



Print ISSN: 1738-3110 / Online ISSN 2093-7717
 JDS website: <http://www.jds.or.kr/>
<http://dx.doi.org/10.15722/jds.19.1.202101.49>

How Product Innovation and Motivation Drive Purchase Decision as Consumer Buying Behavior

Gusti RAYI¹, Muhammad ARAS²

Received: August 22, 2020. Revised: December 17, 2020. Accepted: January 05, 2021.

Abstract

Purpose: A good physical appearance greatly affects a person's self-confidence, especially when the media constantly depicts that beautiful men and women are those with perfect bodies, which later forms the perception that being fat or too thin is not attractive. That is in line with the increasing knowledge and the need for nutritious foods and drinks for diets. Therefore, this study aims to see whether there is a relationship between the Weight Rejuvenation Program Everyday product innovation towards millennial purchase decision and the motivation of having an ideal body as a moderating effect. **Research design, data, and methodology:** Distributed online Google form questionnaires to 96 audiences who commented on "Mute" web series. The respondents consisted of 63 women and 33 men from the millennial generation who lived in Greater Jakarta and were classified as the middle to upper economic class. After all of the data were collected, they were processed using Structural Equation Modeling Partial Least Squares. **Results:** Product innovation had a significant influence on the purchasing decisions of the millennial consumer, but motivation did not have the moderating function in the relationships between product innovation and purchase decision. **Conclusions:** The main factor for product innovation that can be accepted by millennials is the product quality that remains good.

Keywords : Product Innovation, Motivation, Purchase Decision, Consumer Behavior

JEL Classification Code: M30, M31, M39

1. Introduction

Attractive appearance is what men and women yearn because they believe that if someone has a perfect physique, he or she will be more appreciated. This belief is very reasonable because, according to Maslow, self-esteem is part of the five basic human needs (Nnaemeka & Solomon, 2014)

Therefore many people use various ways to look beautiful or handsome; one of them is by going on a diet. The definition of diet refers to a changing in term of eating like limiting calories intake with the goal of weight loss (Tomiyama, Ahlstrom, & Mann, 2013)

The dietary activity itself has actually existed since the ancient era. A Greek philosopher and doctor named Hippocrates study about food and the environment wherever inhabit. He concludes that imbalances between food, exercise, and work can disrupt the body's metabolism and even cause disease.

Hippocrates also observes that people who overeat will get tired quickly, bloated, and experience constipation. He suggests going on a diet by exercising diligently, establishing a healthy eating pattern, and drinking apple cider vinegar, which is believed to reduce excess fat in the body (Foxcroft, 2012).

Therefore, diet techniques become a solution to get the

1 First Author, Graduate Student, Magister of Communication Department, Strategic Marketing Communication, BINUS University, Indonesia. Email : gusti.rayi@binus.ac.id.

2 Corresponding Author, Senior Lecturer, Magister of Communication Department, Strategic Marketing Communication, BINUS University, Indonesia. Email : maras@binus.edu.

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ideal body. However, many people follow the strict diet method carelessly, which disrupts the eating pattern, damages body organs and mental health. For example, unhealthy weight-loss such as using laxative which has been proven to cause depression and other dysphonic moods (Chaitoff et al., 2019)

In line with the techniques, diet products are also increasingly diverse because of innovations such as food or drinks, appetite-retaining supplements, slimming therapy sandals, slimming pills, and vitamins. Some examples of products that are generally in the market are low-fat milk, low-fat yogurt, slimming tea, nutritional shake mix, mixed fiber, fiber supplement, granola, oats, and food products with a mixture of wheat.

Then, there is also an innovation in the form of traditional herbal medicine, which is claimed to reduce weight, fat binding, make the body slimmer in a short time. However, until now, many researchers are still studying the effectiveness of traditional products.

Herbal products have undesirable effects because they are mixed with harmful synthetic compounds such as sibutramine (Ekar & Kreft, 2019). It turns out that sibutramine hydrochloride is categorized as a potent drug that can only be consumed based on a doctor's prescription.

