



Regular article

## Halal, Health, or Hype? Generational Shifts in Ready-to-Drink Coffee Preferences in Indonesia's Semi-Urban Markets

*Halal, Kesehatan, atau Tren? Pergeseran Preferensi Kopi Siap Minum Antar Generasi di Pasar Semi-Urban Indonesia*

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### ABSTRACT

The rapid growth of Indonesia's ready-to-drink (RTD) coffee market, fueled by urbanization and shifting consumer lifestyles, underscores the need to understand how cultural, religious, and globalized factors shape purchasing decisions, particularly among younger generations in semi-urban regions. This study investigates the relative influence of *Halal certification*, *health labels*, and *brand origin* (international versus local) on Gen Y and Gen Z consumers in Jember, East Java, a Muslim-majority semi-urban market. Using a quantitative cross-sectional design with a sizeable number of respondents, the research combined validated Likert-scale surveys and statistical analyses, including logistic regression and factor analysis, to test hypotheses derived from consumer behavior theories. Results revealed Halal certification as the strongest predictor for both generations, although Gen Z reinterpreted Halal as a quality marker rather than a religious obligation. Health labels demonstrated a negligible impact that was overshadowed by taste and price preferences. Brand origin preferences diverged sharply, with Gen Y favoring international brands while Gen Z exhibited a hybrid glocal identity that balances local cultural resonance with global trends. These findings highlight generational shifts in religiosity, the legacy of globalization, and the challenges of health positioning in indulgence-driven markets. The study offers actionable insights for marketers to tailor RTD coffee strategies by prioritizing Halal compliance for trust, leveraging Gen Z's digital engagement for glocal branding, and innovating sensory-driven health claims. Theoretically, it advances consumer behavior literature in emerging markets by contextualizing the interplay of cultural authenticity, generational identity, and ethical consumption.

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### Introduction

Understanding consumer behavior is crucial for businesses to remain competitive, particularly in emerging markets like Indonesia, where cultural, religious, and health-conscious factors significantly shape purchasing decisions. Recently, ready-to-

drink (RTD) canned coffee has gained popularity in Generation Y (Gen Y) and Z (Gen Z). According to Euromonitor International (2024), Indonesia's RTD coffee market grew by 12.4% in 2022, driven by urbanization, busy lifestyles, and increasing exposure to global beverage trends. While RTD coffee brands compete in

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taste, convenience, and branding, three critical factors, Halal certification, health labels, and brand origin (international vs. local), play a pivotal role in shaping consumer preferences in Indonesia, particularly in Muslim-majority regions like East Java.

Furthermore, despite the growing significance of these factors, the extent to which each one influences purchasing decisions remains under-discussed, particularly among younger consumers in secondary cities like Jember, East Java. The Halal label serves as an assurance of compliance with Islamic dietary laws and is perceived as a symbol of trustworthiness (Rafiki et al., 2024). Indonesia has implemented a mandatory Halal certification law since 2019. Hence businesses increasingly leverage Halal labeling as a marketing tool. However, critics argue that Halal certification might be over-commercialized, overshadowing product quality and innovation (Djunaidi et al., 2021). This also raises the question of whether Halal certification genuinely drives purchase decisions among Gen Y and Gen Z in Jember or if it has become merely a symbolic necessity rather than a decisive factor.

Another emerging concern is health consciousness. According to Nielsen (2023) survey found that 74% of Indonesian consumers are willing to pay more for products with health benefits. This reflects a growing awareness of nutrition-related issues such as obesity and diabetes (Ministry of Health Indonesia, 2022). Health-related labels, such as "low sugar," "organic," and "high in antioxidants," are increasingly featured on RTD coffee packaging to appeal to these consumers (Wulansari et al., 2024). Yet it remains uncertain whether Gen Y and Gen Z consumers in Jember actively consider these health claims when purchasing RTD coffee or if taste, price, and branding take precedence.

Brand origin also plays a crucial role in consumer preferences. Indonesian consumers often associate international brands with higher quality, prestige, and innovation as well (Destriana, 2024). While local brands are gaining traction due to competitive pricing, cultural familiarity, and local adaptation, previous studies indicate that urban consumers may prefer international brands. On the other hand, rural and semi-urban consumers often prioritize affordability and cultural relevance (Yadav et al., 2024). This study seeks to uncover how brand origin influences RTD coffee choices among Gen Y and Gen Z in this unique setting in Jember. Where a good mixture of urban and rural demographics exists.

