et al., 2023). The consumer base, meanwhile, is restricted to higher-income urban consumers, with demand for healthier beverages likely to be limited outside of this consumer group (Jensen et al., 2024; Kasza et al., 2024; Sesini et al., 2023; Wawrzyniak, 2023).

Innovation has a relationship with motivation and perception. Base on consumer behaviour in product purchasing can be assessed through motivation. This can be seen above consumer tendency for food products served. HappyMeal products have attractive packaging details to be explained theoretically in sales products, due to different marketing studies in the field of food production. Packaging is now an important aspect of marketing and treatment as one of the most influencing factors concerning the purchasing decision of consumers at the time of purchase (De Canio et al., 2024; Huang et al., 2024; Zhao et al., 2023).

Growth continues to be supported by the rising number of middle-income households, rising disposable incomes, and consumers' increasing interest in experiencing new products, especially those with ethnic or atypical flavors (Wiranata & Hananto, 2020). Consumer buying behaviour refers to selecting, purchasing, and consuming goods and services to satisfy their wants (Khan et al., 2022; Vidal-Ayuso et al., 2023). This study expands the existing literature by covering one of the packaging-attribute characteristics, namely innovation, separating the examination of consumer buying behaviour (consumer knowledge and decision-making). This study also examines the mediating role among the Happy Meal packaged food buyers in the Jakarta Area. However, the buying behaviour analysis deals primarily with preferences and is formed in the knowledge and decision of the consumer. Marketing approaches to consumer buying behavior are cognitive and behavioral. From a cognitive perspective, consumer buying behavior can be defined as the activities that people engage in when selecting visualization and information to satisfy desires. (Zanoli & Naspetti, 2002). From a behavioral perspective, a decision-making process can be defined as the activities that people take to become buyers of food products that involve influencing factors.

The research conducted by Guh et al. (2009) suggests that motivation and perception have certain impacts on participation. To illustrate this research question, there are three sub-questions: First, how does the intensity of motivation for innovation encourage consumer buying behavior in food packaging? Second, how does the intensity of perception for innovation encourage Consumer Buying Behavior in Food Packaging? And third, how does innovation itself encourage Consumer Buying Behavior in Food Packaging?

The urgency of this research is underscored by the critical need to comprehend how consumer buying behavior intersects with packaging innovation in the food industry. Now, more than ever, understanding these dynamics is crucial due to the evolving consumer preferences and market trends. Packaging is a powerful communication and branding tool, shaping consumer perceptions and influencing purchasing decisions (Silayoi & Speece, 2007). By uncovering the underlying correlations between consumer behavior, motivation, and perception, this research aims to provide insights essential for navigating the competitive landscape and driving successful product strategies in the ever-changing marketplace.

RESEARCH METHODS

To address the cognition of how innovation encourages buying behaviour, this research tries to reveal innovation encourages buying behaviour by motivation and perception. This study will conduct a food-packaged Happy Meal product in Jakarta, Indonesia to meet these objectives.

This type of research uses explanatory definitions. Quantitative descriptive research tries to give a deep picture of the present situation, whereas historical research only aims at the past. Explorative research is a preliminary study that can be used as information for descriptive research. Quantitative descriptive research aims to describe the facts and nature of certain populations systematically, factually, and accurately or try to describe phenomena in detail (Yusuf, 2016).

The survey results allow us to examine the relationship between variables and draw conclusions from the relationship of variables (Silalahi & Atif, 2015). This survey is intended to generalize and be done by estimating the population. This survey describes a phenomenon as accurately as possible. Correlational research is a type of research that looks at the relationship between one or several changes and one or several other changes. In correlational research, the relationship between two or more changes is studied without trying to influence those changes (Yusuf, 2016).

Based on the research variables, researchers used population withdrawal utilizing Cluster of Meaning. This withdrawal was carried out because there were 50 branches in Greater Jakarta that became a place to sell Happy Meal food products. Population withdrawal Cluster of meaning: Researchers classify statements or samples into themes or units of meaning and set aside overlapping or repetitive statements (Hasbiansyah, 2008). States that the population is a

generalization area consisting of objects/subjects with certain results and indicators that researchers determine to be conclusions. In the framework of research (especially quantitative research), the population is one of the essential things and needs to be given careful attention if researchers want to conclude reliable and appropriate results for the area or object of research (Yusuf, 2016).