Evidently, sibutramine hydrochloride effects the increasing blood pressure and pulse rate, so it is not suitable for patients with uncontrolled hypertension or a history of coronary artery disease which later let Europe, the USA, and Canada to withdraw sibutramine hydrochloride from the market (Derosa & Maffioli, 2012). In spite of much information about the dangers in consuming dietary drugs carelessly, not all people seem to pay attention on it.

Furthermore, the mass media often describes the ideal body standards that apply in society, in terms of shape and weight, are those belong to celebrities and models. In particular, nowadays, the variety of social media makes people seem to compete in presenting the best version of their physical condition. Therefore people will form a social self-view based on the reactions of others about them (Choi, Xu & Teng, 2018). As a result, many people are motivated to have an ideal body so that they will look attractive to the public and get "likes" from fellow social media users.

Reflecting on this phenomenon, Nutrifood produces diet products that are safe for consumption by anyone and without any side effects. The company, which is engaged in the health drink food industry, continues to develop its business based on scientific knowledge. That way, Nutrifood can inspire people to live healthier lives by managing their intake of sugar, salt, and fat.

Therefore, Nutrifood, through its premium brands called Weight Rejuvenation Program (WRP), continues to innovate in creating products that can spread a healthy diet culture. A healthy diet means an eating pattern that has a

good impact and is beneficial for health (De Ridder, Kroese, Evers, Adriaanse & Gillebaart, 2017)

The WRP product itself initially consists of three lines, namely WRP Lose Weight, WRP Active, and WRP everyday. Innovations from WRP, such as WRP Everyday snack and low fat-milk, use various natural ingredients, which not only contain nutrients but also taste good. Thus, it makes diet programs more comfortable and fun to do. Based on the explanation above, this study wants to show the effect of the diet product innovation and the motivation in having an ideal body towards the purchase decision as buying behavior.

2. Literature Review

The diffusion of innovation is a theory that is coined by Everett Rogers in 1964. According to Rogers diffusion is the process of innovation communication between citizens using specific channels within a specified time (Rogers, 2010). Innovation is one of the things that companies need to do to create a new dimension (Sumiati, 2020). Meanwhile, product innovation is a new product recognition process due to an increase in the added value of a product, which makes it different from other products (Wahyuni, 2019).

The company uses advertising media to share information about ideas, objects, and practices to the public. Therefore, advertising must be able to attract the attention of consumers because attention is a prerequisite for how information is processed (Han, Cho, & Yang, 2014)

Companies usually make innovation to provide added value; it can be in the form of design, model, function of a product or service they have. Innovation is the key to companies in maintaining continuity and success in the modern, fast-paced business environment (Hwang & Jung, 2018).

Besides, companies must maintain the quality of each innovation so that they can meet customer satisfaction. Customer satisfaction is an evaluation based on consumers' comparisons after using a product with consumer perceptions before using the product (Cha & Seo, 2019).

However, innovation is not always welcomed by the community since a new product might have very distinct features that consumers will spend additional effort in understanding and adapting to the product (Han, 2020). Moreover, there are various products and services from competitors that can change customer values (Javanmard & Hasani, 2017).

Consumers do four types of decisions in responding to product innovation. The first type is the optional innovation-decision which accepts or rejects innovation independently and the second type is the collective

innovation decision when a decision is made based on a mutual agreement with members of the social system, the third type is the authority innovation-decision when the decision making is done by a person or a group that has the authority, the fourth type is contingency decision namely the choice to accept or reject an innovation that can be made after there is a previous decision (Rogers, 2010).

Nutrifood made various innovations in one of its premium brands called WRP by introducing WRP Everyday through the "Mute" web series on Youtube.

A web series is an online program that is similar to a TV program and consists of several episodes (Williams, 2012). One difference between TV programs and web series is that each episode of the TV program has the same duration, while the length of each web series episode could be different. For more details, web series have duration of about 5-15 minutes per episode (Kang, 2017).