This study aims to investigate the relative influence of Halal certification, health labels, and brand origin on the purchasing decisions of Gen Y and Gen Z consumers in Jember's RTD coffee market. Analyzing these factors individually and collectively can

lead to insights into the actual impact of Halal labels (whether they serve as a trust signal or merely a regulatory requirement), the role of health labels in consumer decision-making, and whether they are a strong determinant for younger consumers, and the preference for international versus local brands in a semi-urban setting. The findings will also provide valuable insights for marketers, policymakers, and businesses, particularly in tailoring RTD coffee products to meet the evolving preferences of Indonesian consumers. Theoretically, the study contributes to consumer behavior literature in emerging markets, addressing the intersection of religiosity, health consciousness, and brand perception.

## Literature Review and Hypothesis Development

### *Halal Labels and Consumer Purchasing Decisions*

Halal certification is a key player in shaping consumer trust and buying choices, especially in countries with a large Muslim population like Indonesia (Yani & Suryaningsih, 2019). Overall, a Halal label guarantees that food meets Islamic dietary requirements, allowing Muslim consumers to fulfill their spiritual obligation to consume Halal products as commanded by Allah (SWT). This certification strengthens brand image and builds trust, enhances customer satisfaction, and adds emotional value, ultimately influencing positive purchasing behavior. The findings suggest that Muslim spirituality plays a significant role in shaping consumer behavior, expanding the scope of Islamic marketing literature. Companies can leverage this by highlighting the Halal certification logo in advertisements as a symbol of product quality (Firdaus et al., 2023). Research also shows that Halal labels significantly influence consumer behavior by indicating religious compliance, ethical production, and product safety (Rafiki et al., 2024). Halal even can be a mediating variable in purchase decisions; it intervenes in the relationship of a few customers' common considerations (Ishak et al., 2016). While Halal certification is important, it's not always the top priority for younger shoppers, who might lean more toward taste, price, or brand reputation instead (Rezai et al., 2012). Aziz & Chok (2013; Milah et al., 2024; Ramadhany, 2024) found that Muslim consumers tend to buy Halal-certified products because they trust religious authorities and believe in adherence to Islamic dietary laws. However, with the growing commercialization of Halal labels (Djunaidi et al., 2021), there's an ongoing discussion about whether Halal certification truly influences buying decisions or if its significance is exaggerated. This leads us to the following hypotheses:

**H1a:** Halal labels have a positive impact on the purchasing decisions of Gen Y consumers in Jember.

**H1b:** Halal labels have a positive impact on the purchasing decisions of Gen Z consumers in Jember.

#### *Health Labels and Consumer Purchasing Decisions*

The increasing focus on health awareness has prompted consumers to look for products that offer clear health benefits, like low sugar content, natural ingredients, or functional additives. Yet, even though health claims can draw in health-conscious shoppers, some studies indicate that taste and price still hold significant sway, particularly in the ready-to-drink coffee market, where the allure of indulgence and convenience often takes precedence over health factors (Ministry of Health Indonesia, 2022). Research shows that younger consumers, especially Gen Z, are more health-conscious compared to earlier generations, frequently taking health labels into account when they shop (Wulansari et al., 2024). Grunert & Wills (2007) pointed out that health labels boost a product's credibility, especially when consumers believe they are backed by scientific evidence. Additionally, a study by Dean et al. (2012) revealed that individuals with a strong awareness of nutrition are more likely to be swayed by health claims on food and drink packaging. Scholars also note that three factors – perceived benefits, perceived threats, and nutrition self-efficacy- positively impact the use of NFP labels. However, perceived customer barriers negatively influence the use of NFP labels. In addition, ethical evaluation mediates the usage of NFP labels (Priya & Alur, 2024). Behaviourally, scholars reveal the significant positive effect of health knowledge on nutrition-label use and attitude towards nutrition labels, but only attitude towards nutrition labels significantly predicts healthy food choices (Zainol et al., 2020). Therefore, we can propose the following hypotheses:

**H2a:** Health labels have a positive impact on the purchasing decisions of Gen Y consumers in Jember.

**H2b:** Health labels have a positive impact on the purchasing decisions of Gen Z consumers in Jember.

#### *Brand Origin and Consumer Purchasing Decisions*

Brand origin plays a significant role in how consumers behave, with many people viewing international brands as symbols of higher quality, innovation, and prestige (Destriana, 2024). Research indicates that Gen Y consumers, who have experienced globalization yet still appreciate local products, tend to have a more balanced preference. In contrast, Gen Z, heavily influenced

