



The Influence Of Marketing Mix Less Salt Seasoning On Perceived Value And Purchase Intention

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ABSTRACT

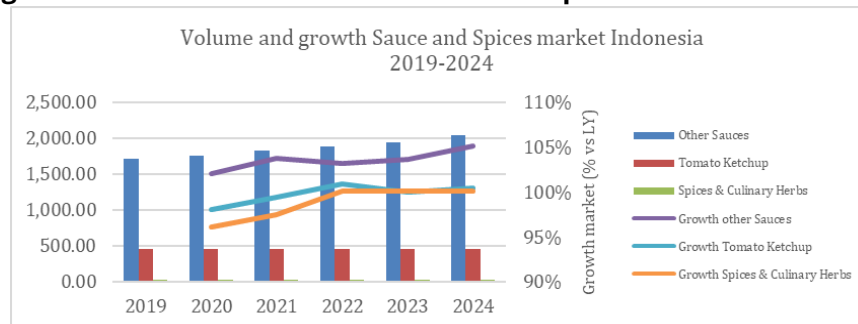
Spices and seasoning market showed good growth with CAGR 6% from 2021-2026 driven by the increment of customer demand and home cooking habit. The increasing of healthy lifestyle and Indonesia government policy in supporting healthy food product are become opportunity for seasoning industry to launch healthy value-added seasoning. This research aims to know marketing mix that influences perceived value and drive purchase intention of less salt flavor seasoning. The research conducted in Jakarta area with 320 respondents from gender male & female, age range 20-50 years old and various occupations. The research also collected data for respondents' cooking, eating habit and their response on research hypothesis indicators. This research used PLS-SEM analysis and showed that product, price and promotion significantly influence perceived value and purchase intention. However, place does not significantly influence perceived value and purchase intention. The research result will be beneficial for seasoning industry in developing marketing strategy for healthy value-added seasoning.

INTRODUCTION

Globally, non-communication Disease (NCD) contribute 75% on non-pandemic death, caused by raised blood pressure (hypertension), overweight/obesity, high blood glucose and abnormal blood lipids (e.g. cholesterol). Report of Riskesdas Indonesia in 2018 showed increasing of hypertension prevalences in Indonesia due to high sodium consumption. Most of sodium contribution is from salt ingredients. Indonesian salt intake is 10g/day means more than WHO recommendation (less than 5g/day) (WHO, 2023). By this reason, Indonesia government regulates through Peraturan Pemerintah no 28 year 2024 to state salt, sugar and fat content of processing food product in their nutrition label. This will help consumer to choose food product based on their diet preferences.

Sauce and seasoning are one of processing food that main ingredient contained salt. Its industry has CAGR 6%, showing good market growth especially in category bouillon and stock seasoning (Globaldata,2022).

Figure 1. Volume and Growth of Sauce and Spices Market in Indonesia



Reinforced by COVID-19 there is increment of health consciousness and change consumer behavior to choose healthier food. It becomes an opportunity for seasoning industry to develop healthy value-added seasoning, one of example less salt seasoning which could cope with hypertension issue.

This study aims to understand consumer perception about less salt flavor seasoning and identify purchase intention of this product. Marketing mix 4P's (product, price, place and promotion) are evaluated towards perceived value (PERVAL indicators) and purchase intention. The study result purpose to give insight for seasoning industry in formulating appropriate marketing strategy especially healthy seasoning product.

LITERATURE REVIEW

Theory of Stimuli-Organism-Response

In consumer buying process consumer will evaluate the product comparing to other market product and their needs (Kotler et al, 2022). It is influenced by combination of cognitive, emotional and socio-cultural factors, such as habits, sensory expectations, social influence and perceived product utility (Solomon, 2019). The internal factor called perception also influenced the buying decision. In choosing healthy product, factor of convenience, sensory appeal and price are the most important (Głabska, D, 2021) aligned with factor in choosing seasoning brand indeed to make the cooking meal more tasty and pleasant (Thomas, A. 2021). Salt ingredient contributes to taste deliciousness, so statement of "less salt 25%" in flavor seasoning product has risk to perceive less delicious taste compared to other regular product. Concerning this factor, S-O-R framework is used by providing product packaging design label to respondent, so they can evaluate the marketing mix indicator precisely as they see the product example/dummy. This framework study is used when consumer process data with complex thinking involving cognitive and emotional reaction.