A web series is one example of branded content that illustrates the image of a particular company or brand using a combination of stories, advertising messages, and content as a marketing technique to attract the attention of consumers (Choi et al., 2019)

The storyline, roles, and players in a web series are usually adjusted to the habits and lifestyles of the target consumers of products or services so that the audiences can feel the connection between the product or the service and their needs. Even though web series is entertaining, it also has informative and persuasive elements which are not directly shown to the audience. Therefore, web series are a form of marketing that is suitable for the millennials, especially in the digital era as it is today.

Youtube is an example of social network service (SNS), where through SNS, a company can promote its products, brand information and encourage the creation of word of mouth (WOM) (Cha & Lyu, 2019). Consumers use WOM to initiate pre-purchases, evaluate comments and seek more information (Feng, 2016).

Also, advertising on SNS is more profitable for companies because of online communication's high speed (Hooda, & Ankur, 2018).

Innovations that are owned by WRP Everyday consist of WRP Cookies, WRP Delichips, WRP Fruitbar, and WRP Low-fat Milk flavored by Choco Hazelnut, Chocolate as well as Vanilla. All of the products are healthy snacks that anyone can consume, especially for those who try to maintain or to get ideal body weight.

WRP Cookies is a high-fiber Chocolate Chip that only has 50 calories per chip. WRP Cookies is available in a big box packaging and a small sachet packaging.

WRP Delichips is the first salty-savory crispy chips without sodium glutamate made from 5 different tubers (purple yam, yellow yam, cassava, white yam, taro) in one package. This snack contains antioxidant tocopherol, which

is useful for maintaining healthy skin, moisturizing skin, preventing blood clots, and reducing stomach cramps during menstruation. The calories are only 210 calories per pack, far below the chips in general, which have 600 calories or more per pack.

WRP Fruitbar is a healthy snack that only has 80 calories, which contains Vitamins A, B1, B2, B3, B9, B12, C, E, and magnesium iron minerals in various types of wheat (a source of fiber) as well as fruits (apricots, raisins).

WRP Low-fat Milk Choco Hazelnut, Chocolate, and Vanilla are milk with 110 calories per serving, high in calcium and fiber. WRP Low-fat Milk uses Stevia natural sweetener, which has no calorie, nor does it cause an increase in blood sugar. Moreover, another added value is that anyone can easily make the milk just by pouring 150 ml of cold or warm water then shaking until it dissolves.

Afterward, motivation has a big impact on purchase decisions as consumer behavior in all business industries because when someone already has a need, he will be motivated to find ways to fulfill these needs to achieve satisfaction and pleasure.

The ideal body is part of the need for self-esteem that each person has, whereas the ideal body is somehow related to the body image. Body image is a portrait of a person's body that is formed in that person's mind or how the individual assesses his or her own body (Lim, Ting, Loh, Loo, & Shaikh, 2013).

Meanwhile, the ideal body is unique because each person must be different depending on their perception, height, and weight.

Another standard recommended to find out is to look in the mirror then ask, "Am I satisfied with my body?", "Is my stomach still fat?" because it can be a third person perspective in assessing the ideal body. This third-person perspective relies on recognizing the body because the bodies which are the object of observation are the virtual representations of their bodies (Preston, Kuper-Smith, & Ehrsson, 2015)

In a consumer culture, individuals become focused on body image by considering it as a form of social acceptance and status that depends on how they look (Featherstone, 2010). Therefore, the more a person wants to have a body image closer to his ideal body, the more motivated he will be to consume various products that support his diet.

Consumers are people, including corporations that use goods or services for personal, household, or domestic consumption (Morandin & Smith, 2011).

Five consumer types in accepting innovation are defined as follows: the innovators who dare to take risks with the ability to apply new ideas and have stable financial, early adopters who are knowledgeable and competent to use new ideas, the early majority who need to wait and see how innovation can be useful, the late majority who are

skeptical to accept a product because they see other people success first, and laggards who keep traditional values then accept innovation through significant consideration (Conrad & Poole, 2012).

A human generation can be divided into various groups with similarities in historical settings and social identity (Kim & Yang, 2020). There are six human generations namely Pre-Depression, Depression, Baby Boom, Generation X, Generation Y, Generation Z (William & Page, 2011). A millennial generation or Generation Y is those born in the 1981 – 2002 (Weiler, Martin, Canosa, & Cutter-Mackenzie, 2018). The narrower makes millennials aged between 18 - 39 at the time of the present study.