The sampling uses Purposive sampling because researchers already know the target for the study, namely consumers who buy Happy Meal food products. The sample is part of the targets and characteristics possessed by the population. Researchers collected the population based on visitors buying the Happy Meal McDonald Indonesia menu in Greater Jakarta. The area was chosen as a focus area because it is the city centre with a crowd and the consumer effectiveness of happy meal buyers in Jakarta. The quality of primary data collected based on survey techniques is determined by the quality of the instruments represented by the statements or questions in the research questionnaire (Pujihastuti, 2010).

The respondents, who were responsible for purchasing decisions regarding Happy Meals at McDonald's in the Jakarta area, participated in this study. A self-administered questionnaire was utilized to minimize interviewer bias, following the approach outlined by Sim (2020). All of the questionnaires in *Bahasa Indonesia* were prepared by a native speaker and reviewed by a mobile phone expert. The *Kamus Besar Bahasa Indonesia* (KBBI), or Indonesian Dictionary, was consulted to ensure grammatical accuracy and appropriate vocabulary in the measurement items. Data collection occurred over one week among Happy Meal buyers in Jakarta, Indonesia, with 100 questionnaires distributed. All constructs were assessed using a four-point Likert scale, ranging from 1 for "strongly disagree" to 4 for "strongly agree." Innovation was gauged using six items tailored to consumer needs, as adapted from Deliya and Parmar (2012).

RESULTS AND DISCUSSION

Referring to Table 1, the majority of respondents were women (68.4%), aged between 20 and 40 years old, and were employed to manage the purchasing tasks of their respective companies. Most of them are engaged in Sarinah (Central Jakarta), Kemang (South Jakarta), DaanMogot (West Jakarta), Tamini Square (East Jakarta), and KelapaGading (North Jakarta). Compared with the study by Elsaber, M. & Wirtz, B. W. (2017), where the majority of respondents were buyers earning at least Rp 6,000,000 – Rp 12,000,000, the respondent profile in this study is considered acceptable.

Table 1. Profile of Respondents

Demographic Variables	Categories	Percentage
Age	20-30 years old	51%
	31-40 years old	49%

Gender	Male	31.6%
	Female	68.4%
Occupation	Employee	68.2%
	Entrepreneur	32.3%
	Others	7.5%
Remuneration	Less than Rp 6.000.000	38.3%
	Around Rp 6.100.000 – Rp 12.000.000	55.6%
	More than Rp 12.000.000	6%

As the area of the table shows, respondents were typically relatively young, mature, tertiary-educated graduates who were full-time workers. Respondents represented the intended population of consumers who were able to buy Happy Meal at McDonald's. Thus, respondents' responses were accepted as representative of consumer buyers in Jakarta and were suitable for this research.

Table 2. Innovation Descriptive Statistics

Dimension	Value
Line extensions	3.120
New Product	3.100
New to the world product	3.133
Total	3.117

Refers to Table 2, the Innovation variable for question item X1.1 tended to choose the answer to agree that "Product packaging components can be used as an educational or entertainment template." For question item X1.2 tended to choose to agree that "Product packaging is suitable for training children to bring menus. dish independently". These items are indicators of the Line Expansion dimension. Question item X1.3 respondents agree that "Various age segmentations can use product packaging". Question item x1.4 respondents tend to choose the answer to agree that "HappyMeal is the first dish menu that has attractive packaging." The question items are an indicator of the new Product dimension. Question item X1.5 of respondents is almost balanced between those who agree with those who strongly agree that "Through product packaging, types of education or entertainment can be designed more varied". Question item X1.6 of respondents is almost balanced between those who agree and those who strongly agree that "HappyMeal menu packaging deserves to be creative on other McDonald's menus". Question item X1.7 of respondents is almost balanced between those who agree with those who strongly agree that "Based on its completeness, the HappyMeal menu is unique in product packaging". The question items are an indicator of a completely new Product dimension.

