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The Influence Of Perceptions Of Taste And Promotion Through Instagram Social Media On Consumer Purchasing Decisions For Janji Jiwa Coffee Kedaton, Bandar Lampung

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Abstract

This research aims to find out how consumers' decisions to buy Janji Jiwa Kedaton coffee in Bandar Lampung are influenced by taste perceptions and promotions using Instagram social media. The research sample consisted of 100 respondents, namely consumers who consumed Janji Jiwa coffee. Samples were obtained using a Liket scale. The quantitative descriptive approach applies a research design characterized by clearly defined objectives, methodology, participants, specimens, research procedures and data sources. With SPSS for Windows version 26, the data analysis method applies linear regression. After being investigated, the research findings show that 87% of consumers' decisions to buy Kopi Janji Jiwa Kedaton 100 are influenced by taste and promotions on Instagram, while the remaining 13% are influenced by other factors not included in the research. This research contributes that its findings should be applied as raw data for future research projects as well as a source of inspiration, validation, and introspection. This investigation shows that elements related to taste and promotion have a significant and beneficial impact on customer decisions regarding Janji Jiwa Kedaton coffee. To get people to come back to consuming Janji Jiwa coffee again, the company needs to make more efforts to improve the taste, monitor and update the menu, or add new menu items in addition to providing other attractive promotions. Customers tend to consume more when they realize the benefits of the product.

Keywords :Taste, Promotion and Purchasing Decisions.

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INTRODUCTION

In Indonesia, business development and sales are currently growing quite rapidly. One of them is the culinary industry, where shifting consumer preferences and the increasing purchasing power of industry professionals encourage innovators to continue improving their offerings (Sari, 2022). Since then many coffee shops have opened, showing that this is a very potential business opportunity. Global corporate competition is currently very tight. From transportation to delicious food, almost all human needs have been reduced to an item. This especially happens in Indonesia, where the food industry is currently developing rapidly. This is because consumers' tastes for food and drinks are increasingly diverse along with their increasingly diverse needs and desires. In an effort to remain competitive, business actors are increasingly producing innovative culinary discoveries in line with the growing needs and desires of society.

Modern coffee which is currently in demand by various groups is called Janji Jiwa. When compared to other coffee franchise businesses, the Janji Jiwa coffee franchise is quite interesting because it was the first to pioneer the coffee to go franchise industry. Among them is Kopi Janji Jiwa which not only offers taste, but also presents a series of novelties and attributes. Apart from having a distinctive name, Janji Jiwa coffee also fosters a sense of togetherness among its customers who are called "Friends of Sejiwa". The growth of coffee shops in various regions of Indonesia may be a sign of the coffee culture that already exists in the country. There is competition between coffee business actors to provide various kinds of unique coffee flavors. One of the drinks that Indonesian people currently like is coffee. The number of coffee shops that have sprung up in Indonesian cities is proof of this. One of the most famous coffee shops in Indonesia is Kopi Janji Jiwa. Apart from that, Kopi Janji Jiwa is also famous for its creative and interesting Instagram posts. Good taste will leave a positive impression on consumers and increase the likelihood of them making a purchase, according to Kotler (2005).

Instagram is a social media platform that Janji Jiwa Coffee applies for its promotional efforts. Instagram has developed into a cost-effective and widely accessible promotional tool. However, you have to be creative if you want to apply Instagram as a platform to promote your uploaded images. Customers will be interested in seeing photos posted through artistic feeds, the Kopi Janji Jiwa Kedaton Instagram account takes advantage of this. The following is the Instagram feed of the account @kopikerjajiwa.lpgkedaton. Even though it has only been established for five years, this coffee business is quite active on Instagram. More than 3.078 million people have

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followed the @kopikerjajiwa.lpg kedaton account which has 659 posts. Another element that may influence consumer purchasing decisions is promotion. It is clear from the previous explanation that promotions and taste perceptions have the power to influence customer purchasing decisions. Therefore, the aim of this research is to find out how consumers' decisions to buy Janji Jiwa coffee are influenced by taste perceptions and promotions on Instagram and other social media platforms.