Generation Y is considered to be tech-savvy, independent, likes products that suit their unique needs, considers brand name necessary, content is first, and responds well to humour and Youtube videos (William & Page, 2011). The millennial generation dominates the composition of Indonesia's population.

The middle to upper class is an essential group because of its buying power, an improved lifestyle, ownership of resources, and being educated enough to be one of the most significant forces driving the economy and change in Indonesia.

There are several middle-class categories, namely poor middle with monthly expenses below IDR 1.000.000, middle with monthly expenses IDR 2.000.000 - IDR 3.000.000, upper-middle with monthly expenses IDR 3.000.000 – IDR 5.000.000, affluent with monthly expenses IDR 5.000.000 – IDR 7.500.000, and elite with monthly expenses more than IDR 7.500.000 (Rastogi, Tamboto, Tong & Sinburimsit, 2013).

People in the middle class prefer to move from a suburban area to live in a city (Suyanto, Sugihartati, Hidayat, & Subiakto, 2019). Besides, those who receive higher education also do not want to return to their place of origin as they think of more job opportunities in urban areas.

Consumer buying behavior is the process of selecting, purchasing, and using goods and services to satisfy their needs (Ramya & Ali, 2016). Consumers usually evaluate a product or service to see whether the value is suitable for their needs and the price before making a purchase decision as consumer behavior.

People can compare much information from various sources at one time to evaluate products or services because of advances in technology and the internet, so it will be easier and faster than before, for instance, searching for information about WRP Everyday after watching the "Mute" web series.

Purchase decisions also illustrate that consumers want to spend money to get goods and services or to make decisions without worry (Nguyen, 2019).

Kotler and Keller state the three types of purchase

decisions as follows: product choices when consumer decides to buy a particular product, brand choice when someone determines the brand, and number of purchasing when someone determines how many products to buy by him (Warayuanty & Suyanto, 2015).

Previous studies state that product knowledge strongly influences the purchase decision of diet products; as a consequence, companies must be able to determine the right method for marketing their products, especially products that are needed by senior citizens in Thailand (Limsuwan, 2019).

Also, product quality, price, product promotion and customer service, product convenience, and group references are the five elements that affect the purchase of dairy products in Ho Chi Min City, Vietnam (Ngo, Nguyen, Long, Van Tran, & Hoang, 2019).

Another factor is the feeling of being healthier for Mumbai city residents in India once consuming the label "Lite" products because the label indicates the product is low-fat, low-sugar, low-carb, and low-sodium. Eventually, consumers prefer to buy products with the word "Lite" on the packaging (Chaudhary, 2012).

This study focuses on the influence of Weight Rejuvenation Program Everyday product innovation towards the millennials' purchase decisions at Greater Jakarta with a motivation to have an ideal body as a moderating effect.

3. Research Method

3.1. Research Model and Hypothesis

The conventional way of maintaining body weight and body shape is considered to be torturous as people have to count the calories of each product they consume so that they can only consume particular foods and drinks. Moreover, to get the ideal body quickly, there is an opinion that reducing food intake becomes far less than usual.

However, it turns out that skipping and over-limiting food intake can affect the health due to the lack of nutrients that are absorbed and also interfere with the work of the body organ. Therefore, WRP, through WRP Everyday offers innovations in the form of healthy snacks. Hence, getting and maintaining an ideal body becomes more comfortable and more enjoyable because people can still consume delicious food or drinks every day without worrying about the calories.

Finally, WRP innovation can make WRP becomes the number one as a top brand from 2015 to 2020 with a top brand index (TBI) value of 41.5% in TBI phase 2 of 2020. The TBI indicates the positive value of WRP performance and the considerable public interest in WRP's products that

influence purchasing decisions.

Based on the explanation above, the hypothesis is formed on the assumption that diet product innovation would affect millennial consumer purchasing decisions Figure 1.

H1: Weight Rejuvenation Program Everyday product innovation has a significant effect towards the purchasing decisions of millennial consumer.

