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The Effect of Perceived Severity, Perceived Susceptibility and Food Neophilia on Green Purchase Intention among Lemonilo Instant Noodle Consumers

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Abstract

The growing demand for clean-label products and increasing health awareness have influenced green purchase intention (GPI) in Indonesia's fast-moving consumer goods (FMCG) market. However, healthier-positioned instant noodle brands such as Lemonilo remain outside the top ten leading brands, suggesting challenges in translating favorable consumer attitudes into purchasing behavior. Drawing on the Health Belief Model (HBM) and the Theory of Planned Behavior (TPB), this study examined the effects of perceived severity (PSE), perceived susceptibility (PSUS), and food neophilia (FN) on GPI, addressing the limited integration of health risk perceptions and food novelty-seeking tendencies within a single conceptual framework. A quantitative, explanatory, cross-sectional research design was employed. Data were collected through an online questionnaire administered to 108 Lemonilo instant noodle consumers in the Greater Jakarta metropolitan area (Jakarta, Bogor, Depok, Tangerang, and Bekasi; Jabodetabek), using convenience sampling with proportional allocation. The data were analyzed using partial least squares structural equation modeling (PLS-SEM) with SmartPLS 4 and 5,000 bootstrap resamples. The results indicated that PSE ($\beta = 0.308$; $p = 0.001$) and FN ($\beta = 0.374$; $p < 0.001$) had positive and statistically significant associations with GPI, with FN demonstrating the strongest positive path coefficient. Conversely, PSUS exhibited a negative but statistically nonsignificant relationship with GPI at the 5% significance level ($\beta = -0.216$; $p = 0.051$). The model explained 24.2% of the variance in GPI ($R^2 = 0.242$), with reported small-to-medium effect sizes and a Q^2 value of 0.170, indicating positive predictive relevance under the assessment procedure employed. These findings suggested that perceived health consequences and openness to novel foods were more strongly associated with GPI than perceived personal susceptibility. The study concluded that healthier-positioned instant noodle producers should communicate health-related information accurately and responsibly while emphasizing product innovation through digital marketing content, new product variants, affordable trial packages, and credible consumer testimonials to encourage purchase intention and potentially support purchasing behavior.

INTRODUCTION

Indonesia is one of the largest fast-moving consumer goods (FMCG) markets in Southeast Asia, with a population exceeding 287 million. In 2025, Indonesia's economy grew by 5.11% compared with the previous year, with household consumption remaining the primary contributor to economic activity, accounting for 53.88% of gross domestic product (GDP) and contributing 2.62 percentage points to economic growth (BPS, 2026). FMCG products, particularly packaged foods and beverages, represent an important component of routine household consumption expenditure.

Consumer behavior in the FMCG sector has also undergone significant changes. According to NielsenIQ's Consumer Outlook: Guide to 2026, which surveyed nearly 19,000 consumers across 27 countries, the proportion of consumers reporting financial security increased by 10% compared with 2023. Nevertheless, approximately 40% of global consumers remained cautious about their spending, while 95% considered brand trust an important factor in brand selection. Furthermore, sales of clean-label products in the United States increased by 7.5%, exceeding the overall FMCG growth rate of 5.9%. Globally, demand for products featuring clean-label, high-protein, and organic attributes increased by 6%, reflecting growing consumer interest in product transparency, nutritional quality, and health-related characteristics (NielsenIQ, 2026).

The increasing consumer preference for healthier and more sustainable products aligns with Sustainable Development Goal (SDG) 12, Responsible Consumption and Production, particularly Target 12.8, which emphasizes public awareness and information concerning sustainable lifestyles, and Target 12.6, which encourages companies to adopt sustainable practices and integrate sustainability information into their reporting processes (United Nation, 2026). In Indonesia, sustainability reporting has also been addressed through regulatory initiatives developed by the Financial Services Authority (Otoritas Jasa Keuangan, OJK), including sustainability reporting requirements and related standards scheduled for implementation in 2027.

Instant noodles represent a major FMCG category reflecting widespread consumer demand in Indonesia. Global instant noodle consumption reached approximately 123.1 billion servings in 2024. Indonesia ranked second worldwide, after China/Hong Kong, with approximately 14.68 billion servings, representing an increase from 13.27 billion servings in 2021 (WINA, 2025), as presented in Table 1.

Table 1. Global Instant Noodle Consumption (Million Servings), Top Five Countries (2021–2024)

No.	Country/Region	2021	2022	2023	2024
1	China/Hong Kong	43,986	45,066	42,206	43,802
2	Indonesia	13,270	14,260	14,540	14,680
3	India	7,557	7,580	8,678	8,320
4	Viet Nam	8,557	8,480	8,127	8,137
5	Japan	5,853	5,983	5,840	5,901

Source: WINA (2025)

The Indonesian instant noodle market, traditionally dominated by conventional brands, has witnessed the emergence of Lemonilo as a brand positioned within the healthier instant noodle segment, emphasizing health-conscious product attributes and sustainability-oriented branding. Established in 2017, Lemonilo sought to address limited consumer access to healthier and affordable fast-moving consumer goods (FMCG) products (Lemonilo, 2025). By promoting products formulated with natural ingredients and without added monosodium glutamate (MSG), Lemonilo has sought to appeal to health-conscious consumers and capitalize on the growing clean-label trend (NielsenIQ, 2026). However, sales data from five major Indonesian e-commerce platforms in March 2025 indicated that, despite a 38.9% increase in the sales value of the instant noodle and pasta category, Lemonilo was not among the ten leading brands ranked by sales value share. The market was dominated by Indomie (24.67%) and Sedaap (21.57%), while Korean-style instant noodle brands, including Arirang and Nong Shim, also appeared in the rankings (Compas via Databoks, 2026), as presented in Table 2.