Table 1Data on sales of Jani Jiwa coffee for 2018-2023

Year	Total sales for 2019-2023
2019	1,866 cups
2020	2,177cups
2021	2,799 cups
2022	3,112 cups
2023	3,689 cups

Source: Kedaton soul promise coffee data, 2023

Based on the data above, sales of Janji Jiwa Kedaton coffee, every year there is an increase in purchases of Janji Jiwa coffee so that many consumers will feel the benefits of what they consume, which will influence consumers' tendency to consume more.

Identification of problems

1. Tastes that do not match consumer tastes can occur due to various factors such as errors in the production process, use of poor quality raw materials or changes in consumer tastes.
2. Promotion that is not creative will make the company less competitive. So competitors who have more creative promotions will easily attract consumer attention and win market share.
3. Taste and promotion via Instagram social media on purchasing decisions of consumers who are hesitant to buy. This inconsistent taste and unattractive promotions can make consumers hesitate to buy the product.

Research purposes

The aims of this research are:

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1. to determine the influence of taste perception on consumer purchasing decisions for Janji Jiwa Kedaton coffee.
2. To determine the influence of promotions via Instagram social media on consumer purchasing decisions for Janji Jiwa Kedaton coffee.
3. To determine the influence of taste and promotion via Instagram social media on purchasing decisions for Janji Jiwa Kedaton coffee.

Benefits of research

The benefits of this research are as follows:

For researchers

This study can explain how consumer purchasing decisions are influenced by promotions and taste perceptions shared on Instagram, a social media platform.

For business people

The results of this research can be applied to inform business decisions by explaining the variables that influence customer purchasing decisions.

LITERATURE REVIEW

Management

The process of a manager overseeing the activities of individuals or groups is the general definition of management. A management system must be implemented to maximize the application of available resources to meet the goals that must be achieved by individuals or groups working together. One definition of management is the ability to plan everything to realize a goal. According toAlamsyah et al, (2021).

Marketing

Marketing is the process of developing, pricing, promoting, and distributing ideas, goods, and services to create exchanges that meet individual and corporate goals. Marketing establishes the relationship between customer demand, pricing, advertising, positioning, distribution, sales, market analysis, evaluation, and identification of new product design and development in relation to manufacturing activities. (According toKotler, 2012)defines that marketing is an organizational function and a set of procedures implemented to develop, interact, and add value to consumers and manage those relationships in a way that is specific to the business and its stakeholders (According toMaidasari et al, 2021)

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Taste

Understanding Taste

Taste According to Drummond KE and Brefere LM inResky (2021). Flavor selection involves distinguishing between the taste of food and other factors. The appearance, smell, taste, texture, and warmth of a food are all considered aspects of its taste. In coffee shops, the taste of a drink is quite significant. Customers or consumers will start to associate the unique taste of a coffee shop with it. It cannot be denied that the culinary industry is experiencing a surge in the number of aspiring entrepreneurs. The struggle in the business world is getting fiercer with more and more business people entering the food industry. buyer. According toSetyaningsih et al. (2010:42)emphasized that the taste of a food product influences consumer approval of the product.

Taste Indicator

Based on Wahida's opinion inResky (2021)There are five indicators that will be applied to measure this taste variable indicator, namely:

1. Each dish offered can have its own charm which is created by its harmonious appearance or shape.
2. Smell is the strong aroma of food, which can evoke strong emotions by affecting a person's sense of smell.
3. Normal taste. Humans have taste cells, which allow them to detect the presence of taste in food. Taste can also be changed by the texture, temperature, color and smell of food.
4. texture degree of hardness, texture, and density. Chewy, hard, and liquid are examples of different types of consistencies.
5. The temperature at which food is served has a significant effect on its taste. However, food that is too hot or cold can also affect how sensitive the taste buds are to taste. A person's identification of where the food is produced will have an impact on their perception of its taste.