Marketing Mix

Marketing strategy consist of 2 elements: which consumer will be served (segmenting and targeting) and what product value that company offers (positioning and differentiation). This strategy realized in actionable plan named marketing mix consist of 4P's (Product, Price, Place and Promotion).

Product Marketing Mix

Products relate to a physical food, service or combination of both. A consumer-centric product is a product that meets consumer needs and solve their problem. For healthy food

products the critical product dimension is not only about the physical format, but also the quality, health claim, convenience and empirical study proven. Product knowledge to consumer influence how they perceive the product and affect to purchase intention (Nautiyal, S., & Lal, C., 2025). Risk of less salt seasoning may relate to taste, that consumer perceive it is not tasty as common seasoning product, so this may become barrier to product trial. In that so consumer need an assurance that the taste is not sacrifice when healthy claim stated on product label (statement "reduced salt 25%"). A strategic marketing mix about product introduction in market should be formulated carefully, due to the new variant (less salt flavor seasoning) is an extension variant from the regular.

Price Marketing Mix

Price means what amount customers pay to get product value, reflected as a perceived value. Price strategy for healthy food products should be determined carefully and measured how price sensitivity varies among consumer segment. Study of organic food showed price sensitivity affects consumer's attitude and intention to product consumption (Hu, et al, 2024). Flavor seasoning is a common product that has been purchased as daily usage and easy to find in market. Higher price aligned with product benefit should be communicated well and reasonable to consumer. Other study showed that healthy food with economic value (price/cost) is not directly drive the purchase intention, due to healthy-seeker consumer more focus on product value rather than price (García-Salirrosas et al, 2025; Albornoz, 2024). So that price reflected the product value in consumer perception in economic value aspect.

Promotion Marketing Mix

Nowadays, promotion defined widely not only as price or product-based incentives, but also loyalty incentives and behavioral incentives. This activity purpose to communicate product benefit and persuade target customer to buy it through 4 tools: advertising, sales promotion, personal selling and public relation (Kotler, et al, 2023). The key of promotion for healthy products is aligning the product messages across all the promotion channel to build up customer trust and engagement. It has been studied towards customer behavior response such as in-store promotion (Grummon, A, 2024), informational advertising (nutrition label and benefit on package) (Bublitz, M, Peracchio, L, 2015), and influencer collaboration (Sokolova et al, 2024). Promotion of less salt seasoning product should build the consumer trust and erase the taste barrier perception. So that it can drive consumer trial purchase.

Place Marketing Mix

Place marketing mix related to product distribution so that consumers can access the product easily. Omnichannel distribution can increase easiness rate in product purchasing. The company should ensure its channel distribution and logistics so that the product is available for customers. As new product launching, less salt seasoning should be visible easily from consumer point of view so that no barrier in product trial buying. E-commerce platform helps new product to reach wider consumer living area and could shape consumer perceived value by exposing the product easily. Easiness in accessing the product will affect on convenience value and impact to purchase intention (Kim, N., & Lee, K., 2023)

Perceived Value

Consumer perceived value refers to how a consumer evaluates product's utility based on perceptions of what they receive and what they sacrifice. It constructs the products attribute that influence the perceived quality and perceived price then affect to perceived value (Zeithaml et al, 1988). Sweeney & Soutar (2001) constructed measurements of perceived value included 4 dimensions value: quality, price, emotion and social value.

This study showed a reliable multidimensional scale to measure consumer perceived value by assessing multiple dimensions of value. Some study result that perceived-value has positive impact on purchase intention for functional food (Wang et al, 2025), while on other study of FMCG good has vice versa result (Wang et al, 2024).

Purchase Intention

Purchase intention defined as consumer's willingness to buy specific products which influence by attitudes, preferences and perceived value (Kotler and Keller, 2022). Marketing mix as stimuli plays important roles to attract consumers' intention in competing among similar products. Buyer may perceive a difference based on company or brand image differentiation (Kotler, 2023). Factor such as emotion (Samoggia et al. 2025), price and convenience of purchase (Barbu et al. 2022) has correlated with actual purchase action. In food product, packaging labelling play important role in delivering product information including its benefit to consumers, especially for health-benefit product. It is strong suggested for company to develop packaging design that attractive and contribute to positive consumer experience. Effective packaging design which delivers product knowledge can influence consumer intention through emotional attitudes and their perceived value (Wang, et al. 2024). Study in green product showed by informing consumer about the product can significantly influence their decision to purchase (Najafabadiha et al, 2025).