Table 2. Market Share of Instant Noodle Brands on Indonesian E-Commerce Platforms

No.	Brand	Market Share	Segment/Position
1	Indomie	24.67%	Conventional market leader
2	Sedaap	21.57%	Main conventional competitor
3	Arirang	3.18%	Korean noodles
4	Gaga	2.92%	Conventional
5	Mie Lidi Gehel	1.83%	Stick noodles
6	Sarimi	1.74%	Conventional
7	Nong Shim	1.68%	Premium Korean noodles
8	Eko Mie	1.52%	Conventional
9	Pop Mie	1.42%	Conventional cup
10	Wow Spageti	1.35%	Pasta
-	Lemonilo	Not listed	Healthy noodles

Source: Compas via Databoks (2026), data for March 2025

Lemonilo's absence from the ten leading instant noodle brands in the reported e-commerce sales rankings highlights a potential market discrepancy: consumer interest in green consumption continues to increase, and demand for clean-label products has grown faster than the overall fast-moving consumer goods (FMCG) market, yet healthier-positioned instant noodle brands have not achieved comparable market dominance. According to PwC's Voice of the Consumer 2025 survey, 57% of Indonesian consumers preferred products with environmentally friendly packaging, while 71% expressed a willingness to pay more for products that supported environmental sustainability (PwC, 2025). However, favorable environmental attitudes and purchase intentions do not necessarily translate into consistent purchasing behavior, a phenomenon commonly described as the attitude–behavior gap or green purchase behavior gap (Witek & Kuźniar, 2024). This discrepancy may be further influenced by excessive or misleading sustainability claims, which can generate perceptions of greenwashing, undermine consumer trust, and negatively affect green purchase intention (Li & Chen, 2025; Vironika & Maulida, 2025).

Previous studies have investigated various determinants of green purchase intention. Environmental knowledge has been associated with green trust, which, in turn, contributes to purchase intention (Vironika & Maulida, 2025). Social norms and past purchasing behavior have also been identified as relevant factors in understanding the gap between environmental attitudes and actual purchasing behavior (Witek & Kuźniar, 2024). Furthermore, green knowledge and green attitudes have been found to influence consumers' intentions to use environmentally friendly tumblers (Aisyah, S. S. N., & Astini, 2025). Environmental awareness, health consciousness, and green attitudes have also been identified as predictors of green food purchase intention (Cheng et al., 2024), while environmental concern has been associated with favorable consumer attitudes toward Lemonilo products (Riyanto et al., 2023).

Other studies have examined product attributes, economic considerations, and psychological factors influencing environmentally conscious purchasing decisions. These include the moderating role of price sensitivity in the relationship between green product quality and purchase intention (Tan et al., 2026), the contributions of electronic media advertising, brand image, and brand ambassadors (Gunawati et al., 2022), and the role of product placement in shaping consumer responses (Chumairoh & Pancaningrum, 2023). Additional research has explored perceived food safety risks (Xu et al., 2024) and the role of social identity in reducing psychological distance toward green food products (Zheng et al., 2023). Collectively, the literature has frequently emphasized green attitudes, environmental knowledge, environmental concern, social norms, health consciousness, brand image, and green trust as determinants of green purchase intention. However, comparatively limited attention has been devoted to integrating health-related risk perceptions derived from the Health Belief Model (HBM), particularly perceived susceptibility and perceived severity, with food neophilia, which reflects consumers' willingness to explore unfamiliar foods. Although related psychological constructs have been examined in previous research, including (Singh et al., 2025), their combined relationships with green purchase intention in the context of healthier-positioned instant noodles remain insufficiently explored. The mapping of this research gap is presented in Table 3.

Table 3. Research Gap Mapping of Previous Studies

No.	Researcher	Variables and Research Object	Research Gap
1	Vironika & Maulida (2025)	Environmental knowledge, green trust, green marketing mix → GPI; organic product consumers in Jabodetabek (n=211)	Focuses on cognitive-social aspects; personal health risk psychology not yet addressed
2	Witek & Kuźniar (2024)	Attitude, social norms, PBC, past behavior, trust → GPI; green food consumers in Poland (n=650)	Purely TPB-based; health threat perception and interest in food innovation not yet addressed
3	Cheng et al. (2024)	Meta-analysis of 45 journals on antecedents of green food purchase	General antecedents; health risk psychology variables not the focus
4	Xu et al. (2024)	Public opinion on food safety, insecurity, green label trust → GPI; China (n=1,087)	Highlights social food safety perception, different from personal health risk
5	Ma & Chang (2022)	Food education, product knowledge, local attachment → GPI via green perceived value; Taiwan (n=415)	Value shaped by education and place attachment, not by health motives or food innovation

