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HOW DOES CONSUMER ACCEPTANCE AFFECT PURCHASE INTENTION OF NEW PRODUCTS?

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ABSTRACT

The rapid competition in the instant noodle food industry in Indonesia makes it difficult for new instant noodle products to enter the market. This study aims to analyze consumer acceptance of new products that affect purchase intentions. consumer innovation and consumer preferences are used to describe consumer acceptance of new instant noodle products. The method used in this study is a quantitative online questionnaire that collects data from 135 potential customers as instant noodle buyers. Regression analysis is used to analyze consumer acceptance which is proxied by consumer innovation, quality and nutrition innovation, convenience, and marketing effort. The results of this study indicate that consumer innovation, convenience, and marketing efforts are said to influence the purchase intention of new products. Meanwhile, nutritional quality and innovation are said to have no effect. It is hoped that the results of this research can be used to contribute to the development of marketing concepts for new products on the market.

Keywords: *consumer acceptance, new products, purchase*

1. INTRODUCTION

Different types of new products face different competitive environments, uncertainty regarding markets and customer characteristics can limit understanding of what changes are required in developing new products. Likewise, uncertainty about product use and customer acceptance of new products. Changes that are happening more rapidly in general, encourage the industry to develop its products according to consumer needs. New product development strategies focus on how to build communication and influence market emotions to direct interest in trying or even having fanaticism for the new product. To understand the types of consumers towards new products, (Sparke & Menrad, 2011) grouped three groups of buyers, namely: Brand buyers, Price pickers,

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and Safety seekers. Of course, the type of consumer towards the new product can be an indicator that can affect the success of the new product in the market.

The food industry is a fastgrowing industry. Changes in people's behavior encourage the food industry to innovate and differentiate their products. One of them is that the Covid-19 has changed people's consumption patterns, this requires the food industry to be more active in developing product innovations. (Hati et al., 2021) analyzes the purchase intention of food products in the form of frozen meat in Indonesia, the results show that consumer perceptions of nutritional content, sensory appeal, and price can increase buying interest. Regarding the purchase intention of food products (Shaharudin et al., 2010) to identify the religious factor on the purchase intention of consumers in Malaysia for organic food, the results show that religious factors have a small influence, on the contrary perceived value and health awareness are known to have a greater influence. big on buying interest.

Based on the Asia Brand Footprint Indonesia 2021, the food fast-moving consumer goods (FMCG) industry is the majority of the ten most sought after brands in Indonesia (table 1), with instant noodles indomie ranking first. The instant noodle market in Indonesia is still dominated by Indomie, for consumers in Indonesia, Indomie is the number one brand of choice as fast food and has a taste that suits their taste. So that Indomie holds a strong position at the global level, namely in the 7th position in the Global Brand Footprint 2021.

Table 1. 10 Brands Chosen by Indonesian Consumers

2020 Ranking	Brand	Consumer Reach Point (in million)
1	Indomie	2.190
2	So Klin	1.867
3	Mie Sedap	1.799
4	Royco	1.243
5	Roma	1.209
6	Kapal Api	1.101
7	Masako	955
8	Lifebuoy	925
9	Frisian Flag	897
10	Sunlight	826

Source: Asia Brand Footprint Indonesia 2021

Of course, it is not easy to be able to compete in the instant noodle industry in Indonesia, this is a challenge for the development of new instant noodle products in Indonesia. Market saturation and changes in consumer preferences are factors that encourage the development of new products to meet consumer needs and demands. (Guerrero et al., 2009) understand European consumers perceive using 4 dimensions, namely: habit and natural, origin and locality, processing and elaboration, and sensory properties. And the concept of innovation uses 5 dimensions,

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namely: novelty/change, variety, processing and technology, origin and ethnicity, and convenience related to traditional food products (TFP). (Barrena et al., 2015) describes the emotional dimensions related to novel food acceptance, namely product attributes, such as taste, price and ease of preparation, as well as trust attributes, such as quality and manufacturer guarantees. Meanwhile (Grunert, 2005) assesses consumer quality perceptions using total food quality, namely perceptions of quality and safety related to food choices and consumer demand.

Based on the description above, the purpose of this study is to find out how the role of customer acceptance of new products on the Purchase Intention of instant noodles. The new instant noodle product used is "Lemonilo" instant noodle, because the instant noodle is relatively new in the market and has new innovations. One of them is as a healthy instant noodle without preservatives that can be consumed by small children and is safe for consumption every day, in contrast to other instant noodles in general, which as we all know that instant noodles are classified as unhealthy foods. By understanding how customer acceptance of a new product, it allows marketing managers to develop marketing concepts for new products in the market.