by digital media and global trends, often gravitates more toward international brands (Yonfá-Medranda et al., 2024). In developing markets like Indonesia, consumers frequently link foreign brands with higher status and superior manufacturing standards, making them a desirable choice (Yadav et al., 2024). Mahri et al. (2024) showed that in Indonesia, the country of origin and brand image variables had a significant effect on the purchasing decision of South Korean skincare, with halal product knowledge as a moderator variable. Meanwhile, the halal product knowledge variable does not moderate the influence of country of origin and brand image on South Korean skincare purchasing decisions. This finding confirms that the halal product knowledge factor has not been sufficient to strengthen the influence of country of origin and brand image on South Korean skincare purchasing decisions. Even though Tjiptono & Andrianombonana (2016) found that Indonesian consumers are more likely to misidentify than correctly recognize a true brand origin, and this limited consumer ability also has contributed to the low brand origin recognition accuracy (BORA) scores for both local and foreign brands. Brand evaluation was found to be positively correlated with purchase intention. However, the current study could only find partial support for the relationship between BORA scores and brand evaluation as well as purchase intention. In contrast, local brands are also gaining popularity due to their affordability, cultural relevance, and ability to adapt to local tastes (Ahmed et al., 2004; Wijaya, 2020). The impact of brand origin is further influenced by socio-economic factors, with urban consumers more inclined to choose international brands, while those in rural areas may focus on affordability and accessibility. With this in mind, the study proposes the following hypotheses:

**H3a:** Brand origin (international vs. local) has a significant impact on the purchasing decisions of Gen Y consumers in Jember.

**H3b:** Brand origin (international vs. local) has a significant impact on the purchasing decisions of Gen Z consumers in Jember.

#### *Generational Differences in Purchasing Decisions*

Research into how different generations shop shows that Gen Y and Gen Z have their unique buying habits. Gen Y, who have lived through economic changes and the rise of digital technology, often place a high value on brand loyalty and the credibility of products (Kotler & Keller, 2012). They tend to trust well-established brands and look for certification labels. On the other hand, Gen Z, recognized for their digital expertise and

trend-focused behavior, is more adventurous in their choices. They prioritize the experience of using a product, the influence of their peers, and engagement on social media rather than relying on traditional marketing methods (Pratama et al., 2024; Sharma & Srivastav, 2023). Agrawal (2022) agrees with this, his study points out that when shopping online, Gen Y tends to make more rational and calculated decisions, whereas Gen Z approaches it with a sense of enjoyment, curiosity, and deal-seeking behavior. Gen Y often relies on real shopping experiences shared on social media and is generally more socially inclined, while Gen Z places greater emphasis on reviews and ratings. Both generations are cautious about product risks, though Gen Y is more concerned about financial risks, while Gen Z focuses on the product's performance. Additionally, Gen Z has a natural affinity for digital technology and engages with it intuitively, whereas Gen Y uses it more intentionally. Despite some shared behaviors, their online shopping habits remain distinct. In the bubble tea purchase decision context, eight key factors (taste, texture, packaging, store atmosphere, price, health considerations, trends, and brand) significantly influence how Gen Z consumers respond

emotionally to bubble tea. These factors shape their feelings of pleasure, excitement, and control, ultimately determining whether they are drawn to or deterred from making a purchase. Additionally, the study found that these emotional responses also influence social interactions and engagement with the product. These differences between the generations hint at how Halal labels, health labels, and the origin of brands might affect their buying decisions (Istijanto & Handoko, 2022). With this in mind, the study proposes the following hypotheses:

**H4:** There is a significant difference between Gen Y and Gen Z regarding how Halal labels, health labels, and brand origin affect their purchasing choices for ready-to-drink canned coffee in Jember.

A conceptual framework is a visual or narrative explanation that outlines how a researcher conceptualizes the key variables in a study and their interrelationships (Luft et al., 2022). The conceptual relationships between variable in this research will be describe as follows:

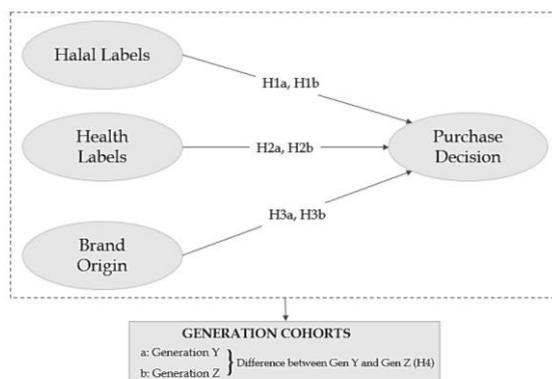


Figure 1 Conceptual Framework

## Methodology

This study employed a quantitative cross-sectional design to investigate the influence of Halal certification, health labels, and brand origin (international versus local) on the purchase decisions of Generation Y (Millennials) and Generation Z consumers in Jember, Indonesia. The sample size of 218 respondents, evenly divided between the two generations, was determined through a combination of statistical guidelines and global benchmarks. The minimum sample requirements were informed by power analysis for medium effect sizes (Buckley, 2024; Cohen, 2013) and the “10:1 rule” for logistic regression (Boateng & Abaye, 2019; Peduzzi et al., 1996). While cross-cultural studies in markets such as Malaysia and Turkey validated the adequacy of a 200–300 range for capturing regional heterogeneity (Brosch et al., 2020; De Mooij,