No.	Researcher	Variables and Research Object	Research Gap
6	Zheng et al. (2023)	Cognitive, emotional, evaluative identity → GPI; China (n=497)	Antecedent is social identity, not health risk perception
7	Ocak (2025)	Perceived benefit, susceptibility, barrier → purchase intention; free-from products in Turkey (n=386)	Susceptibility relevant, but not combined with severity or consumer characteristics
8	Nong et al. (2022)	Susceptibility, severity → perceived value → purchase; functional food in China (n=1,077)	Food neophilia not yet included; functional product context
9	Singh et al. (2025)	HBM constructs; food neophilia/neophobia (moderator) → buying intention; organic food in India (n=550)	Food neophilia only as a moderator, not a direct antecedent of purchase intention
10	Srdjan et al. (2020)	Food neophilia, product knowledge, health consciousness → purchase intention; Greece & Serbia (n=288)	Food neophilia not yet combined with HBM constructs in one model

Source: Compiled by the researcher from various journals (2020–2025)

Furthermore, a preliminary study was conducted by distributing a digital questionnaire to 50 respondents who were asked to give dichotomous responses ("Yes" or "No") to statements representing each candidate variable. The pre-survey results in Table 4 were analyzed descriptively using Microsoft Excel to map the most empirically relevant variables.

Table 4. Pre-Survey Results for Research Variable Identification (n=50)

No.	Variable	Statement	Yes	No
1	Brand Awareness	Aware of Lemonilo instant noodles	98% (49)	2% (1)
2	Social Norms	Important people suggest buying Lemonilo	54% (27)	46% (23)
3	Psychological Distance	Lemonilo feels close to my needs and lifestyle	68% (34)	32% (16)
4	Awareness of Need	Aware of the importance of healthier food, so interested in buying	84% (42)	16% (8)
5	Green Physiological Benefit	Lemonilo provides better health benefits	80% (40)	20% (10)
6	Green Self-Identity	Feel environmentally caring, so want to buy	84% (42)	16% (8)
7	Corporate ESG Practices	Lemonilo's ESG practices increase my desire to buy	64% (32)	36% (18)
8	Sensory Characteristic	Taste, aroma, and appearance make me intend to buy	72% (36)	28% (14)
9	Perceived Susceptibility	Feel at risk of health problems if I keep eating unhealthy food	88% (44)	12% (6)
10	Perceived Severity	Unhealthy food risks can seriously affect health	94% (47)	6% (3)
11	Food Neophilia	Like trying food products with new innovations	96% (48)	4% (2)

Source: Research pre-survey (2026)

Three variables showed high to very high responses and became the basis for selecting the independent variables, namely Food Neophilia (96%), Perceived Severity (94%), and Perceived Susceptibility (88%). Perceived severity refers to an individual's belief about how serious the negative impact of a health condition is, while perceived susceptibility refers to the belief about the likelihood of personally being exposed to that condition. The combination of the two creates a strong protective motivation to choose healthier instant noodles. Integrating both with food neophilia as direct antecedents of green purchase intention in a single model fills a research gap rarely found in the FMCG consumer behavior literature in Indonesia. Therefore, this study aims

to examine and analyze the effect of Perceived Severity, Perceived Susceptibility, and Food Neophilia on Green Purchase Intention among Lemonilo instant noodle consumers in Jabodetabek.

Health Belief Model

The Health Belief Model (HBM) is one of the earliest and most widely applied social psychology theories in health behavior studies. Its core proposition is that individuals will take preventive action against a health threat when they hold certain beliefs about that threat. HBM identifies six main dimensions, namely *perceived susceptibility*, *perceived severity*, *perceived benefits*, *perceived barriers*, *cues to action*, and *self-efficacy*, where perceived susceptibility and perceived severity together form the *perceived threat* that serves as the main trigger of motivation to act (Silva et al., 2022). The HBM framework is presented in Figure 1.

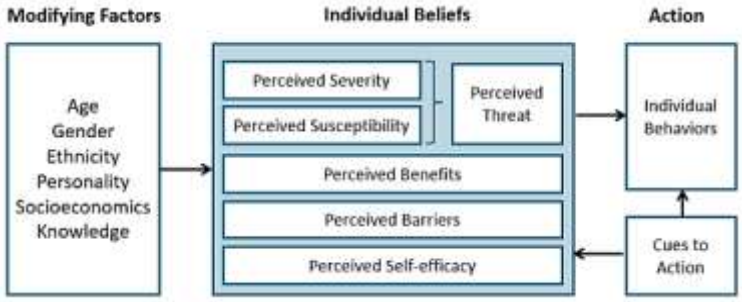


Figure 1. Health Belief Model Framework

Source: Hochbaum et al. (1952), adapted from Wethington, Glanz, & Schwartz (2015)

HBM has proven relevant in various food behavior contexts. Lee et al. (2020) proved that both threat constructs positively affect the repurchase intention of functional food in Taiwan, Singh et al. (2025) integrated HBM with the Theory of Planned Behavior (TPB) to explain organic food purchase intention in India, and Nong et al. (2022) found that both constructs positively affect the perceived value of functional food consumers, which in turn drives purchase.

Perceived susceptibility is an individual's belief about how likely he or she is to be vulnerable to disease risk, for example due to the consumption of non-organic food (Singh et al., 2025) or to hyperglycemia, dyslipidemia, and hypertension (Nong et al., 2022). This construct has been shown to drive the intention to use herbal products (Widyaningtyas, 2024) and the purchase of healthy diet food (Purwanto & Rahayu, 2024), to mediate perceived benefits and the purchase intention of allergen-free products (Ocak, 2025), and to encourage preventive behavior (Haddad & Ngah, 2024). In this study, perceived susceptibility is the consumer's subjective belief about the magnitude of personal risk of experiencing negative health impacts from consuming conventional instant noodles.