A person's view of himself is one of the critical factors that influence the purchasing decisions of a product. Even though there is already evidence that a genuinely fat-free body is unrealistic and unhealthy, the body's concept is still considered ideal and desirable; there is even a basic assumption that says fat means unhealthy also unaesthetic (Dworkin & Wachs, 2019). A person's habit of comparing his current physical condition with his perception of an ideal physical condition will encourage self-criticism to change so that he has the motivation to reduce the lag from the comparison (Brunet, Sabiston, Castonguay, Ferguson & Bessette, 2012).

Based on the explanation, the hypothesis is established that a motivation to have an ideal body will moderate the relationship between diet product innovation and millennial consumer purchase decisions. This study's research model can be seen in Figure 1.

H2: Motivation to have an ideal body will moderate the effect of diet product innovation toward millennial consumer purchase decisions.

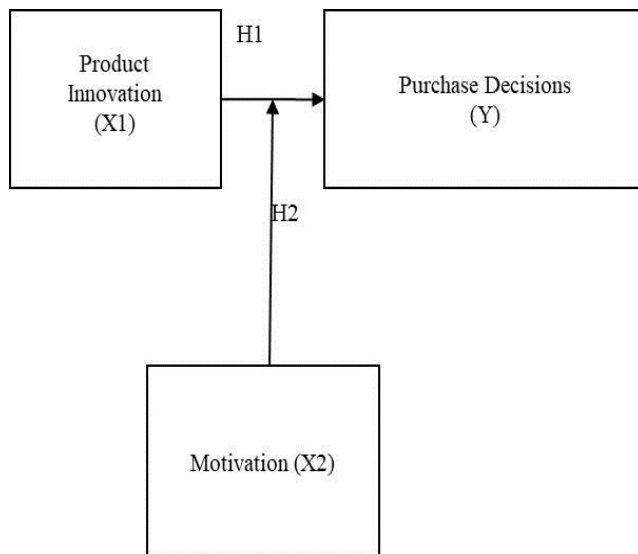


Figure 1: Research Model

3.2. Data Collection and Research Method

The study was conducted to obtain complete data about the sample that is considered as part of the population, so it had to use the correct research method. The research method is the general approach that researchers use to complete a study (Williams, 2007).

This study used a quantitative approach with a survey research method. A survey is a systematic method of obtaining information about a sample of an object in order to construct the quantitative attributes of a larger population (Groves et al., 2011)

In collecting data, the researcher use question with a rating scale to measure the respondent's answer. At the same time, the scale used in the questionnaire is a Likert scale.

The researcher surveyed by distributing a list of questions with graded answers strongly disagree - disagree - doubtful - agree- strongly agree with the lowest scale grade 1 to the highest 5.

With a total of 2.275 "Mute" web series viewers who made comments, later based on the Taro Yamane sampling technique, 96 viewers were included as research samples. There were particular categories, namely the millennial generation (18-24 years old) who lived in big cities such as Greater Jakarta (Jakarta, Bogor, Depok, Tangerang, Bekasi) from the middle to the upper class with monthly expenses around IDR 2.000.000 to IDR 7.500.000.

The Millennial Generation was the target of researchers because it was in line with WRP Everyday product segmentation. Simultaneously, the middle to upper class was chosen as per the segmentation of all Nutrifood products. The big city is chosen since the distribution of WRP through large retailers is mostly located in many big cities.

Questionnaires in the form of Google's form were distributed through Whatsapp, Instagram direct messages, and e-mails because contacts on that three social media were listed and generally active so that the audience could be contacted by the researcher from 15 July 2020 to 22 July 2020.

As a result, from a total of 147 questionnaires collected, there were 47 questionnaires whose data had to be eliminated because they did not comply with the researcher's sample criteria. The remaining 100 questionnaires were then sorted back into 96 questionnaires according to the number of samples used in this study Table 1.

The researcher sorted out the data so that if the answers did not fit the target criteria, the data would not be used for this study. After that, the entire collected data is analyzed and processed using Structural Equation Modeling.

