
**MARKETING MANAGEMENT STRATEGY IN INFLUENCING SNACK
PURCHASE DECISIONS BY ALPHA GENERATION PARENTS IN CENTRAL
JAVA, INDONESIA**

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Abstract

This study analyses the influence of parents' *health consciousness* on children's snack purchasing decisions by investigating the role of three factors as mediators simultaneously, namely perceptions of *front-of-pack labeling*, *nutritional knowledge*, and *food safety concern*. Using an explanatory quantitative approach, data were collected through a survey of a number of parents and analysed using structural equation modelling techniques to test the hypothesised causal relationships. *Health consciousness* was found to positively influence attention to *front-of-pack labeling*, *nutritional knowledge* levels, and *food safety concern* levels. However, of these three factors, only *nutritional knowledge* and *food safety concerns* significantly impact purchasing decisions, with food safety concerns showing the strongest mediating effect. *Front-of-pack labeling* has no significant direct influence and does not function as a mediator in the decision-making process. This study concludes that to influence Generation Alpha parents, marketing strategies need to shift their focus from simply presenting information on packaging to efforts to build trust through product safety guarantees and increased nutritional literacy. These findings contribute to the development of consumer behaviour theory and provide an empirical basis for the design of more effective educational campaigns and labelling regulations. The originality of this study enriches the Theory of Planned Behavior (TPB) in the context of consumer behavior, developing an integrative marketing model that optimizes *health consciousness* through a parallel mediation approach, especially in the Alpha Generation segment in developing countries such as Central Java, Indonesia.

Keywords: Health Consciousness, Front-of-Pack Labeling, Nutritional Knowledge, Food Safety Concern, Purchasing Decisions, Generation Alpha

INTRODUCTION

In the evolving landscape of the global food industry, consumer health awareness is a key driver for the transformation of the consumption paradigm. This phenomenon requires marketing management practitioners to adjust strategies to meet increasingly selective consumer expectations. The main object of this article is parents' decision to buy healthy snacks for Generation Alpha children, who were born between 2010 and 2025 and grew up in a digital environment with abundant access to information. From a marketing management perspective, understanding factors such as health consciousness, nutritional knowledge, front-of-pack labelling, and food safety concerns is the key to designing effective product, promotion, and distribution strategies. This article adopts a quantitative approach, focusing on analyzing causal relationships between variables to provide practical insight for marketers in promoting healthy food products that support child growth.

The snack market in Indonesia, especially for children, is experiencing rapid growth along with increasing parental awareness of the impact of nutrition on long-term health. According to a report by Euromonitor International (2024), demand for functional food products has risen 35% in the last five years, driven by millennial parents and Gen Z, who are more concerned about their children's nutrition. However, a specific issue arises from parents' confusion in distinguishing snacks, especially amidst the rise of misleading marketing claims. In Indonesia, where access to nutritional information is still limited, and food safety issues are often in the news, Generation Alpha parents often rely on packaging labels to make quick decisions. The issue is further complicated as Generation Alpha children, as digital natives, also influence parents' choices through their preference for taste and attractive packaging, while parents must balance pleasure and health.

Previous research has elaborated on the central role of health consciousness in shaping consumer preferences for healthy foods. For example, a study found that health awareness significantly influences consumers' food choices in China, a finding that has similar implications for emerging markets such as Indonesia, where cultural factors and social norms play a role (Huang et al., 2021). Additionally, the effectiveness of front-of-pack labeling in guiding consumer choice has been documented in various meta-analyses, highlighting its impact on health perception and purchasing intent, although the geographical and demographic context plays an important role in its level of effectiveness (Ikonen et al., 2020). Nutritional knowledge also proved to be an important mediator (Iqbal et al., 2021), showing that food safety concern and consumer engagement can strengthen the purchasing intent of organic foods, signaling complex interactions between variables in shaping consumer behavior.

Although various studies have been conducted, there are several important gaps that need to be addressed in the context of Indonesia and Generation Alpha. Many studies, such as (Velázquez et al., 2021) and (Ikonen et al., 2020), focus on individual differences or global meta-analysis without comprehensive integration of variables in emerging markets. Contextual gaps are seen in the lack of Generation Alpha-specific research, where millennial parents face unique post-pandemic challenges, as mentioned in (Escobar-Farfán et al., 2025), who haven't explored children's snacks. In addition, simultaneous integration of health consciousness, nutritional knowledge, front-of-pack labeling, and food safety concerns is rarely done. (Naruetharadhol et al., 2023) uses serial but not parallel mediation for children's snacks. Methodological gaps also exist, with most studies using simple experiments or

surveys, rather than structural equation modeling (SEM) for causal relationships. Geographically, research such as (Huang et al., 2021) and (Dixon et al., 2024) predominantly focus on Western or Chinese contexts, while Indonesian studies are limited to older age groups. Finally, the theoretical gap arises from the lack of application of integrative models to parental behavior in the snack market.