Table 3. Motivation Descriptive Statistics

Dimension	Value
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Factors Associated with Successful Drug Susceptible Tuberculosis Treatment among Tuberculosis – Human Immunodeficiency Virus Patients in DKI Jakarta Province 2020 – 2022

Accomplish Striving	3.330
Status Striving	3.350
Communion	2.970
Total	3.216

Referring to Table 3, the motivation variable for question item X2.1, respondents tend to agree. These items are indicators of the Striving Status dimension. Item X2.2 respondents tend to agree, which means that the various bonus toys on the Happy Meal menu invite customers to collect each edition. These items are indicators of the Communion dimension. Items X2.3 and X2.4 respondents tend to answer agree. These items are indicators of the Accomplish Striving dimension.

Table 4: Perception Descriptive Statistics

Dimension	Value
Stimulus	2.980
Receptor	3.086
Total	3.033

Refers to table 4, the Perception variable for the question item X3.1 respondents tend to agree. Item X3.2 respondents tend to answer agree. These items are indicators of the stimulus dimension. Item X3.3 respondents tend to answer agree. Item X3.4 respondents tend to answer agree. Item X3.5 respondents tend to answer agree. These items are indicators of the receptor dimension.

Table 5. Consumer Buying Behavior Descriptive Statistics

Dimension	Value
Consumer Knowledge	3.256
Decision Making	3.285
Total	3.270

Referring to Table 5, the consumer purchasing behavior variable for the item Y1.1 question respondents tend to agree that the product packaging on the HappyMeal menu becomes a purchase attraction for customers. Question item Y1.2 respondents tend to agree; this means that for customers, it is easy to remember the happy meal menu when purchasing at McDonald's Jakarta outlets. Question item Y1.3 respondents tend to answer agree. This means that the availability of the HappyMeal menu is guaranteed at every McDonald's Jakarta outlet. Question item Y1.4 respondents tend to agree; this means that customers of various age segmentations can consume the happymeal menu. Question item Y1.5 respondents tend to answer agree, this means that product packaging tends to be interactive for children. These items are indicators of the consumer's knowledge dimension. Question item Y1.6 respondents

tend to agree that the more creative the product packaging displayed, the more customers buy the HappyMeal menu. Question item Y1.7 respondents tend to answer agree; this means that the composition of the happymeal menu with a menu of dishes, product packaging, and gift bonuses has a relatively affordable purchase price. Question item Y1.8 respondents tend to answer agree; this means that the purchase of the Happy Meal menu is made on the advice of a third party (individual or social media). Question item Y1.9 respondents tend to agree, meaning that the HappyMeal Menu is a favorite menu at McDonald's. These items are indicators of the decision dimension.

Concerning H1, from the results of hypothesis testing, it is known that the P-Values that shape the influence of consumer purchasing behaviour on the effectiveness of Happy Meals packaging product innovation is 0,000 plus a positive T-Statistics value so motivation has a positive effect on the efficacy of product innovation. The results of the path coefficient test in the evaluation of the inner model scheme show that the effect of innovation on the effectiveness of product innovation has a strong significance level of influence between other variables, as indicated by the T-Statistics value of 4.179. This is because the condition of Line Expansion, new products, and new world products has a direct role in the process of completing and striving for consumer Communion.

Innovation package performs an important role in marketing communications, especially in the point of sale, and could be treated as one of the most important factors influencing consumer's purchase decisions (Deliya & Parmar, 2012; Prahitaningtyas et al., 2023). One possible explanation might lie in the distinctiveness of the Indonesian packaged food retail landscape. Unlike many traditional trading models prevalent in this sector, which prioritize innovation, this study suggests that industry buyers prioritize the 'what' of the product rather than the 'how' of its delivery. Furthermore, the scarcity of distributors or suppliers limits options for food retail businesses and reduces their bargaining power, particularly concerning service quality. Additionally, the nature of the packaged food market, catering to mass needs with inexpensive products, diminishes the emphasis on service quality. Analogous to the reduced significance of service quality in the low-cost airline industry, some researchers propose that customers in this market segment may prioritize affordability over service quality. Similarly, others argue that service quality's impact on customer satisfaction is minimal, as customers may find satisfaction or compensation in low-priced products despite lower service standards.