2. LITERATURE REVIEW AND AND HYPOTHESES DEVELOPMENT

Purchase intention of new products is the level of desire to buy new products. Various previous studies related to purchase intention of new products, (Zaman & Arslan, 2014) used new product announcement (NPP) and signaling theory, NPP was used to inform customers about the arrival of new products. Signaling theory is used to explain how companies send signals to customers, competitors, and the market about their new products. Furthermore (Huy Tuu & Ottar Olsen, 2012) use satisfaction on certainty, risk, and knowledge on purchase intentions of new products. Then (Tudoran et al., 2012) in addition to using satisfaction and certainty, also uses ambivalence and importance. Ambivalence is a state of having positive and negative cognitions and feelings at the same time towards the same object, while importance is the interest in taking into account individual perceptions of an object.

The process of developing new product innovations is inseparable from consumer acceptance of the new product. There has been a lot of discussion on consumer acceptance of new products, especially on innovative food products. According to (Albertsen et al., 2020) factors related to the acceptance of innovative food products are perceptions related to innovation, customer perceived value and customer perceived risk. While the factors driving perceptions related to innovation are relative advantage, naturalness, novelty, trust in regulations, and inconvenience. Innovations in traditional food products show that their acceptance is influenced by the traditional character of the food. In general the acceptance of innovations in traditional food products is positive, and attractive to

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new consumers. (Vanhonacker et al., 2013). Then (Guerrero et al., 2009) shows that the level of acceptance is highly dependent on the product and the type of innovation. Innovations that can provide tangible and relevant benefits without producing substantial changes to the product are well received, namely in the form of packaging, nutritional, and convenience oriented innovations. Table 1 shows the consumer acceptance measurement from previous studies.

Table 1. Customer Acceptance of New Products (NP)

No	Consumer Acceptance Measurement	Adopted
1	• Technology • Benefits • Expectations • Awareness	(Verbeke et al., 2015)
2	Marketing efforts: • Label that guarantees origin of raw material authentic recipe • Introduction on the market under a strong brand name Quality and/or nutritional innovation: • Addition of ingredients providing health benefits • Using organic raw materials • New process improving safety • Reduction of the fat content • Reduction of sugar content • Reduction of salt content Assortment expansion: • More variety in the offer for a type of food • New combinations of ingredients to create new flavor • Diversification of shapes and/or texture Packaging innovation: • Packaging better preserving sensory quality • Reclosable packaging Convenience innovation: • Individual portions • Availability all over the year • Packaging that can be used in oven or microwave • Frozen food • Pre-cooked food, ready-to-eat dishes • Package deal Market innovations: • Can be bought in vending machines • Can be obtained via home delivery • Can be bought for take-away from the specialty • Can be bought from the manufacturer	(Vanhonacker et al., 2013)
3	• Food consumption style • Preferences • acceptance	(Sparke & Menrad, 2011)
4	• Consumer innovativeness • Consumer preferences • Changes in the offer of food products	(Sajdakowska et al., 2018)
5	• Distal factors (characteristics of the innovation, the consumer and the social system)	(Ronteltap et al., 2007)

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No	Consumer Acceptance Measurement	Adopted
	• Proximal factors (perceived cost/benefit considerations, perceptions of risk and uncertainty, social norm and perceived behavioral control) • Intention • Consumer Decision	
6	• Customer Perceived Value Affective Value: This product evokes positive perceptions. Economic Value: This product offers a lot for its price. Functional Value: This product is very suitable. Social Value: People who own this product will be seen in a positive light. • Customer Perceived Risk Financial • Affective Attitude • Cognitive Attitude • Conative Attitude • Implementation	(Albertsen et al., 2020)
7	• Perceived risks • Product benefits	(Bruhn, 2008)
8	New food consumption frequencies: • Concrete Attributes • Abstract Attributes • Functional consequences • Psychological consequences • Instrumental value • Terminal values	(Barrena et al., 2015)
9	Food Neophobia Scale (FNS): • Concrete Attributes • Abstract Attributes • Functional consequences • Psychological consequences • Instrumental values • Terminal values	(Barrena & Sánchez, 2013)
10	Quality: • Tasty • Healthy • Good Value Convenience: • Time saving • Easy to Prepare	(Grunert et al., 2011)
11	• Location/nearness • Lower product prices • Services trade • Product range/choice • Dynamism in the shopping center • Products packaging • Producer • Country of origin • Product quality	(Alibabić et al., 2011)
12	Process of food acceptance: • Information • Trust • Knowledge	(Costa-Font et al., 2008)

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No	Consumer Acceptance Measurement	Adopted
	• Perception • Acceptance • Intention • Decision	
13	Food quality perception: • The horizontal dimension is a time dimension • The vertical dimension	(Grunert, 2005)
14	• Relative advantage • Compatibility • Complexity • Trialability • Observability • Uncertainty	(Arts, J.W.C., Frambach, R.T., Bijmolt, 2011)
15	• Sensory • Health & Ethics • Purchase & Convenience	(Almli et al., 2011)
16	• Attitude to GM technology • Trust • Perceived benefits • Perceived risks • Attitude to GM food • Subjective norms • Perceived behavioral control • Intention to consume GM food	(Zhang et al., 2018)