Table 1: Questionnaire

Variable	Dimension	Item	Questionnaire	Source
Product innovation	Quality	IP1	The WRP Everyday product innovation maintains its quality.	(Wahyuni, 2019)
		IP2	The quality of WRP Everyday products is what I want as a young person.	
	Modification	IP3	The WRP Everyday product innovation is a modification of an existing product.	
	Market need	IP4	WRP Everyday product innovation already is in accordance with my needs as a young person.	
Motivation	Body image	M2	I feel like I have a fat body.	(Preston, Kuper-Smith & Ehrsson, 2015)
		M3	I feel like I have a thin body.	
	Body goals	M4	I want to get my body goals.	
	Eating habit	M11	I am not afraid to eat snack.	
Purchase decision	Product choice	PD1	After watching the web series "Mute", I want to buy WRP Everyday Fruitbar.	(Warayuanti & Suyanto, 2015)
		PD2	After watching the web series "Mute", I want to buy WRP Everyday Cookies.	
		PD3	After watching the web series "Mute", I want to buy WRP Everyday Delichips.	
		PD4	After watching the web series "Mute", I want to buy WRP Everyday Low-fat Milk.	
	Brand choice	PD5	After watching the "Mute" web series, I want to buy the various of WRP Everyday products as daily snacks.	
		PD6	After watching the "Mute" web series, I want to buy the various of WRP Everyday to get body goals.	
		PD7	After watching the "Mute" web series, I want to buy one of the WRP Everyday products.	
		PD8	After watching the "Mute" web series, I want to buy more than one WRP Everyday product.	

4. Result and Discussion

4.1. Resondent Attributes

A total of 96 respondents who responded to this survey

were 33 men and 63 women; the proportion of the population aged 20-21 is high. The majority of respondents lived in Jakarta. The respondents had varying monthly expenses, with the lowest being IDR 2.000.000 and the highest being IDR 7.500.000. Demographic characteristics of the respondents could be seen in Table 2.

Table 2: Demographic Characteristics of Respondents

Category	Classification	No. of Samples	%
Sex	Male	33	34.37
	Female	63	65.62
Age	18-19 year old	18	18.75
	20-21 year old	27	28.12
	22-23 year old	26	27.08
	24-25 year old	25	26.04
City	Bogor	6	6.25
	Bekasi	11	11.45
	Depok	13	13.54
	Tangerang	16	16.66
	Jakarta	50	52.08
Monthly Expenses	IDR 2.000.000 – IDR 3.000.000	22	22.91
	IDR 3.000.000 – IDR 5.000.000	54	56.25
	IDR 5.000.000 – IDR 7.500.000	20	20.83

4.2. Validity and Reliability Analysis

Validity relates to how well a questionnaire can measure what should be measured (Roopa & Rani, 2012).

Table 3: The Result of Convergent Validity Measurement

	Motivation	Product Innovation	Purchase Decision
IP 1		0.706	
IP 2		0.837	
IP 3		0.782	
IP 4		0.766	
M2	0.869		
M3	0.776		
M4	0.824		
M11	0.855		
PD 1			0.778
PD 2			0.863
PD 3			0.770
PD 4			0.718
PD5			0.703
PD6			0.722
PD7			0.726
PD8			0.852

There are two measurements to determine the validity of an instrument, namely Convergent Validity and

Discriminant Validity. Convergent Validity is the capability of the model to describe the variance of the indicators of a study (Wong, 2019)

Based on a rule of thumb, the measurement for individual reflexive indicators is high if the outer loading score is ≥ 0.7 with the measured indicator (Hongdiyanto, Teofilus, Sutrisno & Dewanti, 2020). The results of this study had the scores of each indicator higher than 0.7, indicating that the instrument was valid <Table 3>.

Discriminant Validity is the extent to which a difference exists in the independent valuation methods when measuring similar traits (Byrne, 2013). The Heterotrait-Monotrait ratio can be used to measure Discriminant Validity; the construct is good if it is below 0.90 (Franke & Sarstedt, 2019)

This study had a score of each construct below 0.90, indicating that each construct was valid <Table 4>.