Perceived severity is an individual's belief about how serious the impact of a health threat is, including clinical and social consequences. This construct has been shown to affect the repurchase intention of functional food (Lee et al., 2020), the purchase of healthy diet products (Purwanto & Rahayu, 2024), consumer attitudes toward pet nutritional products (Jin & Yang, 2025), and organic food (Singh et al., 2025). In the Lemonilo context, perceived severity refers to the belief that the

impact of consuming conventional instant noodles, such as the risk of cardiovascular disease, type 2 diabetes, hypertension, or kidney disorders due to excessive sodium and MSG, is very serious.

Food Neophilia

Food neophilia describes an individual's tendency to be interested in and enthusiastic about trying new food products, as the opposite of food neophobia, which has historically been measured through the *Food Neophobia Scale* (Pliner & Hobden, 1992). Srdjan et al. (2020) proved its effect on the intention to buy novel dairy products, Chen et al. (2021) viewed it as a variety-seeking personality trait, Rombach and Dean (2025) proved its effect on the willingness to buy sustainability-based innovative beverages, Singh et al. (2025) showed that neophilic consumers are more consistent in converting green intentions into action, and Carigma (2022) found its effect on the intention to buy innovative cuisine. In this study, food neophilia reflects consumers' openness to trying innovative instant noodles such as baked noodles made from natural ingredients without MSG.

Green Purchase Intention and Green Food

Green Purchase Intention (GPI) describes an individual's subjective probability and commitment to buy products believed to be more environmentally friendly or healthier than conventional alternatives, and within the TPB framework it represents *behavioural intention*, the strongest predictor of actual behavior (Ajzen, 1991). GPI is viewed as an expression of pro-environmental values (Vironika & Maulida, 2025) and a cognitive evaluation of the likelihood of choosing products aligned with sustainability (Nguyen & Doan, 2026), and is influenced by the green attitude and trust of young Indonesian consumers (Saragi, 2025). GPI studies have also developed on attitudes toward green food products (Kar et al., 2024), green advertising of organic food (Li & Shan, 2025), customer value of innovative food products (Perrea et al., 2023), edible food packaging (Shao et al., 2025), and the theory of consumption values (Sheth et al., 1991).

The concept of *green food* relates to sustainable food systems that ensure food security and nutrition without compromising future generations (FAO, 2018) and to healthy diets low in sugar, salt, and saturated fat (WHO, 2026). BPOM Regulation Number 26 of 2021 requires transparent nutrition information and introduces the "Healthier Choice" logo, which Lemonilo has obtained (BPOM RI, 2021). Academically, green food is understood as food produced in an environmentally friendly manner, with minimal synthetic chemicals, and beneficial to health (Zheng et al., 2023; Cheng et al., 2024; Riyanto et al., 2023).

Other studies show the role of green perceived value through the mediation of *green servitization* (Lazuardi et al., 2026) and in organic product packaging characteristics (Liang et al., 2023), the role of brand trust in mediating ESG practices (Li & Chen, 2025), green product as the strongest predictor of Lemonilo purchase decisions (Saputri & Hartini, 2025), the effect of consumer innovativeness on organic food purchase intention (Hanif & Hidayat, 2024), and the effect of perceived value and health consciousness on organic food purchases (Peruzzi et al., 2023).

Hypothesis Development

Within the HBM framework, when individuals believe that the consequences of not acting are very serious, the resulting protective motivation can directly drive the intention to buy healthier

alternative products. Lee et al. (2020) found that perceived severity significantly affects the repurchase intention of functional food, Purwanto and Rahayu (2024) proved that understanding the severity of obesity drives the purchase of healthy diet products, and Singh et al. (2025) proved its effect on the attitude of organic food consumers. Thus, the following hypothesis is proposed.

H1: Perceived Severity has a significant effect on Green Purchase Intention among Lemonilo instant noodle consumers in Jabodetabek.

Individuals who perceive high personal vulnerability to disease risk due to unhealthy eating patterns will have stronger protective motivation to choose safer products, so green food products such as Lemonilo are perceived as a concrete action to reduce that vulnerability. Widyaningtyas (2024), Purwanto and Rahayu (2024), Ocak (2025), and Singh et al. (2025) proved the effect of perceived susceptibility on the intention to use or purchase healthy products. Therefore, the following hypothesis is proposed.

H2: Perceived Susceptibility has a significant effect on Green Purchase Intention among Lemonilo instant noodle consumers in Jabodetabek.

Consumers with high food neophilia have an innate tendency to try new food products, which increases their probability of buying innovative green food products such as Lemonilo. Within the TPB framework, food neophilia can be viewed as a dispositional factor that shapes attitudes toward new products and accelerates intention formation. Srdjan et al. (2020) and Rombach and Dean (2025) proved the effect of food neophilia on the intention to buy innovative food products, while Singh et al. (2025) showed that neophilic consumers are more consistent in converting intention into action. Hence, the following hypothesis is proposed.

H3: Food Neophilia has a significant effect on Green Purchase Intention among Lemonilo instant noodle consumers in Jabodetabek.

The conceptual framework, which integrates HBM as the basic theory for health risk-based antecedents and TPB as the behavioral intention framework, with food neophilia as a consumer dispositional factor, is presented in Figure 2.