Based on the identification of these research gaps, this study aims to analyze the influence of health consciousness on snack purchasing decisions through mediation of front-of-pack labeling, nutritional knowledge, and food safety concern, using a quantitative SEM approach on parents in Indonesia. Specifically, this research aims to obtain empirical evidence of the influence of each variable directly and simultaneously on purchasing decisions for Generation Alpha children.

REVIEW OF LITERATURE

Theoretical Foundation: Theory of Planned Behavior (TPB)

Theory of Planned Behavior (Ajzen, 1991) is a conceptual framework that is widely used to explain human behavior, including in the context of purchasing food products. According to TPB, a person's behavior is influenced by the intention to act, which is formed from three factors: attitudes towards behavior, subjective norms, and perceived behavioral control. In this research, health consciousness represents an attitude towards behavior, whereas nutritional knowledge, food safety concern, and front-of-pack labeling represent a perceived element of behavioral control.

Thus, TPB can be used to understand how health awareness drives parents to decide on the purchase of healthy food products. The TPB model in this context confirms that the higher the level of health awareness of an individual, the more likely he or she is to have the intention and action to purchase healthy food for his or her children.

Previous Research

Health Consciousness

Health consciousness is a fundamental psychological construct that refers to an individual's tendency to actively pay attention to and maintain their health. For parents, this awareness extends from personal health to the health of their children, being the main motivator in product selection. Parents with high health consciousness tend to proactively seek out healthy food product information, read nutrition labels, and avoid potentially harmful processed foods. (Pan et al., 2025)

Study (Kusumaningsih et al., 2019) explicitly states that health consciousness influences attitudes and desires to buy healthy food products, leading to purchasing intentions. This finding is confirmed by (Hoque et al., 2018), which shows a significant role of health consciousness in the quality of service and consumer purchasing decisions. (Lee et al., 2014) finding health consciousness significantly influenced consumers' food choices, demonstrating the universal relevance of the concept in promoting healthier consumption behaviours in a variety of markets, including market penetration strategies (Lee et al., 2014) using models, mediation series to explain health consciousness and attitudes mediate organic food purchases, with strong implications for health-conscious parents as a potential market segment. (Escobar-Farfán et al., 2025) develop an integrative model based on health consciousness for the intention of purchasing healthy food, emphasizing its

psychological role in the context of the child, relevant for development value proposition for the product.

Front-of-Pack Labeling

Front-of-pack labeling is defined as the presentation of nutritional information on the front of a food package that is designed to be prominent, concise, and easy to understand. From a marketing management perspective, Front-of-pack labeling serves as an essential visual communication tool that allows consumers to quickly evaluate nutritional content amidst busy shopping situations and a flood of information. General form Front-of-pack labeling includes traffic light systems, warning labels, health logos, and nutrition-specific labels, the effectiveness of which depends on ease of understanding and speed of delivery of crucial information (Aguenaou et al., 2021). And (Taillie et al., 2024) finding designs, front-of-pack labeling, the optimal one can change consumer perception and reduce interest in buying unhealthy products, making it a promotional instrument to guide healthy choices.

Research (Saintila et al., 2025) proving perception Front-of-pack labeling is a strong predictor of healthy food purchasing intentions, strengthening consumer confidence. While comparing the impact of marketing attributes, front-of-pack labeling with nutritional information on parental decisions, highlighting its complexity in the promotional mix (Blitstein et al., 2020).

Nutritional Knowledge

Nutritional knowledge is defined as an individual's deep understanding of nutritional principles, the nutritional composition of foods, and their application in daily food selection. In this research, nutritional knowledge focused on parents' understanding of the nutritional needs of Generation Alpha children as well as the ability to assess the suitability of snacks for these needs (Gibson et al., 2020).

Research (Chen et al., 2022) confirms that parents with high nutritional knowledge are more effective in interpreting food labels and make rational decisions, emphasizing the role of education in marketing strategy. (Yang et al., 2025) finding this knowledge increases parental confidence in the evaluation of healthy products, correlating with brand loyalty, while (Hashad & Mohamed, 2022) highlighting its role as a key mediator in the functional food market. (Rifani et al., 2025) proving nutrition labels mediate the influence of nutritional knowledge on purchasing decisions in Indonesia, and in TPB shows an increase in perceived behavioral control for a healthy diet.