Table 4: The Result of Discriminant Validity

	Motivation	Product Innovation	Purchase Decision
Motivation			
Product Innovation	0.703		
Purchase Decision	0.521	0.730	

Reliability shows whether a measurement can provide consistent results (Roopa & Rani, 2012). This study used Cronbach's Alpha to test reliability because the measurement instrument was a questionnaire, and this

formula could thoroughly evaluate an instrument with dichotomous or scaled answers.

$$r = k/k-1 \left\{ 1 - \sum \sigma_b^2 / \sigma_t^2 \right\}$$

Explanation

r = Alpha reliability coefficients are searched.

k = Number of questions.

$\sum \sigma_b^2$ = The number of score variants per question.

σ_t^2 = The total score variant.

The value of a questionnaire's reliability level from the calculation results based on Cronbach's Alpha must be greater than 0.60 so that the scale is acceptable in terms of reliability (Nguyen, 2019).

The results of the measurement were more than 0.6 or precisely 0.852 for motivation, 0.778 for product innovation, and 0.901 for purchase decisions, which indicated the measurement instrument was reliable Table 5.

Table 5 : The Result of Cronbach's Alpha

	Cronbach's Alpha
Motivation	0.852
Product Innovation	0.778
Purchase Decision	0.901

4.3. Hypothesis Analysis

In order to determine the impact of purchase decision from product innovation with motivation as moderating effect, the researcher calculates the Path Coefficient value for each Path Analysis. However, a bootstrapping needs to be conducted first so that the research data abnormalities will be minimal.

The results of hypothesis testing show that the effect of product innovation toward purchase decision has path coefficient 0.541 with t-statistic 4.899 and motivation as moderating effect has p values 0.994 Table 6.

Table 6: Path Coefficient

	Original Sample	Sample (M)	STDEV	T Statistic	P Values
Product Innovation → Purchase Decision	0.541	0.506	0.110	4.899	0.000
Motivation → Purchase Decision	0.161	0.182	0.138	1.168	0.243
Moderating Effect (Motivation) → Purchase Decision	0.001	-0.012	0.163	0.008	0.994

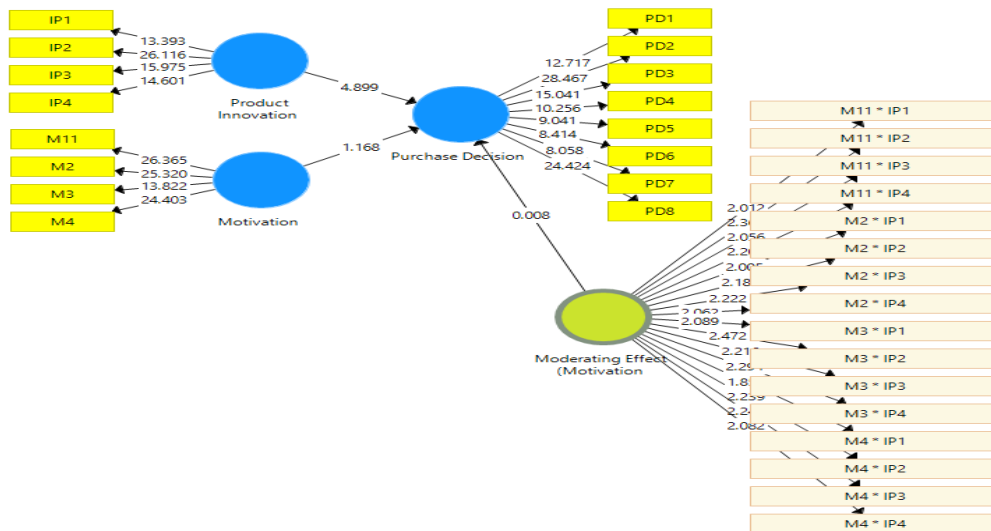


Figure 2: The Path Diagram

In other words, a product innovation has a positive relationship with purchase decisions. If there is an increase in product innovation, it increases the value of purchase decision. The t-statistic of product innovation is higher than the t-table (1.291) with a significance level of 90% and an alpha of 10%, which indicated that product innovation had a significant effect on the purchase decision.