Quality and nutritional innovation is an important factor to be taken into account in the food industry, including the instant noodle industry. (Almli et al., 2011), (Grunert, 2005), (Alibabić et al., 2011), (Vanhonacker et al., 2013) include these factors in measuring customer acceptance of new products. In addition (Almli et al., 2011), and (Grunert et al., 2011) also use convenience factors, namely time saving and easy to prepare. Furthermore (Vanhonacker et al., 2013) using the variable marketing efforts in measuring customer acceptance of new products, the role of marketing is very important because new products are not yet known by consumers. Consumer innovativeness is consumers who have a strong desire and a strong drive from within them to try to buy and consume new products or services offered (Plotkina & Munzel, 2016), whereas according to (Sajdakowska et al., 2018) consumer innovativeness are consumer attitudes towards food innovation, the level of consumer innovativeness and consumer preferences for food innovation are factors that contribute to consumer acceptance of food innovation.

Measurement of customer acceptance of new products on purchase intention has been carried out not only for food products. This study uses customer acceptance of new products focusing on consumer innovativeness, to find out consumer responses related to innovation on new products. Then quality and nutritional innovation, because it is related to the object of the new

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product used in this research, namely food products. Convenience to assess the use of new products by consumers, and the last is marketing efforts to find out whether the new products are familiar to consumers. Based on the description above, the following hypotheses are used in this study:

- H1: consumer innovativeness has an effect on purchase intention of new products.
- H2: quality and nutritional innovation has an effect on purchase intention of new products.
- H3: convenience has an effect on purchase intention of new products.
- H4: marketing effort has an effect on purchase intention of new products.

3. RESEARCH METHOD

The type of data used is primary data, data collection is done through the distribution of questionnaires with a measuring instrument in the form of a Likert scale to 135 respondents according to the sampling criteria. The Likert scale ranges from "strongly disagree" with a score of 1 to "strongly agree" with a score of 4. The research location for collecting data in this study was located in Jakarta. Four items were used to measure consumer acceptance of purchase intention, table 2. shows the measurement of the variables used in the study. The object of research used as a new product is the instant noodle food product "Lemonilo".

Table 2. Measurement Variabel

Variabel	Measurement	Adopted
1. Consumer innovativeness (X1)	1. I like buying new products/services. 2. New products/services are more interesting to me. 3. I try to be the first to check out and buy new products/services. 4. I am looking for information on new product/service offerings available in the market.	(Plotkina & Munzel, 2016), (Sajdakowska et al., 2018)
2. Quality and nutritional innovation (X2)	5. The appearance of "Lemonilo" instant noodle product packaging is attractive compared to other products. 6. The choice of flavors of the "Lemonilo" instant noodle product available is Attractive. 7. The instant noodle product "Lemonilo" varies. 8. Instant noodle product "Lemonilo" has a good effect on health.	(Almli et al., 2011), (Vanhonacker et al., 2013)

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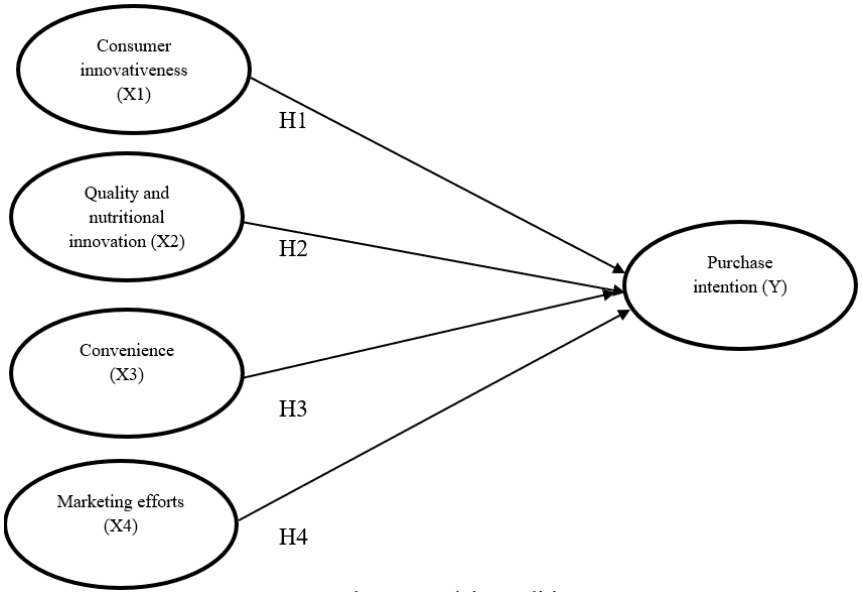
	9. Composition of raw materials for instant noodle product "Lemonilo" Good.	
3. Convenience (X3)	10. Easy serving of instant noodle products "Lemonilo". 11. The presentation of instant noodle products "Lemonilo" does not take time. 12. Instant noodle product "Lemonilo" is available in online shops/supermarkets/minimarkets and the closest shops around the house.	(Almli et al., 2011), (Grunert et al., 2011),
4. Marketing efforts (X4)	13. The price of instant noodle product "Lemonilo" is expensive compared to other products. 14. There is a guarantee label for safe and halal raw materials for consumption. 15. There is a "green label" as an added value for environmentally friendly products. 16. The instant noodle brand "Lemonilo" is well known to the public.	(Vanhonacker et al., 2013)
5. Purchase intention (Y)	17. I may buy instant noodle product "Lemonilo". 18. I will buy instant noodle products "Lemonilo". 19. I am willing to recommend the instant noodle product "Lemonilo".	(Tudoran et al., 2012)