Food Safety Concern

Food safety concern refers to the level of consumer concern for the safety of the food products consumed, manifested in the search for information and product selectivity. For Generation Alpha parents, this concern reflects sensitivity to the potential health risks of snacks consumed by children, both from raw materials, production processes, packaging hygiene, and distribution (Iqbal et al., 2021).

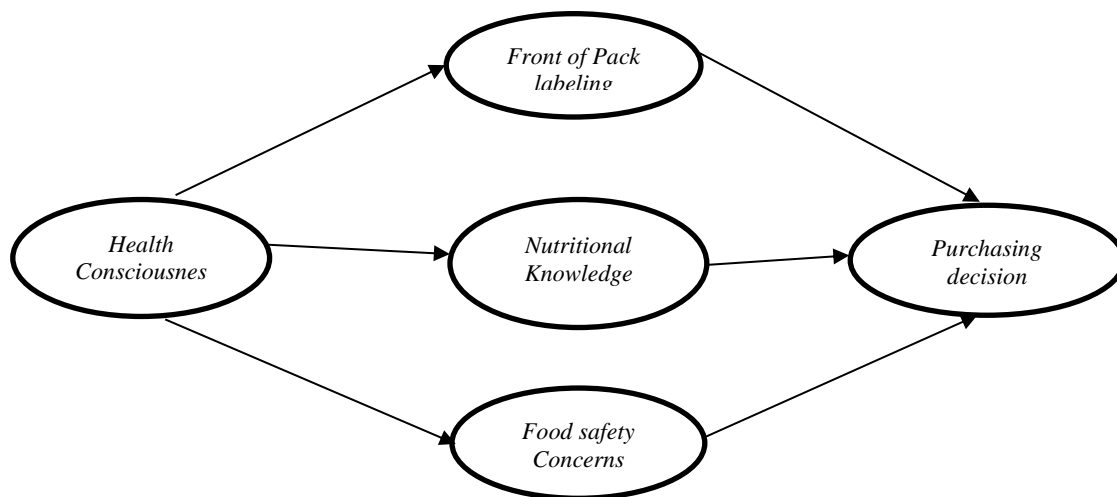
Research identifies food safety concern as a strong motivational factor that drives consumers to be critical and selective (Dang & Tran, 2020). Likewise, with (Lela et al., 2023) found that these concerns mediate relationships between health consciousness and the intention to buy healthy products, making them unique selling proposition.

Purchase Decision

Purchase Decision is the final result of consumer evaluation to choose a product after recognizing needs, seeking information, and assessing alternatives (Azzahra & Roosdhani, 2025). In this study, purchasing decisions refer to parents' choice to purchase snacks for Generation Alpha children, which involves considering health factors, nutrition, and long-term impact on growth (Tanjung, 2021).

The decision to purchase snacks for children is influenced not only by functional aspects, but also psychological and social factors that shape the emotional appeal of the product (Miquel Vidal & Castellano-Tejedor, 2022). The unique characteristics of Generation Alpha also influence parents' decisions, even in fast food, so strategies are needed for co-creation or co-marketing involving children (Gupta et al., 2022). Marketing claims and branding play a big role in shaping parents' preferences and purchasing intentions (Dixon et al., 2024).

Figure 1.
Research Concept Model



Hypothesis Development

Influence Health Consciousness against Purchase Decision

A study by (Pan et al., 2025) affirming that Health Consciousness significantly encourages purchasing intentions for healthy food products. Same (Kusumaningsih et al., 2019) find a strong connection between Health Consciousness and consumers' healthy food choices. So, it can be concluded that Health Consciousness a positive attitude towards health will directly influence purchasing intentions and actions. Parents with high health consciousness will evaluate the snack positively, leading to the decision to buy it.

H1: Health Consciousness has a positive and significant effect on Purchase Decision snacks for Generation Alpha children.

Influence Health Consciousness against Front-of-Pack Labeling

Research by (Blitstein et al., 2020) shows that marketing attributes in Front-of-Pack Labeling influence parental choice, emphasizing the role of labels as a source of information sought. Likewise, (Mazzù et al., 2022) shows that label information influences parents' snack choices, indicating that parents with certain awareness will be more responsive. So, it can be concluded that Health Consciousness, as part of a positive attitude that will motivate parents to seek and pay attention to relevant information. Front-of-Pack Labeling contribute to perceived behavioral control by providing information that makes product evaluation easier. H2: Health Consciousness positive and significant effect on attention and use Front-of-Pack Labeling.