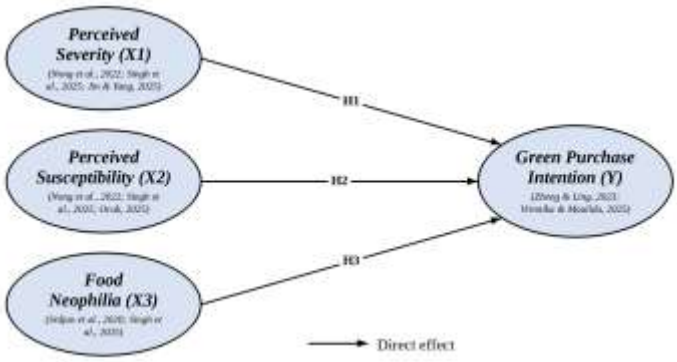


Figure 2. Research Conceptual Framework

Source: Compiled by the researcher (2026)

METHODOLOGY

This study employed a quantitative, explanatory approach to test three deductively formulated hypotheses examining the relationships between psychological factors and green

purchase intention among Lemonilo consumers in Jabodetabek. Data were collected using a Likert-scale questionnaire within a cross-sectional research design (Hair et al., 2021; Hair & Alamer, 2022; Sugiyono, 2013). The independent variables were perceived severity (X1), perceived susceptibility (X2), and food neophilia (X3), while green purchase intention (Y) was the dependent variable. The operationalization of these variables is presented in Table 5.

Table 5. Operationalization of Research Variables

Variable	Indicators	Scale
Perceived Severity (PSE) (X1) (Nong et al., 2022; Singh et al., 2025; Jin & Yang, 2025)	1. Routine consumption of conventional instant noodles risks triggering serious disease 2. Certain chemicals have serious health impacts 3. Health risks reduce quality of life 4. Concern about the long-term impact of consuming conventional instant noodles	Ordinal
Perceived Susceptibility (PSUS) (X2) (Nong et al., 2022; Singh et al., 2025; Ocak, 2025)	5. Personally vulnerable to serious health problems 6. Personally vulnerable to chemicals in instant noodles 7. Current consumption pattern increases long-term risk 8. The chance of health problems for oneself is quite high	Ordinal
Food Neophilia (FN) (X3) (Srdjan et al., 2020; Singh et al., 2025)	9. Tendency to try new food products 10. Enthusiasm to explore innovative food products 11. Openness to taste food never tried before 12. Actively seeking information on healthy food products	Ordinal
Green Purchase Intention (GPI) (Y) (Zheng et al., 2023; Vironika & Maulida, 2025)	13. Intention to buy Lemonilo in the near future 14. Likelihood of choosing Lemonilo in the next purchase 15. Plan to prioritize healthy instant noodles when shopping 16. Willingness to recommend Lemonilo 17. Willingness to pay a higher price	Ordinal

Source: Compiled by the researcher from various sources (2026)

The research population comprised consumers residing in Jabodetabek who are aware of Lemonilo instant noodles. The population of Jabodetabek is estimated to exceed 30 million people based on BPS data for 2025 and 2026, but the number of consumers aware of Lemonilo is not known with certainty, so the population is treated as infinite. The minimum sample size was determined using G*Power 3.1 with an *a priori* approach (Hair & Alamer, 2022). The parameters and results are presented in Table 6.

Table 6. G*Power Analysis Parameters and Results

Parameter	Value
Statistical test	Linear Multiple Regression: Fixed model, R^2 deviation from zero
Effect size f^2	0.15 (medium)
Significance level (α)	0.05
Statistical power ($1 - \beta$)	0.80
Number of predictors	3
Critical F	2.7300
Numerator df / Denominator df	3 / 73
Minimum sample size	77 respondents

Parameter	Value
Actual power	0.8018

Source: Processed by the researcher using G*Power 3.1 (2026)

To improve the stability of *bootstrapping* results and anticipate invalid data, the target sample was set at 100 respondents. Given the uneven population distribution, the sample size for each region was determined proportionally to its estimated population, as presented in Table 7.

Table 7. Sample Proportion Based on Estimated Population of Jabodetabek Regions

No.	Region	Estimated Population (million)	Proportion (%)	Sample Size
1	DKI Jakarta	10.67	32.87	33
2	Bogor City & Regency	6.81	20.98	21
3	Depok City	2.18	6.72	7
4	Tangerang City & Regency	5.95	18.33	18
5	Bekasi City & Regency	6.85	21.10	21
	Total	**32.46**	**100**	**100**

Source: Processed by the researcher based on BPS projections (2025 & 2026)

A nonprobability convenience sampling technique was employed (Sugiyono, 2013). The inclusion criteria required respondents to reside in Jabodetabek, be at least 17 years old, be familiar with Lemonilo instant noodles regardless of previous purchasing experience, and be aware of the brand's positioning as a healthier instant noodle product made with natural ingredients. Primary data were collected through a structured online questionnaire distributed using Google Forms via social media, instant messaging applications, and online consumer communities. The questionnaire included demographic questions and measurement items assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) (Sugiyono, 2013). The perceived severity and perceived susceptibility measures were adapted from Nong et al. (2022), Lee et al. (2020), Singh et al. (2025), and Purwanto and Rahayu (2024). Food neophilia was measured using items adapted from Srdjan et al. (2020), Rombach and Dean (2025), and Singh et al. (2025), while green purchase intention was measured using items adapted from Nguyen and Doan (2026), Witek and Kuźniar (2024), and Vironika and Maulida (2025). All measurement items were translated and adapted to the Lemonilo product context.