METHODS

The study adapted S-O-R framework (Stimuli-Organism-Response) by showing product packaging design as stimuli media in asking 4P's marketing mix. The study conducted in Jakarta area (urban area) considers its population is well-educated, multicultural and good digital literacy. Furthermore, Jakarta is the 1st area trial for launching new product especially healthy food product. The survey methodology was developed to identify the correlation of marketing mix towards the perceived value and purchase intention. The indicators evaluated with Likert scale from (1) strongly disagree to (5) strongly agree (indicators attached in Appendix 1). Descriptive analyses refer to table 1.

Table 1. Interpretation of survey results

Score	Interpretation
1.00 – 1.80	Very low
1.81 – 2.60	Low
2.61 – 3.40	Moderate
3.41 – 4.20	Moderate High
4.21 – 5.00	High

This research respondent is 320 persons that meet minimal sample size for product test (minimum 200 persons) (Malhotra, 2020). Sample size should consider the research objective, confidence level, variability in population, cost & time constraint and the size of population (Sekaran, 2019). Purposive non-probability sampling was used by selective the respondent criteria similar to target user of flavor seasoning. The criteria are age range (20-50 years old) and familiar in using flavor seasoning. Statistical analysis using PLS-SEM method (PLS-SEM ver 4) with criteria as table 2.

This approach currently most applied in business marketing research when the research model includes complex relationship, small samples size but can provide greater statistical power than CB-SEM (covariance based-SEM) (Hair et al, 2021). Prior small pilot test was conducted to evaluate validity and reliability before testing in larger amount respondents.

Table 2. Criteria and Threshold of SEM analysis

No	Criteria	Threshold
Assess the measurement model (Outer model)		
1	Reliability	- Cronbach's alpha ≥ 0.6 - Composite Reliability (CR) ≥ 0.7
2	Convergent Validity	Average Variance Extracted (AVE) ≥ 0.5
Asses the structure model (Inner model)		
3	Path coefficient	Significant if p-value < 0.05
4	R square	Value ≥ 0.5 means moderate, while ≥ 0.75 means strong predictive
5	Q ² Predictive relevance	Q ² > 0 shows the model has predictive relevance: $0.02 \leq Q^2 < 0.15$ show small $0.15 \leq Q^2 < 0.35$ show medium $Q^2 \geq 0.35$ show strong

Upon the literature review and construct the research method, 5 hypotheses were developed to understand the influence of marketing mix 4P's on perceived value and the effect of perceived value on purchase intention.

1. H1: Product significantly influences perceived value.
2. H2: Price significantly influences perceived value.
3. H3: Place significantly influences perceived value.
4. H4: Promotion significantly influences perceived value.
5. H5: Perceived value significantly influences purchase intention.

RESULTS

Descriptive statistics

Respondent's gender mostly women (78%) than men (23%) with occupation almost par on employee (42%) and housewives (41%) followed by entrepreneur (12%). The ages is vary from 31-40 years old (45%), followed 20-30 years old (42%) and 41-50 years old (13%). This showed the young generation has larger proportion in this survey. In section 2, factor that being considered in choosing seasoning is quality (29%), salt content (20%), brand (15%) price (14%) and nutrition (11%). The most packaging size is medium (50-100g) 39% and small sachet 20g (38%) and tend to buy seasoning every 1-4 times/week (52%), then monthly (27%) is par with 4-7 times/week. This indicated respondent do product stocking in kitchen. The average score for each variable helps the author to identify respondent's response on the marketing mix indicator, perceived value and purchase intention showed in table 3.

Table 3. Average Score Of Each Variable

No	Variables construct	Average score	Interpretation
1	Product	4.46	High
2	Price	4.43	High
3	Promotion	3.89	Moderate high
4	Place	4.15	Moderate high
5	Perceived Value	4.42	High
6	Purchase Intention	4.45	High

Validity & Reliability test

Validity test used to assess the accuracy of the measurement relative to the reality or actual condition (Burns et al, 2017, p215), it indicated from AVE value (average variance

extracted). Reliability test is to ensure the measurement consistency across the time and various items in the instrument (Sekaran & Bougie, 2019). Based on table 4 the indicators measurement is valid and reliable.