Influence Health Consciousness against Nutritional Knowledge

Strong knowledge provides confidence that they are able to make the right food choices. (Huang et al., 2021) and (Gibson et al., 2020) underlines the positive relationship between Health Consciousness and improvements Nutritional Knowledge, which is essential for children's healthy food selection. So, it can be concluded that Health Consciousness motivate parents to improve Nutritional Knowledge as part of perceived behavioral control. H3: Health Consciousness positive and significant influence on levels Nutritional Knowledge.

Influence Health Consciousness against Food Safety Concern

Health-conscious parents tend to be more concerned about food safety and want to protect their children from risks. (Iqbal et al., 2021) explicitly found that Health Consciousness has a positive relationship with Food Safety Concern, which then influences the purchasing intention of organic products. So, it can be concluded that Health Consciousness also increases perceived behavioral control through improvement Food Safety Concern.

H4: Health Consciousness positive and significant influence on levels Food Safety Concern.

Influence Front-of-Pack Labeling against Purchase Decision

In research (Ikonen et al., 2020) Front-of-Pack Labeling influence the perception of product health and consumer purchasing intentions, showing its direct role in guiding decisions. (Saintila et al., 2025) also shows how Front-of-Pack Labeling influence food choices. So, it can be concluded that Front-of-Pack Labeling as the first mediator, contribute to perceived behavioral control by providing relevant and accessible information, making it easier for parents to make healthier purchasing decisions.

H5: Front-of-Pack Labeling has a positive and significant effect on Purchase Decision snacks for Generation Alpha children.

Influence Nutritional Knowledge against Purchase Decision

With adequate knowledge, parents feel more capable and confident in evaluating products and making the right choices. (Chen et al., 2022) found that parents with high nutritional knowledge were better able to make informative purchasing decisions. (Nugraha et al., 2025) also shows how health information shapes consumer decisions. So it can be concluded that Nutritional Knowledge as a second mediator, it directly contributes to perceived behavioral control.

H6: Nutritional Knowledge has a positive and significant effect on Purchase Decision snacks for Generation Alpha children.

Influence Food Safety Concern against Purchase Decision

These concerns act as a powerful motivator to choose products that are considered safe. (Ulfa & Mulyono, 2022) empirically proves that Food Safety Concern significantly affects the purchase intention of healthy food products. So, it can be concluded that Food Safety Concern as a third mediator, it directly influences perceived behavioral control by encouraging parents to be more selective and careful.

H7: Food Safety Concern has a positive and significant effect on Purchase Decision snacks for Generation Alpha children.

Mediation Role Front-of-Pack Labeling

Role Front-of-Pack Labeling become a strategic bridge that turns health awareness into real purchasing actions through information that strengthens consumer confidence (Taillie et al., 2024) FOPL effectively reduces decision-making uncertainty, in harmony with the role of mediation in parallel models, supporting the hypothesis that Front-of-Pack Labeling mediating influence health consciousness against purchase decision snacks for Generation Alpha children (Talati et al., 2016) Therefore, Front-of-Pack Labeling it is a crucial instrument for marketers to link health awareness to purchasing behavior informed. So, it can be concluded that Front-of-Pack Labeling serves as a mediator who outlines how health consciousness influence purchase decision.

H8: Front-of-Pack Labeling mediating influence Health Consciousness against Purchase Decision snacks for Generation Alpha children.

Mediation Role Nutritional Knowledge

Health Consciousness drive acquisitions Nutritional Knowledge more in-depth, which then contributes to perceived behavioral control by enabling parents to critically assess nutrition and make rational decisions. Empirical studies by (Gibson et al., 2020) and (Yang et al., 2025) proving Nutritional Knowledge mediate the relationship between health awareness and child food selection behavior. So, it can be concluded that Nutritional Knowledge acting as a second mediator, explaining how Health Consciousness influence Purchase Decision through improving parents' cognitive abilities.

H9: Nutritional Knowledge mediating influence Health Consciousness against Purchase Decision snacks for Generation Alpha children.

Mediation Role Food Safety Concern

Empirical studies (Lela et al., 2023) and (Hsu et al., 2016) proving Food Safety Concern as an important mediator between Health Consciousness and the intention to buy healthy food, temporarily (Khayyam et al., 2021) show Food Safety Concern significantly mediate influence Health Consciousness to consumption behavior, in harmony with this parallel model. So, it can be concluded that Food Safety Concern acting as a third mediator in a parallel mediation model, explains how Health Consciousness influence Purchase Decision through increased vigilance on food safety risks.

H10: Food Safety Concern mediating influence Health Consciousness against Purchase Decision snacks for Generation Alpha children.