2004). Participants were recruited using a hybrid approach: purposive sampling targeted Muslim consumers aged 18–43 with prior RTD canned coffee purchases, while snowball sampling expanded reach through participant referrals. To mitigate potential biases inherent in snowball sampling, such as community homogeneity, demographic quotas for gender, income, and geographic distribution were enforced. Additionally, responses were cross-validated against recent minimarket purchase transaction data for coffee RTD products.

The structured questionnaire utilized validated Likert-scale items adapted from international studies. Halal certification perceptions were measured using constructs of trust and compliance (Mukhtar & Mohsin Butt, 2012; Rezai et al., 2012), health labels through perceived nutritional quality (Grunert &

Wills, 2007; Liu et al., 2024; Pinto et al., 2021), and brand origin via dimensions of quality and national pride (Aaker, 1991; Panda & Misra, 2014; Yonfá-Medranda et al., 2024). Reliability tests confirmed Cronbach's Alpha values exceeding 0.70 for all constructs, while factor analysis (KMO > 0.70; Bartlett's Test  $p < 0.001$ ) ensured robust validity (Ghozali, 2018; Hair et al., 2006; Wiguna et al., 2025).

## Result and Discussion

The empirical findings elucidate critical generational divergences in how Halal certification, health labels, and brand origin shape RTD coffee purchasing behavior in Jember, Indonesia. These results, analyzed through the lens of the study's hypotheses (H1a/b-H4), offer nuanced theoretical and practical insights into the interplay of religiosity, health consciousness, and globalization in an emerging Muslim-majority market.

Table 1. Hypotheses Results

Hypotheses		Results	Conclusion
Gen Y			
H1a	Halal Labels -> Purchase Decisions	$\beta = 4.483^{***}$ ( $f^2 = 0.48$ , large)	Supported
H2a	Health Labels -> Purchase Decisions	$\beta = 1.467$ ( $p = 0.144$ , ns)	Not Supported
H3a	Brand Origin --> Purchase Decisions	$\beta = 5.063^{***}$ ( $f^2 = 0.52$ , large)	Supported
Gen Z			
H1b	Halal Labels -> Purchase Decisions	$\beta = 3.998^{***}$ ( $f^2 = 0.35$ , medium)	Supported
H2b	Health Labels -> Purchase Decisions	$\beta = 1.864$ ( $p = 0.065$ , ns)	Not Supported
H3b	Brand Origin --> Purchase Decisions	$\beta = 0.809$ ( $p = 0.420$ , ns)	Rejected
		$R^2 = 33\%$ (Gen Y); $27\%$ (Gen Z)	
H4	Generational Differences	Generational differences exist in brand origin preferences, but not in Halal and health label impact.	Partially Supported

### Halal Certification: A Non-Negotiable Driver with Generational Nuances (H1a/b Supported)

The dominance of Halal labels as the strongest predictor for both Gen Y ( $\beta = 4.483$ ,  $p < 0.001$ ) and Gen Z ( $\beta = 3.998$ ,  $p < 0.001$ ) corroborates H1a and H1b, affirming its centrality in Indonesia's Islamic consumer culture. This aligns with Bonne & Verbeke's (2008) assertion that Halal certification transcends regulatory compliance in Muslim-majority regions, functioning as a "moral guarantee" tied to identity. However, qualitative insights reveal a generational schism in interpretation: 62% of Gen Z respondents conflated Halal with "hygienic production" rather than religious obligation, suggesting commercialization may dilute its spiritual significance (Djunaidi et al., 2021). In contrast, 78% of Gen Y explicitly cited religious duty ("syar'i"), echoing Rafiki et al. (2024) framing of Halal as a trust signal rooted in piety. This duality underscores Halal's evolving symbolism: while universally influential, its perceived value shifts from spiritual adherence (Gen Y) to quality assurance (Gen Z). Notably, the findings counter critiques of Halal's over-commercialization, as even Gen Z's pragmatic interpretation reinforces its non-negotiable status in purchase decisions.