Data processing and analysis methods are divided into two, namely classical assumption test and hypothesis testing using multiple linear regression with SPSS software. The following research model is used:



Figurre 1. Research Model

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4. RESULTS AND DISCUSSION

Results

The classic assumption test is the normality test, the results show that the data has a normal distribution. Based on the heteroscedasticity test from the scatterplot image, it is known that the data meets the heteroscedasticity. And the multicollinearity test shows the tolerance value > 0.1, and the VIF value < 10 means that there is no multicollinearity. Based on the classical assumption test, it can be said that the data has met the prerequisite test for regression analysis. Then it has also fulfilled the validity test and reliability test to ensure the validity and level of consistency of the research data used. Furthermore, demographic statistics of respondents show that 65% of respondents are female, 34% are male, which is dominated by 95% of students. Table 3. Shows the results of hypothesis testing, it is known that the sig value for consumer innovativeness, convenience, and marketing efforts < 0.05. This means that these three factors can be said to have an influence on purchase intention. While quality and nutritional innovation is said to have no effect, because it has a sig value > 0.05.

Table 3. Hypothesis Test Results

Model		Sig
1	(Constant)	.825
	Consumer innovativeness (X1)	.027
	Quality and nutritional innovation (X2)	.225
	Convenience (X3)	.045
	Marketing efforts (X4)	.000

Source: SPSS

Discussion

Consumer innovativeness is stated to have an effect on purchase intention of new products, meaning that consumer desires for new products can be said to be good. This is indicated by 85% of respondents answering that new products/services are more attractive to them, followed by 74% who stated that they are looking for information on new product/service offerings available in the market. One of the causes of this consumer innovativeness factor is because most of the respondents are students, who generally have a curiosity about something. And also instant noodle products which are generally favored by young people. In contrast to the results of research (Sajdakowska et al., 2018) on the food industry, it is stated that consumer innovativeness grows with the level of education.

Then the influence of convenience on purchase intention of new products, shown by respondents through the ease and length of time serving instant noodles is about 80%, as well as availability in the market

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67% of respondents answered agree. As for the price, almost 90% stated that the price of "Lemonilo" noodles was expensive when compared to other instant noodle products. It can be seen that the ease of processing and obtaining new products has an influence on buying interest, as well as competitor prices. The results of the study (Almli et al., 2011) explain that European consumers exchange relatively high prices for traditional food products (TFP).

Furthermore, in marketing efforts towards purchase intentions of new products, the average respondents indicated that they paid less attention to halal or green labels based on almost 90% of respondents' answers. Similar to image, respondents are still not familiar with the brand. In contrast to the results of research (Vanhonacker et al., 2013) on innovations in traditional foods, it shows that consumers are generally open to innovations in traditional food products which are shown through labels that guarantee the origin of the raw materials for traditional foods. Meanwhile, quality and nutritional innovation is known to have no effect on purchase intention of new products, although respondents stated up to 70% that the appearance of the packaging, taste choices, health and raw materials for the new "Lemonilo" instant noodle product were good, but apparently these factors had no effect. on purchase intentions of new products. This may be due to the fact that the majority of respondents are millennials, who predominantly prioritize taste over quality and nutrition.

5. CONCLUSION & SUGGESTION

The aim of this study was to explore the consumer acceptance on purchase intention of new products. Consumer acceptance is proxied by consumer innovativeness, quality and nutritional innovation, convenience, and marketing efforts. Consumer innovativeness, convenience, and marketing efforts, all three are said to have an influence on purchase intention of new products. Meanwhile, quality and nutritional innovation is said to have no effect. It is hoped that the results of this research can be used to contribute to the development of marketing concepts for new products on the market. For quality and nutritional innovation, further research is needed for other food products, because the limitations of this research are related to the majority of respondents who are still millennials.

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