Promotion

Definition of Promotion

According to Lupiyoadi inSanjaya & Faiyah (2022)claims that promotion is one element of the marketing mix that must be implemented by business actors to promote their goods and services. According to Walukow et al inSanjaya & Faiyah (2022)that

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promotion is a type of marketing communication. This means that promotion is a marketing activity that aims to inform, remind and influence the target market about the company and its products so that they are open to accepting and purchasing the company's offers.

Social media is a type of online communication that allows people to interact, participate, express themselves, and create virtual connections with other users(Nasrullah & Rustandi, 2016:11). Several social media platforms, including email, YouTube, Facebook, Twitter, Instagram, websites, and other media, are often implemented in online marketing campaigns. The many characteristics of online media make promotion easier for marketers. Instagram is a medium for sharing, communicating and disseminating information that allows users to share material, ranging from documents, images, videos, audio and so on. According toNasrullah & Rustandi (2016:44).

Promotion Mix

One element of the marketing mix that is very important for business actors in marketing their goods is the promotional mix. To realize the objectives of a sales program, the promotional mix is a well-thought-out strategic combination of personal selling, advertising elements and other promotional instruments.(Dharmmesta & Irawan, 2008:349). The following are four types of promotional activities:

1. Oral presentations carried out during buyer conversations are the basis of personal selling, also called face-to-face selling. The goal is to attract the interest of potential customers.
2. Advertising is an informal promotional strategy that stimulates consumer demand through various media.
3. Direct marketing is advertising that reaches customers directly in an effort to influence their purchasing decisions. Publicity is a type of impersonal advertising for an item or company that contains factual news or information.(Kotler, 2001).

Promotion Indicator

According to Kotler and Keller inResky (2021)Promotion Indicators include:

1. Promotional communication functions as a measure of how successfully the communication is implemented and disseminated to the target audience.
2. The media used by business actors for promotion are called promotional media.

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3. The duration of a company's promotion is called promotional time.
4. The quantity of sales promotions carried out simultaneously through sales promotion channels is called promotional frequency.

Buying decision

Understanding purchasing decisions

When making a purchase, customers have to choose from a variety of options. Kotler and Keller (2012) inResky (2021), the moment when a customer actually makes a purchasing decision is called the purchasing choice. Meanwhile Tjiptono (2011) inResky (2021)gave the following statement "Identifying problems that can be solved by purchasing several products is the first step in the purchasing decision making process. or brand, and afterwards, they will evaluate the results of their decision." According toKotler & Armstrong (2017)consumers make choices about which brands to buy. Complex decision-making processes often involve a number of decisions.

Purchasing decision indicators

According to Swastha and Irwan in the JournalNasamba (2017)Purchasing decisions have the following indicators:

1. Product selection, the process by which consumers choose goods or services to fulfill their desires is called selection. When consumers make purchases, they will prioritize goods and services that leave a positive impression in their minds.
2. Brand preference, the way a brand presents itself to society, including the distinctive brand image of a good or service, is known as brand selection
3. Timing: One of the most important factors in determining when a customer will buy a good or service is time. To increase sales, producers must know when consumers should make purchases. Choose a payment method.
4. Customers are obliged to make decisions about how to pay for the goods they have purchased

   To make decisions about how to increase sales through pricing strategies, manufacturers need to understand how consumers pay.
5. Choosing when to make a purchase, when to make a purchase is a decision that can be taken by consumers.
6. Consumers can choose how many goods to buy by deciding how many products to take.