Furthermore, motivation as moderating effect has p-values higher than 0.05, so it means that motivation does not moderate product innovation's effect on purchase decisions. The relationship between the independent variables, the moderating effect, and the dependent variable can be seen in Figure 2.

4.4. Discussion

Purchasing a product by consumers can be influenced by various things, one of which is product innovation. This study shows that product quality, product modification, and compliance with market needs as product innovation elements significantly influence purchasing decisions, but product quality plays the most crucial role.

Consumers tend to have a perception about product quality before buying a product; the higher the quality, the higher the purchase intention. (Saleem, Ghafar, Ibrahim, Yousuf & Ahmed, 2015)

It indicates that whatever the form of added value is provided by the company to meet consumers' needs in innovation, the quality remains the main thing that consumers will consider when buying a product. Therefore, in maintaining or improving product quality, a company still has to adapt it to the target consumers' characteristics to make repeat purchases.

Then the effect of modification on purchasing decisions is quite significant. Modification is an activity to change one or more characteristics of a product (Pride & Ferrell, 2016). Business never exists alone because there will always be a competition in the marketplace. Therefore a company must be able to make differentiation to attract potential customers and retain old customers. This differentiation can be in terms of product attributes such as packaging, ingredients that will affect the taste, function, types of product, size, serving method, and price as long as it matches the target consumer's characteristics.

The market needs also have a significant effect on purchasing decisions. Needs is an important part of human life. For fulfilling the need, consumer go to the market, shop or do online shopping to buy product.

Therefore, need recognition is the first stage of consumer purchasing decision-making process so the company should understand and focus on to satisfy it (Qazzafi, 2019).

Eating and drinking are primary human needs. Nowadays, knowledge about healthy eating and dietary activities is growing so that a person needs delicious, nutritious, and practical food and drink. As a result, many people will buy company's products that are clinically tested to have nutritional content and fit their needs.

Motivation did not moderate the relationship between product innovation and a purchase decision. It can be interpreted that motivation to have an ideal body does not increase product diet innovation's effect on millennial consumer purchase decisions. So as long as consumers are interested in product innovation, they will buy it even though they do not have the motivation.

5. Conclusion

Humans always need food and drink in their life. However, nowadays, many people appear to be quite discerning in choosing which ones should be consumed by finding information about nutrition and ingredients contained in food and beverages first. The millennial generations, as a group that can think critically, dare to take risks, follow trends, the technology connoisseurs are the most active in seeking information.

Therefore, this study's practical implication is that Nutrifood, as a producer, should increasingly provide added value to WRP Everyday products tailored to the millennials' characteristics as target consumers because it turns out that product variations make millennials to make purchases.

However, based on this study, it was found that motivation does not provide an additional boost to product innovation's effect on purchasing decisions. Therefore, Nutrifood should hold campaigns more incessantly about healthy eating for millennials to be more motivated to adopt a healthy diet culture and be more convinced in buying WRP Everyday products that will increase sales.

The consumer and innovation paradigm states that there are four types of innovation decisions that are carried out by themselves, based on mutual agreement, influenced by certain authorities, and finally, depending on previous decisions.

It indicates the academic implications of the need for broader and in-depth research on strategies and effective communication channels to persuade consumers so that product innovation can be well received.

This study shows the influence of the Weight Rejuvenation Program (WRP) Everyday product innovation and ideal body motivation on millennial consumer purchasing by limiting consumers aged which is 18-25 years old, living in big cities, and from the middle to upper classes. Therefore the results cannot be used to generalize

the consumer WRP Everyday as a whole.

However, this limitation is made because the millennial generation becomes the target of WRP Everyday products. The middle to upper class is chosen because of the category is in line with the segmentation of all Nutrifood products and big cities since the average distribution of WRP products through large retailers in many cities.

So, in other words, this study provides basic information about the main targets and segmentation of WRP Everyday. Therefore, further study is expected to research product innovation's effect on consumer purchasing decisions with a broader age range or above 25 years and beyond Greater Jakarta.

The results are also based on the experience, needs, and preferences of each respondent with a different character. Hence, it is expected that further study can obtain results based on more dimensions so that the result will be more accurate.

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