Data analysis was conducted in two stages. First, descriptive statistics were used to summarize respondent characteristics and response patterns, with mean scores interpreted using five categories based on a class interval of 0.80 (Bosch et al., 2022). Second, inferential analysis was performed using partial least squares structural equation modeling (PLS-SEM) with SmartPLS 4 (Hair & Alamer, 2022). The measurement model was evaluated using indicator reliability (outer loadings ≥ 0.70), internal consistency reliability (Cronbach's alpha and composite reliability ≥ 0.70), convergent validity (average variance extracted ≥ 0.50), and discriminant validity (Fornell–Larcker criterion and heterotrait–monotrait ratio thresholds of 0.85 or 0.90). The structural model was assessed using path coefficients and statistical significance based on 5,000 bootstrap

resamples (two-tailed $t > 1.96$ or $p < 0.05$), the coefficient of determination (R^2), effect sizes (f^2), and predictive relevance ($Q^2 > 0$) (Hair et al., 2021; Hair & Alamer, 2022).

RESULT AND DISCUSSION

Respondent Characteristics

The distributed questionnaire yielded 126 responses after initial screening based on domicile and awareness of Lemonilo. After checking completeness and response consistency, 108 responses were deemed eligible for analysis. Respondent characteristics are presented in Table 8.

Table 8. Respondent Characteristics (n=108)

Characteristic	Category	n	%	Characteristic	Category	n	%
Gender	Male	21	19.4	Education	High school/equivalent	16	14.8
	Female	87	80.6		Diploma (D3)	9	8.3
Age	17–24 years	3	2.8		Bachelor (S1)	72	66.7
	25–34 years	36	33.3		Master (S2)	11	10.2
	35–44 years	30	27.8	Occupation	Civil servant	15	13.9
	≥ 45 years	39	36.1		Private employee	40	37.0
Domicile	DKI Jakarta	36	33.3		Student	2	1.9
	Bogor City/Regency	22	20.4		Entrepreneur	7	6.5
	Depok City	6	5.6		Housewife	33	30.6
	Tangerang City/Regency	20	18.5		Others	11	10.2
	Bekasi City/Regency	24	22.2	Monthly Expenditure	< IDR 1,500,000	9	8.3
Purchase Frequency	Never purchased	31	28.7		IDR 1,500,000–3,000,000	15	13.9
	1–2 times	65	60.2		IDR 3,000,001–5,000,000	25	23.1
	3–5 times	7	6.5		> IDR 5,000,000	59	54.6
	> 5 times	5	4.6				

Source: Processed primary data (2026)

Most respondents were female, aged 45 years and above, held a bachelor's degree, worked as private employees, and had monthly expenditures above IDR 5,000,000. Most had purchased Lemonilo only once or twice, while almost 30% had never purchased it, indicating that transactions are still at the *trial* stage and reinforcing the *attitude-behavior gap* phenomenon. The distribution of domicile was consistent with the proportional sampling design.

Variable Description

The descriptive statistics of each indicator and variable are presented in Table 9.

Table 9. Descriptive Statistics of Research Variables

Indicator	Statement Item	Mean	Std. Dev.	Min	Max
PSE1	Routine conventional instant noodles trigger serious disease	4.370	0.688	2	5
PSE2	Preservatives and MSG seriously affect health	4.509	0.569	3	5
PSE3	Unhealthy consumption risks reduce quality of life	4.463	0.615	3	5

Indicator	Statement Item	Mean	Std. Dev.	Min	Max
PSE4	Worried about long-term impact of conventional noodles	4.500	0.616	3	5
	Mean of Perceived Severity	**4.461**			
PSUS1	Vulnerable to health problems from conventional noodles	3.907	0.811	1	5
PSUS2	Vulnerable to chemicals in instant noodles	4.019	0.720	1	5
PSUS3	Current consumption raises my long-term risk	4.056	0.705	1	5
PSUS4	My chance of health disorders is quite high	4.046	0.738	1	5
	Mean of Perceived Susceptibility	**4.007**			
FN1	Always look for and try new food products	3.472	0.855	2	5
FN2	Enthusiastic to explore innovative food products	3.602	0.881	1	5
FN3	Enjoy tasting food never tried before	3.667	0.782	2	5
FN4	Actively seek information on healthy, innovative food	3.694	0.844	2	5
	Mean of Food Neophilia	**3.609**			
GPI1	Intend to buy Lemonilo in the near future	3.343	0.873	1	5
GPI2	Choose Lemonilo in the next purchase	3.398	0.827	1	5
GPI3	Prioritize healthy instant noodles when shopping	3.361	0.897	1	5
GPI4	Willing to recommend Lemonilo to others	3.148	0.970	1	5
GPI5	Willing to pay a higher price	3.296	0.842	1	5
	Mean of Green Purchase Intention	**3.309**			

Source: Processed primary data (2026)

The mean of Perceived Severity of 4.461 falls into the strongly agree category, with the highest value on PSE2 (4.509) and the lowest on PSE1 (4.370). The means of Perceived Susceptibility (4.007) and Food Neophilia (3.609) fall into the agree category, with the highest values on PSUS3 (4.056) and FN4 (3.694) and the lowest on PSUS1 (3.907) and FN1 (3.472), respectively. In contrast, the mean of Green Purchase Intention was only 3.309, or neutral, the lowest among all variables, with the highest value on GPI2 (3.398) and the lowest on GPI4 (3.148). The gap between high ratings of the antecedent variables and moderate purchase intention descriptively illustrates the *attitude-behavior gap* underlying this study.