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Previous Research

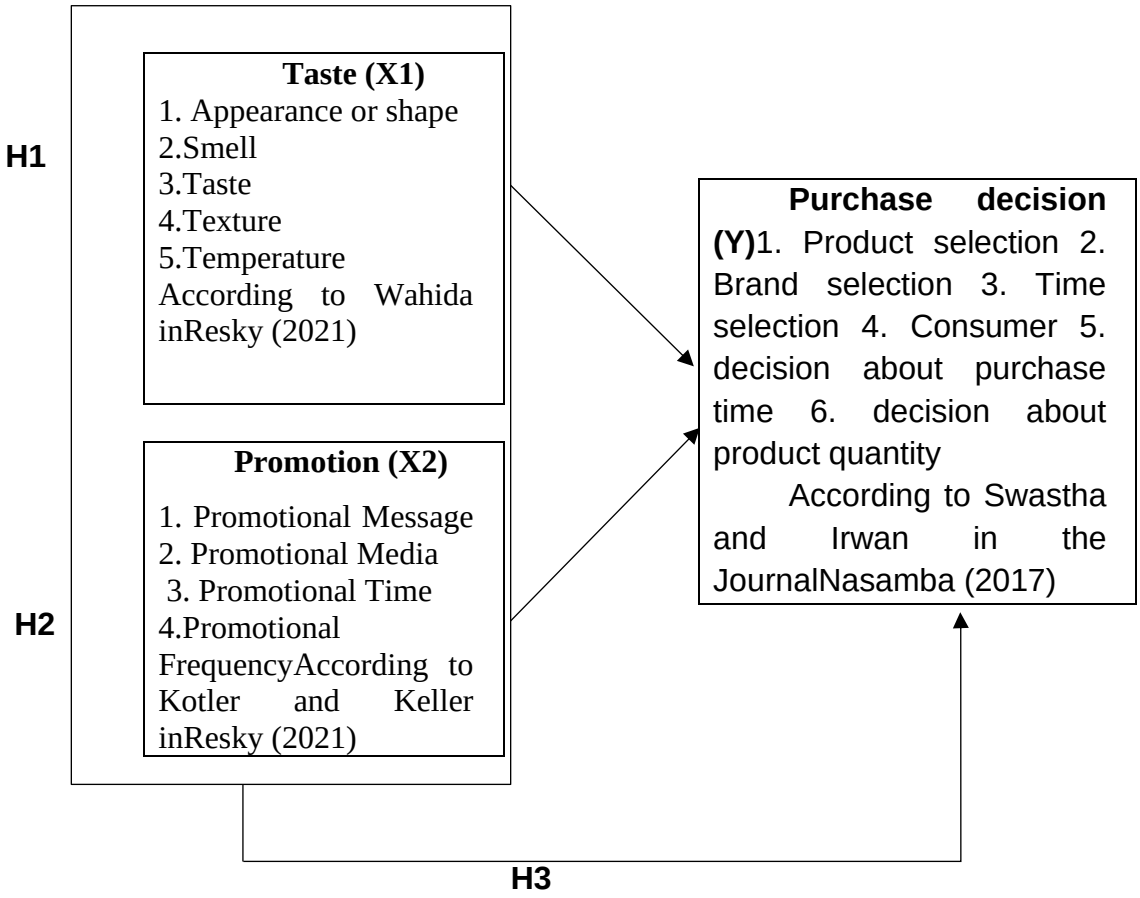
Relevant previous research can serve as a reference and benchmark so that researchers are able to provide development of the results of a research study. In this regard, the researcher then clarified several previous studies which provided the researcher's description of the topic that became the formulation of the problem in the research, including:

1. Research results (Chika Ramadhani AmeliaWuntu, 2019) "The influence of taste and service quality on purchasing decisions (study at warung fingerprint restaurant, Batu City". The findings of this research show that consumer purchasing decisions are significantly influenced by taste and service quality at the same time .
2. Research results (Prayoga Wahyudi Angga, 2019)“"The influence of taste, menu diversity, price on purchasing decisions for Mie Ayam Solo Talangsari Jember". The influence variables of taste, menu diversity and price have a good and significant effect on purchasing decisions, based on the results of a regression study.
3. Research results (Ach. Zainal Arifin, 2020)“The influence of taste and promotion on the decision to purchase the Surabaya hero steamed layer”. The findings show that promotional prices and taste image have an impact on consumer decisions.
4. Research Results (Sugeng Nugroho Hadi, 2016)“Analysis of the influence of taste, halal labels, and product diversification on consumer purchasing decisions for processed tuna products from Pacitan Java. The findings of this research show that taste has a large beneficial impact on consumer purchasing decisions.
5. Research results (Dwinto Resky, 2021)“The influence of taste, design and promotion on purchasing decisions for ale-ale glasses. Research findings show that factors related to taste and promotion significantly influence consumer purchasing decisions.