RESEARCH METHOD

Approaches and Types of Research

This study uses a quantitative approach to analyze the relationships between variables in a measured and systematic way. This approach was chosen to test hypotheses through numerical data from respondents, as well as evaluate direct, indirect and mediating influences between variables using statistical analysis (Sugiyono, 2015) The focus of the research is to explain the relationship between Health Consciousness (independent variable), Nutritional Knowledge, Front-of-Pack Labeling, and Food Safety Concern (mediator variable), against Purchase Decision (dependent variable). The primary data collection was carried out through a Likert scale questionnaire, suitable for the analysis of parental consumer behavior in Indonesia, using techniques Structural Equation Modeling (SEM) as a follow-up analysis.

Population and samples

The research population consists of parents in Indonesia who have Generation Alpha children (born 2010-2025), are active in selecting and purchasing child snacks, and are willing to participate. The study did not limit to specific brands or types of snacks to reflect a realistic evaluation of alternatives. Sampling uses purposive sampling, selecting respondents based on specific criteria: parents who are actively involved in purchasing child snacks and have access to health information. The sample size in this study was 150 parents with Generation Alpha children. The determination of this number is based on the consideration that 150 is considered sufficient for statistical analysis (Gay & Diehl, 1996).

Variables and Indicators

The research variables were operationalized based on the frame of mind with Health Consciousness as an independent variable, Front-of-Pack Labeling, Nutritional Knowledge, and Food Safety Concern as a mediator variable, as well as Purchase Decision as a dependent variable. Measurements used a Likert scale of 1-10 (1 = Strongly Disagree, 10 = Strongly Agree), developed from the related literature to ensure validity and reliability (Likert, 1932). The following are the variables and indicators:

Table 1.
Measurement Items

Variable	Items	Indicator	Scale
Health Consciousness (X)	HC1	I really care about my child's health	1-10
	HC2	I am usually aware of my child's health	
	HC3	I am aware of my child's health condition as he goes through the day	
	HC4	I know if anything has changed about the changes in my child's health	
	HC5	I am responsible for my child's health condition	
		(Uyanık et al., 2025)	
Front-of-Pack Labeling (M1)	FOPL1	This label helped me quickly choose healthier products for my child	1-10
	FOPL2	This label is easy to find on the packaging	

	FOPL3	This label provides the information I need about healthy snack content for my child	
	FOPL4	This label makes me feel confident about the product I will buy for my child	
	FOPL5	This label provides reliable information quickly about snacks for my child.	
		(Aguenaou et al., 2021)	
Nutritional Knowledge (M2)	NK1	I know that proper diet and nutrition are important steps to maintain my child's health.	1-10
	NK2	I care about the amount of fiber in the snacks my child consumes.	
	NK3	I care about the nutritional content of the snacks my child consumes.	
	NK4	I understand the classification, sources, and primary nutritional properties of the foods my child will consume.	
	NK5	I know the exact amount of fiber my child needs every day.	
		(Yang et al., 2025)	
Food Safety Concern (M3)	FSC1	I am calm about the safety of the snacks my child consumes	1-10
	FSC2	I'm sure there are no harmful chemicals in the snacks my child consumes	
	FSC3	I pay attention to the safety of the snacks my child consumes	
	FSC4	I'm sure there is no danger of disease at this time and I'm ready for the risks that occur	
	FSC5	I think it's important to know well how to eat healthy snacks	
		(Ulfa & Mulyono, 2022)	
Purchase Decision (Y)	PD1	I felt confident when I decided to buy a healthy snack for my child.	1-10
	WW2	I decided to buy a healthy snack product because I was interested in the nutritional content of the product.	
	PD3	I decided to buy a snack product based on Health considerations	
	PD4	I choose healthy snack products for my child	
	PD5	I will make repeated purchases of healthy snacks in the future.	
		(Tanjung, 2021)	

Data Collection Techniques

Primary data were collected through an online questionnaire survey designed to obtain information directly from respondents. The questionnaire was divided into two main parts: demographic data (such as gender, age, educational level, and number of children) as well as items of study variables measured using the Likert scale 1-10. Distribution is carried out through Google Forms via WhatsApp, social media groups, school communities, and the Generation Alpha parent network, ensuring efficiency in achieving target samples while maintaining data accuracy and relevance to research objectives.

Testing of the instrument was carried out prior to the main study to ensure its validity and reliability. The validity test covers three main aspects: first, content validity through expert judgment (expert judgment) by two management expert lecturers; second, construct validity with confirmatory factor analysis (loading factor ≥ 0.7); and third, external validity through comparison with tested instruments. Meanwhile, the reliability test involved measuring Cronbach's Alpha ≥ 0.7 for each construct as well as composite reliability ≥ 0.7 , ensuring the internal consistency of the instruments used in the survey of 150 respondents to Generation Alpha parents.