Measurement Model Evaluation

The measurement model was evaluated in two stages, before and after eliminating indicators that did not meet the criteria. The outer loading results of both stages are presented in Table 10.

Table 10. Outer Loading Results at the Initial and Final Stages

Variable	Indicator	Initial Stage	Final Stage	Final Remark
Perceived Severity	PSE1	0.864	0.864	Valid
	PSE2	0.865	0.865	Valid
	PSE3	0.907	0.907	Valid
	PSE4	0.871	0.871	Valid
Perceived Susceptibility	PSUS1	0.869	0.897	Valid
	PSUS2	0.498	-	Eliminated
	PSUS3	0.917	0.955	Valid
	PSUS4	0.750	0.859	Valid
Food Neophilia	FN1	0.878	0.878	Valid
	FN2	0.901	0.901	Valid
	FN3	0.735	0.735	Valid

Variable	Indicator	Initial Stage	Final Stage	Final Remark
	FN4	0.748	0.748	Valid
Green Purchase Intention	GPI1	0.915	0.915	Valid
	GPI2	0.935	0.935	Valid
	GPI3	0.916	0.916	Valid
	GPI4	0.928	0.928	Valid
	GPI5	0.904	0.905	Valid

Source: SmartPLS 4 output, processed primary data (2026)

At the initial stage, one of the seventeen indicators had an outer loading below 0.70, namely PSUS2 (0.498). Although indicators with values of 0.40–0.70 can be retained if theoretically relevant, PSUS2 had the lowest contribution among all indicators and its removal increased the AVE of the PSUS construct from approximately 0.60 to 0.818, so the indicator was eliminated. After re-estimation, all sixteen remaining indicators had outer loadings between 0.735 and 0.955 and were declared valid.

Table 11. Reliability and Convergent Validity Results

Variable	Cronbach's Alpha	Composite Reliability (rho_c)	AVE
PSE	0.900	0.930	0.769
PSUS	0.890	0.931	0.818
FN	0.837	0.890	0.670
GPI	0.955	0.965	0.846

Source: Processed primary data (2026)

Table 11 shows that all constructs have Cronbach's Alpha and Composite Reliability values above 0.70 (0.837–0.965) and AVE values above 0.50 (0.670–0.846), so internal consistency reliability and convergent validity are fulfilled. The discriminant validity results are presented in Table 12.

Table 12. Discriminant Validity Results (Fornell-Larcker and HTMT)

Construct	FN	GPI	PSE	PSUS
FN	0.819	0.412	0.140	0.088
GPI	0.394	0.920	0.277	0.070
PSE	0.121	0.264	0.877	0.459
PSUS	0.080	-0.060	0.411	0.905

Note: diagonal = square root of AVE; below diagonal = inter-construct correlations (Fornell-Larcker); above diagonal = HTMT ratio. Source: Processed primary data (2026)

The square roots of AVE on the diagonal of Table 12 (FN 0.819; GPI 0.920; PSE 0.877; PSUS 0.905) are all greater than the inter-construct correlations, so the Fornell-Larcker criterion is met. All HTMT values in Table 12 are also well below the 0.85–0.90 threshold, with the highest

value of 0.459 for the PSE–PSUS pair. Thus, discriminant validity is established and the analysis can proceed to the structural model evaluation.

Structural Model Evaluation

Significance testing was carried out through a *bootstrapping* procedure with 5,000 resamples. The bootstrapping results are presented in Figure 3 and Table 13.

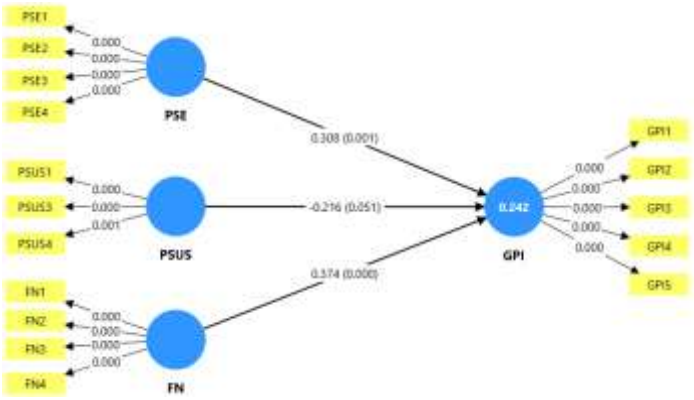


Figure 3. Bootstrapping Output (Path Coefficients and P-Values)

Source: SmartPLS 4 output (2026)

Table 13. Direct Effect Test Results

Hypothesis	Relationship	Path Coefficient (O)	t-Statistic	P-Value	Decision
H1	PSE → GPI	0.308	3.335	0.001	Accepted
H2	PSUS → GPI	-0.216	1.954	0.051	Rejected
H3	FN → GPI	0.374	4.488	0.000	Accepted

Source: Processed primary data (2026)

Table 13 shows that H1 and H3 are accepted, while H2 is rejected. FN has the largest path coefficient on GPI (0.374; t = 4.488; p < 0.001), followed by PSE (0.308; t = 3.335; p = 0.001), both having positive and significant effects. PSUS has a negative path coefficient of -0.216 with t = 1.954 and p = 0.051, slightly above the 0.05 threshold, so it is not significant at the 5% level and is more appropriately read as a marginal negative tendency. The coefficient of determination, effect size, and predictive relevance are presented in Table 14.