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conceptual framework



Hypothesis

The results of this research claim that the taste and promotion variables on Instagram social media are positive on purchasing decisions. Based on the description presented in the research background, the following hypothesis is formulated:

"H1: Taste influences consumer purchasing decisions for Janji Jiwa Kedaton coffee, Bandar Lampung

H2: Promotion influences consumer purchasing decisions for Janji Jiwa Kedaton coffee, Bandar Lampung

H3: Taste and promotion influence the decision to purchase Janji Jiwa Kedaton coffee, Bandar Lampung."

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RESEARCH METHODS

Population and Sample

Customers who buy Janji Jiwa coffee are an exploited population. In essence, a research method is a systematic approach to collecting data for specific applications and purposes (Sugiyono 2017). Jani Jiwa coffee consumers are the population in this observation. This observation sample consisted of 100 respondents. The questionnaire method (questions) is the data collection strategy applied in this research. The Likert scale is applied to assess individual or group perceptions and views about social events by asking questions to respondents.

Types of research

Quantitative descriptive approach, namely a study method that has clear objectives, approaches, subjects, samples, research steps and data sources. This research applies quantitative techniques that are intended to be measured. Taste (X1) and promotion (X2) are independent variables. Dependent variable: The customer's decision to buy Janji Jiwa (Y) coffee is based on data from statistical analysis.

Data Types and Sources

Primary and secondary data are the types of data applied in this research.

Data collection technique

A questionnaire equipped with a Likert scale was applied in the data collection method. Janji Jiwa Coffee consumers are the user population. Data was collected by applying SPSS for Windows version 26.

Table. 2 Operational Definition of Variables

Variable	Operational definition	Indicator	Scale
Taste (X1)	The appearance, smell, taste, texture and warmth of a food are all claimed aspects of its taste. In coffee shops, the taste of a drink is quite significant	1. Appearance or shape 2. Smell 3. Flavor 4. Texture 5. Temperature	Likert

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Promotion (X2)	Marketing communications which include promotions aim to inform, remind and influence the target market about the company and its offerings so that they are open to receiving, purchasing and supporting the company's products	1.Promotional Messages 2.Promotional Media 3.Promotion Time Promotion frequency	Likert
Purchase decision (Y)	The step in the decision-making process where consumers actually decide what to buy is called the purchasing decision. Kotler and Keller (2012) inResky (2021).	1. Product selection 2. Brand selection 3. Timing 4. Consumer 5. decisions about purchase timing 6. decisions about product quantities	Likert

Research variables are a person's attributes or values, or activities that have certain variations determined by the researcher to be studied and conclusions drawn(Sugiyono, 2014).

RESULTS AND DISCUSSION

Descriptive Statistics

Descriptive statistical analysis in this discussion is in the form of a description of the data for each variable or a table explanation which includes the variables studied, namely the Taste Variable (X1), Promotion Variable (X2), Variable and Purchase Decision Variable (Y).

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Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Age	100	17.00	32.00	22.9600	2.83171
Gender	100	1.00	2.00	1.6500	.47937
Valid N (listwise)	100				

Age

Table 3 Age of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17.00	1	1.0	1.0	1.0
	19.00	2	2.0	2.0	3.0
	20.00	5	5.0	5.0	8.0
	21.00	15	15.0	15.0	23.0
	22.00	44	44.0	44.0	67.0
	23.00	4	4.0	4.0	71.0
	24.00	13	13.0	13.0	84.0
	26.00	7	7.0	7.0	91.0
	27.00	1	1.0	1.0	92.0
	28.00	1	1.0	1.0	93.0
	29.00	2	2.0	2.0	95.0
	31.00	1	1.0	1.0	96.0
	32.00	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Source: Data Processing Results, 2023

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Data based on the table above is concluded from 100 respondents, dominated by ages 21 to 24 years.