Data Analysis Techniques

Data analysis applies Structural Equation Modeling (SEM) based Partial Least Squares (PLS) using SmartPLS software version 4.1.1.4, the analysis process starts from descriptive (mean, median, standard deviation for variables; frequency for demographics), followed by evaluation of the outer model (convergent validity: loading factor ≥ 0.7 and AVE ≥ 0.5 ; reliability: Cronbach's Alpha and composite reliability ≥ 0.7 ; discriminant validity: Fornell-Larcker criterion and cross-loadings). Inner models were evaluated via R^2 for dependent variance, bootstrapping (5,000 subsamples) for significance (T-statistic > 1.96 at $\alpha=0.05$), f^2 for effect size, and Q^2 for predictive relevance. Mediation testing emphasizes indirect effects (T-statistics > 1.96 ; confidence intervals of 95% do not cross zero), guaranteeing valid, reliable, and responsible findings, with strong implications for marketing management of consumer behavior.

RESULTS AND DISCUSSION

Table 2.
Respondent data

Characteristic	Frequency (n=150)	Percentage (%)
Gender		
Man	15	12,5
Female	135	87,5
Education		
Middle School/Equivalent	2	1,3
High School/Equivalent	47	29,4
Diploma	10	6,3
S1	81	56,9
S2	6	3,7
S3	4	2,5

Number of Children		
1	60	40,9
2	63	42,8
3	20	12,6
4	3	1,9
5	3	1,9

Source: Questionnaire Data (2025)

Evaluation of Measurement Models (Outer Models)

Measurement models were evaluated to verify convergent validity, reliability, and discriminant validity. All indicators meet the loading factor > 0.70 , indicating a strong contribution to the latent construct. Average Variance Extracted (AVE) > 0.50 for all constructs, confirming that the construct explains $>50\%$ of the indicator variance. Internal reliability is proven by Composite Reliability (CR) and Cronbach's Alpha > 0.70 , which indicates high consistency. The discriminant validity was confirmed through the criteria Fornell-Larcker (square root AVE $>$ inter-construct correlation) and cross-loadings (indicators are more correlated with the construct itself)

Table 3.
Convergent Validity and Construct Reliability Results

Construct	Indicator	Loading Factor	Ave	CR	Cronbach's Alpha	Result
Health Consciousness (HC)	HC1	0.833	0.646	0.901	0.863	Valid and Reliable
	HC2	0.830				Valid and Reliable
	HC3	0.763				Valid and Reliable
	HC4	0.767				Valid and Reliable
	HC5	0.823				Valid and Reliable
Front-of-Pack Labeling (FOPL)	FOPL1	0.796	0.695	0.919	0.890	Valid and Reliable
	FOPL2	0.817				Valid and Reliable
	FOPL3	0.898				Valid and Reliable
	FOPL4	0.811				Valid and Reliable
	FOPL5	0.843				Valid and Reliable
Nutritional Knowledge (NK)	NK1	0.798	0.636	0.897	0.857	Valid and Reliable
	NK2	0.771				Valid and Reliable
	NK3	0.783				Valid and Reliable
	NK4	0.830				Valid and Reliable
	NK5	0.804				Valid and Reliable
Food Safety Concern (FSC)	FSC1	0.779	0.609	0.886	0.843	Valid and Reliable
	FSC2	0.719				Valid and Reliable
	FSC3	0.821				Valid and Reliable

	FSC4	0.795				Valid and Reliable
	FSC5	0.783				Valid and Reliable
Purchase Decision (PD)	PD1	0.732	0.602	0.883	0.833	Valid and Reliable
	PD2	0.822				Valid and Reliable
	PD3	0.874				Valid and Reliable
	PD4	0.722				Valid and Reliable
	PD5	0.717				Valid and Reliable

Source: Processed from primary data using SmartPLS version 4.1.1.4 (2025). All constructs meet discriminant validity criteria (Fornell-Larcker criterion and cross-loadings). AVE = Average Variance Extracted; CR = Composite Reliability.

Evaluation of Structural Models (Inner Models)

The structural model evaluates predictive power and causal relationships between constructs. R² value for Purchase Decision reached 0.613 (adjusted 0.605), indicating that 61.3% of the variance in purchasing decisions was explained by the model, which was categorized as a substantial explanation. R² for mediators is also moderate: FOPL (0.372), NK (0.304), and FSC (0.303). Predictive relevance (Q²) is positive for all dependent variables (PD: 0.361; FOPL: 0.234; NK: 0.187; FSC: 0.192), confirming the model's ability to predict empirical data. The effect size (f²) shows the large effect of HC on the mediator (f² > 0.35 for H2–H4), the intermediate effect of FSC on PD (f² = 0.209), and the small effect of NK on PD (f² = 0.131), while FOPL on PD is almost zero (f² = 0.000).