Concerning H2, based on the findings from hypothesis testing, it's evident that the P-Values associated with the impact of perceptions on the effectiveness of happyMeals product innovation is extremely low at 0.000, coupled with a positive T-Statistics value. Consequently, it can be concluded that perceptions positively influence product innovation effectiveness. Furthermore, upon evaluating the inner model scheme through path coefficient testing, it's revealed that the influence of perceptions on product innovation efficacy holds significant

strength among other variables, notably demonstrated by a T-Statistics value of 5.446. This is due to the condition of Line Expansion, new products and completely new products that directly affect the stimulus and consumer receptor processes. In its development, fast food packaging is undergoing a period of transition and transformation. First, the development that occurs is the emphasis on reperformance, where packaging is only seen as a medium for wrapping an object. Second, there is a shift from reperformance to innovation based on education and entertainment. According to their needs, packaging is expected to assist companies in anticipating changes in their business environment. Through their roles, companies can adapt themselves to changing environments. This development has led to a shift in the functions and benefits of a package. Packaging should be able to assist the marketing communication process of a product, especially food, by identifying and evaluating significant disclosure of consumer knowledge and consumer decision actions in buying a food product through other mediations that trigger consumer buying behaviour. It is stated that the perception positively affects the effectiveness of product innovation. The results of the path coefficient test in the evaluation of the inner model scheme show that the effect of perceptions of the efficacy of product innovation has a strong significance level of the influence between other variables, as indicated by the T-Statistics value of 5.446. This is due to the condition of Line Expansion, new products, and completely new products that directly affect the stimulus and consumer receptors process.

Regarding H3, based on the outcomes of hypothesis testing, it's evident that the P-value and a positive T-Statistics value stand at 0.000. Consequently, it's concluded that perceptions positively impact the efficacy of happymeal product innovation. Furthermore, in the assessment of the inner model scheme through path coefficient testing, it's revealed that the influence of perceptions on product innovation effectiveness holds considerable significance amidst other variables, denoted by a T-Statistics value of 5.446. This significance can be attributed to Line Expansion, introduction of new products, and entirely novel offerings, directly influencing both stimulus and consumer receptor processes.

In the packaged food retail industry, consumer knowledge and decision-making may not hold significant importance to buyers, given the straightforward nature of packaged food products. The majority of transactions involve routine reordering or straight rebuy scenarios, necessitating minimal adjustments and market/product awareness. This challenges marketing and communication specialists seeking to differentiate returns by conveying emotional and/or rational values that can sway consumer buying behavior. Understanding consumer buying behavior has long been a focal point of marketing research. Customer buying behavior significantly influences consumer knowledge and decision-making. Buyers often exhibit loyalty to the happy meal menu, preferring to continue purchasing the same products over time and advocating for them to others, including fellow retailers and customers. The mediating role of

perception was found to be valid only in the context of product innovation concerning its relationship with consumer buying behavior and between consumer knowledge and decision-making.

CONCLUSION

The findings presented in this paper offer valuable insights for packaged food products like Happy Meal, informing effective marketing strategies to bolster their market competitiveness. It's suggested that marketers focus on enhancing overall motivation and perception, as these factors play a pivotal role in shaping consumer behavior outcomes, including knowledge acquisition and decision-making, ultimately translating into improved profit margins and overall performance. Given the fierce competition within the McDonald's Happy Meal market in Indonesia, brands must vie for limited resources and market share, underscoring the importance of product innovation to elevate motivation and perception. Emphasizing innovation is paramount, as it significantly influences consumer perceptions of quality and value. Additionally, for products with less favorable country images, highlighting innovative packaging attributes can sway consumer decisions. A thorough understanding of consumer buying behavior is imperative for achieving business success. Despite challenges such as high material costs, allocating substantial resources to distribute meal products robustly is advised for McDonald's in Jakarta to cultivate consumer buying behavior and attain business prosperity.

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