Gender

Table 4. Gender of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	35	35.0	35.0	35.0
	2.00	65	65.0	65.0	100.0
	Total	100	100.0	100.0	

Source: Data Processing Results, 2023

Based on the data above, respondents were divided into men and women. data from 100 respondents consisting of 35 men (35%) and 65 women (65%). Thus, it can be said that female respondents or customers dominate Jani Jiwa coffee.

VALIDITY TEST

The validity test is applied to evaluate the validity of a questionnaire. A questionnaire is considered valid if the answers to the questions explain the main problem to be measured. Confirmatory factor analysis is applied in testing the validity of this research to see whether the indicators applied can support a construct or variable (Ghozali, 2018).

Table 5. The r table value is 0.195 (Pearson's r table) with N 100 and a significance level of 0.05

Items	r count	r table	Information
X1.1	0.858	0.195	Valid
X1.2	0.833	0.195	Valid
X1.3	0.851	0.195	Valid
X1.4	0.834	0.195	Valid
X1.5	0.780	0.195	Valid
X1.6	0.867	0.195	Valid

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X1.7	0.878	0.195	Valid
X1.8	0.848	0.195	Valid
X1.9	0.849	0.195	Valid
X1.10	0.835	0.195	Valid
X2.1	0.830	0.195	Valid
X2.2	0.856	0.195	Valid
X2.3	0.869	0.195	Valid
X2.4	0.783	0.195	Valid
X2.5	0.870	0.195	Valid
X2.6	0.803	0.195	Valid
X2.7	0.882	0.195	Valid
X2.8	0.794	0.195	Valid
X2.9	0.854	0.195	Valid
X2.10	0.810	0.195	Valid
Y1.1	0.854	0.195	Valid
Y1.2	0.855	0.195	Valid
Y1.3	0.906	0.195	Valid
Y1.4	0.848	0.195	Valid
Y1.5	0.870	0.195	Valid
Y1.6	0.943	0.195	Valid
Y1.7	0.869	0.195	Valid
Y1.8	0.901	0.195	Valid
Y1.9	0.827	0.195	Valid
Y1.10	0.841	0.195	Valid

Source: Processed data, 2023.

RELIABILITY TEST

Actual reliability is the measure of a questionnaire that represents a variable or idea. A questionnaire is considered reliable if the answers to its statements are correct all the time. The measurement technique applied in this research is called One Shot or simply One Measurement. In this case, the assessment is carried out only once, and the findings are then applied to determine the correlation between questions or compared with

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answers to other questions. If a construct or variable has a Cronbach's Alpha value > 0.60 then it is claimed to be reliable. (Ghozali, 2018).

For variable X1 (taste perception) Conditions: Cronbach's alpha 0.6Cronbach's alpha if item deleted < from cronbach's alpha>

Reliability Statistics	
Cronbach's Alpha	N of Items
,955	10

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	38.5800	17,155	,820	,949
X1.2	38,6000	17,333	,789	,951
X1.3	38.6700	17,193	,812	,950
X1.4	38.5700	17,379	,792	,951
X1.5	38.6300	17,791	,729	,953
X1.6	38.6500	17,301	,833	,949
X1.7	38.5900	17,073	,845	,948
X1.8	38.5900	17,355	,809	,950
X1.9	38.6300	17,589	,813	,950
X1.10	38.5900	17,416	,794	,950

For variable X2 (promotion via Instagram social media)

Reliability Statistics	
Cronbach's Alpha	N of Items
,950	10

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Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	37.8800	22,733	,784	,945
X2.2	37,9000	21,646	,809	,945
X2.3	37.8600	22,505	,833	,943
X2.4	37,8000	23,737	,735	,947
X2.5	37,9000	23,343	,842	,943
X2.6	37.8400	23,004	,753	,946
X2.7	37.8500	22,896	,854	,942
X2.8	37.8500	22,775	,738	,947
X2.9	37.8100	22,559	,815	,944
X2.10	37.8500	23,482	,767	,946