Table 14. Coefficient of Determination, Effect Size, and Predictive Relevance

Measure	Construct/Relationship	Value	Category/Remark
R-Square (R-Square Adjusted)	GPI	0.242 (0.220)	Weak
F-Square	PSE → GPI	0.103	Small
	PSUS → GPI	0.051	Small
	FN → GPI	0.182	Medium
Q^2predict	GPI	0.170	RMSE 0.929; MAE 0.758

Source: Processed primary data (2026)

The R-Square of GPI of 0.242 (R-Square Adjusted 0.220) is categorized as weak, meaning that PSE, PSUS, and FN jointly explain 24.2% of the variance in green purchase intention toward Lemonilo, while approximately 75.8% is explained by other factors outside the model. FN has the largest effect size (0.182; medium), while PSE (0.103) and PSUS (0.051) are small. The Q^2predict value of 0.170 is above zero, and at the indicator level all GPI indicators have positive Q^2predict values (0.067–0.207) with lower PLS-SEM RMSE than the linear regression benchmark model (Hair & Alamer, 2022). Thus, the model has predictive relevance, although its magnitude remains limited.

Discussion

The Effect of Perceived Severity on Green Purchase Intention

Perceived severity has a positive and significant effect on green purchase intention (β = 0.308; p = 0.001), meaning that the stronger consumers' belief in the severity of the health impact of conventional instant noodles, the higher their intention to buy Lemonilo. This finding is consistent with the HBM logic that perceived threat drives protective motivation, and with Lee et al. (2020), Purwanto and Rahayu (2024), and Singh et al. (2025), although Pang et al. (2021) and Vastola et al. (2024) reported insignificant effects for organic food and insect-based food. This difference is likely related to the nature of instant noodles as everyday consumption whose risks are perceived as closer and more concrete, although this conjecture requires further testing. The contribution of PSE remains small (f^2 = 0.103).

The Effect of Perceived Susceptibility on Green Purchase Intention

Perceived susceptibility has no significant effect on green purchase intention at the 5% level (β = -0.216; t = 1.954; p = 0.051), with a negative direction that contradicts the HBM logic. This result is in line with Pang et al. (2021), Jang and Lee (2022) among 361 respondents in South Korea, Vastola et al. (2024), and the meta-analysis of Carpenter (2010), which concluded that perceived susceptibility tends to be the weakest HBM predictor with a less stable direction, but differs from Widyaningtyas (2024), Purwanto and Rahayu (2024), Ocak (2025), and Singh et al. (2025). The negative direction may be explained by defensive avoidance, in which an overly personal threat without self-efficacy triggers cognitive denial (Kok et al., 2018), and by optimistic bias, in which individuals believe their risk is lower than it actually is (Miles & Scaife, 2003); both explanations are speculative because they were not measured directly. The dominance of respondents aged 45 years and above who have long been exposed to health information and the sample size of 108 respondents may also contribute to this borderline result.

The Effect of Food Neophilia on Green Purchase Intention

Food neophilia has a positive and significant effect on green purchase intention (β = 0.374; p < 0.001), with the largest path coefficient and effect size. Within the TPB framework, food neophilia is a personal disposition that shapes a positive attitude toward new products, thereby accelerating intention formation. This finding is supported by Srdjan et al. (2020), Rombach and Dean (2025), and Singh et al. (2025). Interestingly, food neophilia has the lowest descriptive mean among the independent variables (3.609) yet the largest effect, suggesting that curiosity about new products moves more strongly toward purchase intention than health concern-based drives.

CONCLUSION

This study concluded that perceived severity and food neophilia had positive and statistically significant relationships with green purchase intention among Lemonilo instant noodle consumers in Jabodetabek, with food neophilia emerging as the strongest positive predictor. Conversely, perceived susceptibility exhibited a negative but statistically nonsignificant relationship with green purchase intention ($p = 0.051$). The three independent variables collectively explained 24.2% of the variance in green purchase intention, indicating that substantial variation remained unexplained by the proposed model. These findings suggested that perceived health consequences and openness to novel foods were more strongly associated with green purchase intention than perceived personal vulnerability. From a managerial perspective, Lemonilo and other healthier-positioned instant noodle producers should communicate health-related information accurately and transparently, emphasizing ingredient composition, relevant product certifications, and positive messages promoting healthier lifestyle choices rather than relying on fear-based appeals targeting consumers' perceived vulnerability. Marketing strategies could also emphasize product innovation through digital content, new product variants, affordable trial packages, and endorsements from credible sources. Referral programs, verified consumer testimonials, clear communication of value per serving, customer loyalty programs, and expanded distribution through traditional retail channels could be considered to encourage purchasing behavior. This study was limited by its cross-sectional design, a sample of 108 respondents predominantly comprising women, bachelor's degree holders, and consumers with middle-to-upper expenditure levels, the removal of one perceived susceptibility indicator, and its focus on a single brand. Future research should incorporate additional variables, including brand awareness, green self-identity, perceived need, and perceived barriers, while examining the potential mediating or moderating roles of green perceived value, green trust, self-efficacy, and optimistic bias. Longitudinal research and experimental designs examining message framing could provide further insights into the relationships between health risk perceptions and purchasing decisions. Future studies should also employ larger and more diverse samples to facilitate multigroup analysis, investigate other health-oriented FMCG product categories, and assess actual purchasing behavior to better understand the relationship between green purchase intention and consumer purchasing decisions.

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