Table 4 Preliminary Survey (n = 49 people)

Threshold Variables	AVE ≥ 0.5	Cronbach's alpha > 0.6	CR ≥ 0.7	Result
Product	0.529	0.774	0.847	Valid & Reliable
Price	0.582	0.640	0.806	Valid & Reliable
Promotion	0.555	0.742	0.832	Valid & Reliable
Place	0.793	0.869	0.920	Valid & Reliable
Perceived Value	0.595	0.823	0.878	Valid & Reliable
Purchase Intention	0.547	0.789	0.857	Valid & Reliable

Inner model assessment of SEM-PLS

Path coefficient is to measure how strength the relationship effect between variables testing. The PLS-SEM result showed in table 5.

Table 5. Path Coefficient Result (Direct and Indirect effect)

No	Variables	Original Sample	P values (p < 0.05)	Conclusion
1	Product --> Perceived Value	0.484	0.000	Significant
2	Product --> Purchase Intention	0.212	0.005	Significant
3	Price --> Perceived Value	0.133	0.022	Significant
4	Price --> Purchase Intention	0.078	0.132	Not significant
5	Place --> Perceived Value	0.087	0.318	Not significant
6	Place --> Purchase Intention	0.131	0.056	Not significant
7	Promotion --> Perceived Value	0.277	0.001	Significant
8	Promotion --> Purchase Intention	-0.114	0.104	Not significant
9	Perceived Value --> Purchase Intention	0.592	0.000	Significant

Variable product has positive relationship towards perceived value and purchase intention. Price has positive relation to perceived value, but has not correlated towards purchase intention. Variable place does not have relationship both towards perceived value and purchase intention. Promotion has positive correlation towards perceived value, but no correlation towards purchase intention. The summary of five hypothesis testing is shown in table 6.

Table 6. Hypothesis Testing

Marketing Mix	Code	Variables	Result Hypothesis
Product	H1	Product --> Perceived Value	Supported
Price	H2	Price --> Perceived Value	Supported
Place	H3	Place --> Perceived Value	Not Supported
Promotion	H4	Promotion --> Perceived Value	Supported
	H5	Perceived Value --> Purchase Intention	Supported

Further analysis for coefficient determinant (R^2) showed perceived value's has moderate dependency model (0.744) as well as purchase intention (0.705). While predictive relevance (Q^2) value showed both variable perceived value and purchase intention have great predictive relevance with value perceived value's Q^2 score is 0.552 and purchase intention variable ($Q^2 = 0.464$). It showed the research model is good in predicting how respondent evaluate the marketing mix 4Ps on the perceived value and purchase intention.

Table 7. R square and Predictive Relevance score

Variables	R-square	Predictive Relevance (Q^2)
Perceived Value	0.744	0.552
Purchase Intention	0.705	0.464

DISCUSSION

Analysis by combining result of descriptive statistics (mean score) and PLS SEM will be discussed based on each of hypothesis testing

H1: Products Significantly Influence Perceived Value

Hypothesis 1 is supported and showed that product has positive significant effects on perceived value by 0.484. It indicates that less salt seasoning is perceived positively as healthy seasoning and has different value/benefit compared to others seasoning. This product also perceives as solution for high salt consumption problems. It aligns with the mean score for product marketing mix with high interpretation for all five statement indicators. As new product, this product is perceived as safe, good taste and convenience meets the important factor for food product. This result has similar result with other study on organic food which has organic label (Yeh & Yang, 2025). Thus, showed credible producer and approve product legalization (in this case by Indonesia Food Government (BPOM)) could increase consumer trust and enhance purchase intention.

H2: Price Significantly Influences Perceived Value

Hypothesis 2 is supported and showed price has significant positive influence towards perceived value. Even though less salt seasoning is more expensive than regular product, it still perceives in affordable price range and has good value for money so that consumer willing to pay in reasonably price to get the product benefit. As direct path variable price does not have influence to purchase intention indicates that consumer purchase less salt seasoning at higher price because of its value. This path has similar result with other study on organic food in China which suggest that price influence the perceived value but not drive purchase intention directly (Hu et al, 2024). Other food research showed healthy food product price discount strategy may lowering perceived value (De Hooze, 2025) and other study also shows similar result in consuming healthy food brands (García-Salirrosas et al, 2025). It means pricing associated with product quality perception. This study suggests healthy products to emphasize the product quality (healthy) rather than cheaper price in competing market and gain sales.