Table 4.
R-square

Variable	R-square	R-square adjusted
Front-of-pack Labeling	0.372	0.368
Food Safety Concern	0.303	0.298
Nutritional Knowledge	0.304	0.299
Purchase Decision	0.613	0.605

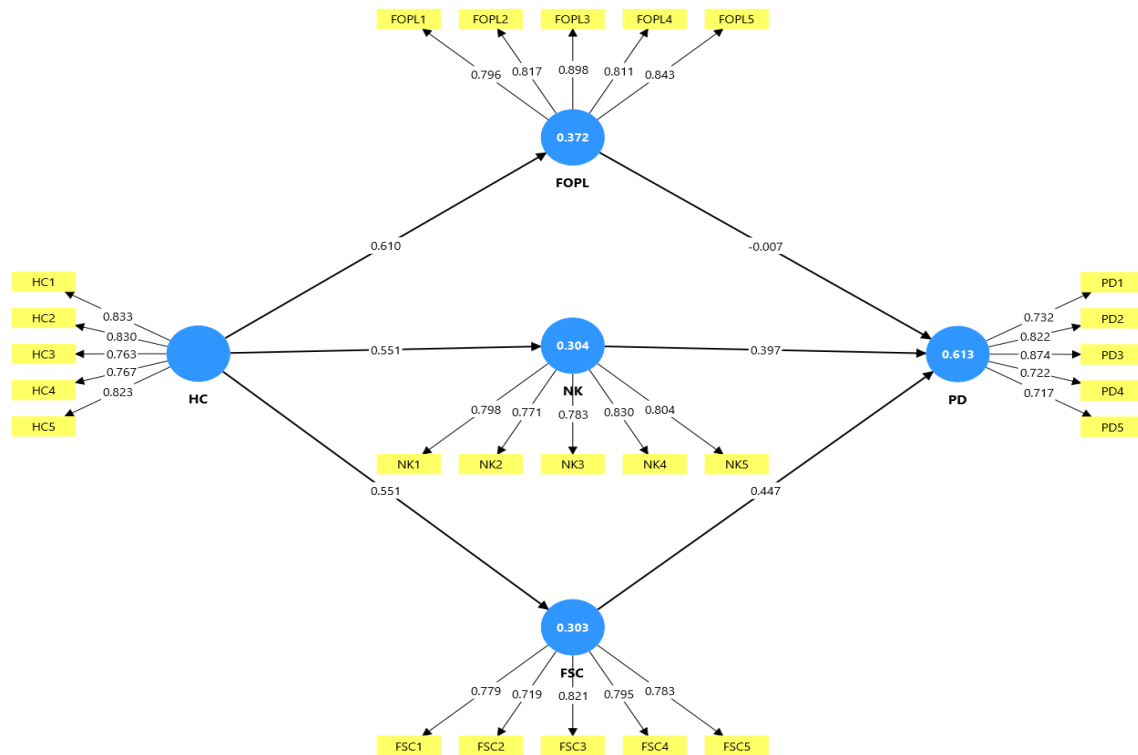
Source: Processed from primary data using SmartPLS version 4.1.1.4 (2025).

Table 5.
F-square

Variable	FOPL	FSC	HC	NK	PD
Front-of-pack Labeling					0.000
Food Safety Concern					0.209
Health Consciousness	0.593	0.435		0.436	
Nutritional Knowledge					0.131
Purchase Decision					

Source: Processed from primary data using SmartPLS version 4.1.1.4 (2025).

Testing the hypothesis using bootstrapping (5,000 subsamples) produces path coefficients (path coefficient), T-statistics, and p-values. Hypothesis accepted if T > 1.96 (p < 0.05). Results showed strong support for H1–H4, H6, and H7, but H5 was not significant.



Source: SEM PLS Results, Processed Data (2025)

Figure 2.
Construct Validity Results

Table 6.
Direct Hypothesis Testing Results

Hypothesis	Coefficient (Original Sample)	Sample Mean	t-Statistics	p-Values	Information
H1	0.461	0.465	8.123	0.000	Accepted
H2	0.610	0.615	12,345	0.000	Accepted
H3	0.551	0.558	9,876	0.000	Accepted
H4	0.551	0.554	9,543	0.000	Accepted
H5	-0.007	-0.005	0.045	0.969	Rejected
H6	0.397	0.402	2,756	0.006	Accepted
H7	0.447	0.451	7,890	0.000	Accepted
H8	-0.004	-0.003	0.042	0.969	Rejected
H9	0.219	0.223	2,056	0.040	Accepted
H10	0.246	0.250	2,789	0.006	Accepted

Note: Source: Processed from primary data using SmartPLS 4 (2025).