For variable Y (Consumer purchasing decisions)

Reliability Statistics	
Cronbach's Alpha	N of Items
,964	10

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	38.6700	22,021	,817	,961
Y1.2	38.7400	22,194	,819	,961
Y1.3	38.7200	21,961	,883	,959
Y1.4	38.7200	22,446	,814	,961
Y1.5	38,8000	21,657	,835	,960
Y1.6	38.6900	21,509	,927	,957
Y1.7	38.6500	22,290	,839	,960
Y1.8	38.6600	21,984	,876	,959

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Y1.9	38.7700	21,734	,780	,963
Y1.10	38.6700	22,102	,801	,962

t TEST (PARTAL TEST)

According to Ghizali (2018), the t statistical test essentially describes the contribution of each independent or explanatory variable to explaining the variance of the dependent variable. The following tests need to be run:

H0: bi = 0

Ha: bi 0≠

Where:

1. H0 claims that an independent variable is not a significant explanation of the dependent variable.
2. Ha claims that the independent variable is a significant explanation of the dependent variable.

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,117	2,364		,895	,373
	TOTAL_X1	,345	,079	,306	4,349	,000
	TOTAL_X2	,621	,069	,632	8,985	,000
a. Dependent Variable: TOTAL_Y1						

Conditions: sig < 0.05→H0 is rejected→there is influence

CONCLUSION:

Taste perception partially influences consumer purchasing decisions.Promotion via Instagram social media partially influences consumer purchasing decisions.

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F TEST (SIMULTANEOUS TEST)

The F statistical test basically shows whether all the independent or independent variables included in the model have a joint effect on the dependent variable (Ghozali, 2018). The tests that will be carried out are:

H0: b1 = b2 = ……. = bk = 0

Ha: b1 b2 ……..... bk 0≠≠≠≠

Where:

1. "H0 tests whether all independent variables are not significant explanations of the dependent variable.
2. Ha tests whether all independent variables are simultaneously significant explanations of the dependent variable."

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2080.956	2	1040.478	169,330	,000b
	Residual	596,034	97	6,145		
	Total	2676,990	99			
a. Dependent Variable: TOTAL_Y1						
b. Predictors: (Constant), TOTAL_X2, TOTAL_X1						

Conditions: sig < 0.05→H0 is rejected→there is influence

Conclusion: Taste perception and promotion via Instagram social media simultaneously influence consumer purchasing decisions.

DETERMINATION COEFFICIENT

Simply put, the coefficient of determination (R2) measures how much the model can take into account changes in the dependent variable. The coefficient of determination value is between zero and one. A low R2 value shows that the capacity of the independent variable to explain variations in the dependent variable is very limited. A number close to one shows that practically all the information needed to anticipate changes in the dependent variable is provided by the independent variable (Ghozali, 2018).

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Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.882a	,777	,773	2.47885
a. Predictors: (Constant), TOTAL_X2, TOTAL_X1				

Column Adjusted R Square = 0.773

Conclusion: 77.3% of the variation in changes in consumer purchasing decisions can be explained by the variables of taste perception and promotion via Instagram social media; while the remaining 22.7% was explained by other causes outside the model.

CONCLUSIONS AND RECOMMENDATIONS

Following are the conclusions of the research:

1. For Kopi Janji Jiwa Kedaton Bandar Lampung, consumer purchasing decisions are greatly influenced by taste.
2. Instagram social media promotion makes a significant and positive contribution to the promotion of Kopi Janji Jiwa Kedaton Bandar Lampung.
3. Two important and profitable factors that influence the decision to purchase Janji Jiwa Kedaton coffee in Bandar Lampung are taste and promotion.

In light of these findings, the following is recommended:

Apart from offering other attractive promotions, research suggests that companies should increase their promotions to encourage customers to visit and continue consuming Janji Jiwa coffee. By doing this, they can also make customers feel that their consumption is having a positive impact on their health, which in turn will encourage them to consume more.

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