H3: Place Significantly Influences Perceived Value

Hypothesis 3 is not supported. Marketing mix place is not influencing the perceived value. It also has same tendency for place to purchase intention. This research showed different tendency with other healthy food research which commonly showed place has correlation towards perceived value and purchase intention, because it shaped product value as more premium and beneficial for consumer (De Hooze, 2025). Meanwhile this less salt seasoning result has similar result with research of common food such as pork meat (Kung et al, 2021).

Familiarity usage as daily seasoning could be one of factor that affect not significancy correlation between place marketing mix on perceived value and purchase intention. Consumer may perceive less salt seasoning product is as familiar product with daily use and no special treatment in usage consumption.

Related to availability in descriptive analysis (showed moderate high interpretation), it indicates consumer is not consider the channel in where the buy this product so that place does not affect their purchase intention (Sari, D.P., Belgian, P.F, 2024) and not critical driver to purchase intention. By this result, further research should be explored related to healthy product with high familiarity/daily usage towards the perceived value and suggest company to maintain sales channel in purpose to keep availability and easy access for buying.

H4: Promotion Significantly Influences Perceived Value

Hypothesis 4 is supported and showed that promotion marketing mix has positive significant influences on perceived value. It aligns with the descriptive analysis result that showed promotion activities can help consumer to get better understanding for product benefit. For healthy food, promotion based on educational content is important and role as product communication to develop consumer perception (perceives value). Another study showed 4 attributes in information could drive purchase intention such as information quality, information usefulness, information credibility and attitude towards information (Haroon et al, 2024). Delivering product benefit in promotion activity and amount of exposure to consumer may enhance product perceivedness through consumer trust.

Meanwhile promotion showed not correlated directly to purchase intention, may because It is categorized as low involvement product and used daily. As a habitual purchased product, consumer may have their preferred brand seasoning. Consumer may doubt the new product compared to their common seasoning brand.

H5: Perceived Value Significantly Influences Purchase Intention

Hypothesis 5 is supported. Perceived value has positive influences purchase intention with strong correlation 59.2% aligned with other study on green marketing (Manna, 2025), organic food (Curvelo et al, 2019) and cosmetic product (Azzahra, A et al., 2024). Furthermore, perceived value could increase re-purchase action through consumer engagement (Elizabeth, 2024).

This indicates perceived value has strong impact in driving purchase intention with its multidimensional aspects. In this research, aspect of emotion and quality are the most critical in shaping consumer's perceived value. Based on theory of perceived value (Zeithaml, 1988) perceived value is what consumer trade off (price and effort) to get product quality and benefit suggesting for company to prioritize in increasing product perceived value through its marketing mix activity.

CONCLUSION

This research focused on marketing mix 4P's for less salt seasoning product towards the perceived value and purchase intention. The analysis showed that 3 elements of marketing mix (product, price and promotion) have positive influence on the perceived value significantly. Meanwhile place marketing mix is not significant. As overall perceived value has positive influence purchase intention.

Product influences perceived value related to its health claim, safety and usage. Price prioritized on value for money. Promotion demonstrating its critical role as product communication to shape consumer perception. Place marketing mix showed no correlation on perceived value suggested it is not shaping consumer perceived value. Finally, perceived value has high effect on purchase intention aligned with theoretical framework that consumer

perception in evaluating product is critical factor to decide purchase decision making. Based on this research, it is suggested seasoning industry on highlighting product benefit, educational promotion activity and price for value in formulating marketing mix for less salt seasoning product.

LIMITATION

Limitation of this research is scope of research area in one urban city as it is the 1st city in product launching trial market. The larger area and higher number of respondents may affect the research finding, so it is suggested to collecting data from other urban area in Indonesia with larger number of respondents. Conceptual framework in affecting perceived value may not only come from marketing mix 4P's and it is recommended to study further in further research such as effect of brand preference, health consciousness and purchasing behavior (habitual purchasing).

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