Discussion

The results of this study reveal complex dynamics in the decision-making process of Generation Alpha parents. The findings provide clear answers to the ten hypotheses proposed, while also revealing valuable strategic insights. First, all hypotheses regarding the direct influence of *health consciousness* (H1-H4) were proven valid. *Health consciousness* significantly encourages parents to proactively pay attention to *front-of-pack labeling*, *nutritional knowledge*, and *food safety concern*. This confirms the central position of health attitudes as an initial driver that activates cognitive mechanisms and risk perception.

Second, the hypotheses regarding the direct influence of mediators on purchasing decisions (H5-H7) show mixed results. Strong empirical support was found for the influence of *nutritional knowledge* (H6) and *food safety concern* (H7) on purchasing decisions. This means that, after information is processed, the final decision is largely determined by parents' competence in assessing nutrition and their level of trust in product safety guarantees. However, the hypothesis that attention to *front-of-pack labeling* (H5) directly influences purchasing decisions was not proven. Although parents see the labels, the information does not automatically change their final choices.

Third, the most critical findings emerged from testing the mediation effect (H8-H10). The results of the study prove that *food safety concern* (H10) and *nutritional knowledge* (H9) play a significant mediating role, with *food safety concern* being the strongest mediating pathway. This answers the core question of 'how' *health consciousness* translates into concrete action, primarily through increased protective anxiety that triggers high selectivity, supported by increased knowledge that enables more rational evaluation. Conversely, *front-of-pack labeling* (H8) does not function as an effective mediator. The absence of this mediating effect, coupled with the rejection of the direct influence hypothesis (H5), provides double confirmation that in the context of Central Java, Indonesia, *front-of-pack labeling* has not yet become an effective communication bridge between awareness and action.

The ineffectiveness of *front-of-pack labeling* is a critical finding that requires in-depth interpretation. It suggests that the information on the front of the packaging in its current form is not yet able to overcome doubts or lack of literacy. Possible causes include unintuitive design, distrust of printed claims, or the complexity of technical information. In other words, even though parents see the label, the information is not credible or impactful enough to overcome their primary considerations of safety and established nutritional knowledge.

Theoretically, these results enrich the Theory of Planned Behaviour by showing that in the context of decisions fraught with risks to children's health, perceived behavioural control is shaped more by internal knowledge and anxiety about risks than by instant external information aids such as labels. Practically, these findings provide a clear strategic message for marketers and policymakers that ongoing product safety communication and nutritional education for parents is a more impactful investment than simply relying on label design improvements. Therefore, efforts to encourage healthier snack consumption should shift from an informational-transactional approach to a more holistic approach in building trust and increasing parental competence.

CONCLUSION

Based on the analysis and discussion conducted, this study concludes that *health consciousness* is indeed a fundamental driver that significantly influences the snack purchasing decisions of Generation Alpha parents in Central Java, Indonesia. However, the mechanism of influence is not simple and direct. The key findings of this study reveal that this influence is primarily mediated by *food safety concern* and, to a lesser extent, by *nutritional knowledge*. Among the three pathways tested, *food safety concern* proved to be the strongest and most dominant mediator, confirming that in the context of Central Java, Indonesia, product safety is the most critical psychological consideration for parents.

Meanwhile, attention to *front-of-pack labeling* was not proven to be an effective mediation pathway and also had no direct influence on purchasing decisions. This suggests that marketing communication strategies that rely solely on conveying information on packaging, in its current form, are not sufficient to change the purchasing behaviour of this segment.

Theoretically, this study contributes to the development of the Theory of Planned Behaviour (TPB) by validating an integrative parallel mediation model in a new context. The findings enrich the understanding of perceived behavioural control by showing that parents' perceived control is shaped more by internal cognitive-affective constructs (knowledge and anxiety) than by instant external information aids.

The main managerial implication is the need to reformulate marketing strategies by shifting focus. Producers are advised to make food safety assurance their core value proposition and main competitive advantage, and to integrate sustainable nutrition education programmes into their brand communication strategies. For governments and regulators, these findings provide an empirical basis for developing more informative, simple, and credible food labeling policies, as well as strengthening food safety surveillance systems to build public trust. Ultimately, collective efforts to increase snack consumption among children should centre on empowering parents through competence building and the provision of transparent safety assurances.

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