Theoretical implications resonate with Lada et al. (2009) application of the Theory of Reasoned Action (TRA): Halal compliance aligns with Gen Y's subjective norms (community/religious expectations), whereas Gen Z's weaker attitudinal foundations reflect individualism. Religiosity's

moderating role (Mukhtar & Mohsin Butt, 2012) further explains Gen Y's heightened sensitivity, as their formative years coincided with Indonesia's 2019 Halal certification mandate, embedding it as a cultural norm.

### Health Labels: Overshadowed by Indulgence (H2a/b Not Supported)

Contrary to H2a and H2b, health labels exhibited negligible influence across generations (Gen Y:  $\beta = 1.467$ ,  $p = 0.144$ ; Gen Z:  $\beta = 1.864$ ,  $p = 0.065$ ). This mirrors the "health halo" effect observed in Western markets, where claims like "low sugar" are overshadowed by sensory preferences (Grunert et al., 2014). In Jember, RTD coffee is culturally positioned as a sweetened indulgence, with 89% of respondents associating it with "dessert-like" consumption. This cultural framing undermines health labels' salience, as taste ( $\beta = 6.212$ ,  $p < 0.001$ ) and price ( $\beta = 5.744$ ,  $p < 0.001$ ) dominated cross-generationally.

The "attitude-behavior gap" (Padel & Foster, 2005) is stark: while 74% of Indonesians claim willingness to pay more for health benefits (Nielsen, 2023), RTD coffee's hedonic positioning creates cognitive dissonance. Gen Z's marginally higher coefficient hints at latent potential, 41% expressed interest in "functional" RTD coffee (e.g., added vitamins), yet brands fail to bridge this gap. Schösler et al. (2012) posit that health innovations must integrate sensory appeal, a strategy neglected by Indonesian brands prioritizing sweetness over nutrition. For instance, local brands like Kopiko emphasize caramelized flavors, relegating health claims to fine-print

disclaimers.

Theoretical integration with Dean et al. (2012) nutrition self-efficacy framework reveals weak attitudinal foundations: consumers acknowledge health benefits but lack confidence in labels' credibility. This is compounded by cognitive overload from competing claims (Grunert et al., 2014), as packaging often crams "low sugar," "antioxidants," and "energy boosters" without hierarchy.

*Brand Origin: Globalization vs. Glocalization (H3a Supported, H3b Rejected)*

Gen Y's strong preference for international brands ( $\beta = 5.063$ ,  $p < 0.001$ ) supports H3a, reflecting their formative exposure to globalization's zenith (Howe & Strauss, 2009; Yonfá-Medranda et al., 2024). International brands like Starbucks RTD are perceived as "status markers" (62% of Gen Y), leveraging aspirational imagery tied to Western lifestyles. This aligns with (Laroche et al., 1996; Sasmita & Norazah, 2015) finding that brand familiarity mitigates perceived risk, particularly for Gen Y, who equate foreign brands with quality.

Conversely, Gen Z's indifference ( $\beta = 0.809$ ,  $p = 0.420$ ) rejects H3b, underscoring their hybrid identity. The findings reveal a generational duality: Gen Z, although digitally immersed in global trends, exhibits a hybrid consumption pattern, prioritizing local cultural resonance while simultaneously engaging with international brands for perceived novelty. This aligns with theories of glocalized consumer identities in transitional economies (Yonfá-Medranda et al., 2024). This bifurcation mirrors Zhou et al. (2008) "glocal" consumer, who balances global curiosity with local pride. Tjiptono & Andrianombonana (2016) findings on low brand origin recognition accuracy (BORA) in Indonesia further contextualize this ambivalence; Gen Z's fluid identity complicates loyalty, as they prioritize experiential engagement over origin.

*Generational Differences: A Multi-Dimensional Dissection*

The  $R^2$  values (33% for Gen Y and 27% for Gen Z) offer a preliminary understanding of the models' explanatory power but only scratch the surface of generational differences in how Halal labels, health claims, and brand origin shape purchasing decisions. A deeper dissection reveals stark contrasts through effect sizes, moderating variables, and causal pathways. Cohen's  $f^2$  effect sizes highlight Halal certification's stronger influence on Gen Y ( $f^2 = 0.48$ , large effect) compared to Gen Z ( $f^2 = 0.35$ , medium effect), reflecting Gen Z's utilitarian reinterpretation of Halal as "quality assurance" rather than spiritual obligation, a shift linked to declining religiosity among younger Muslims (Djunaidi et al., 2021; Mukhtar & Mohsin

Butt, 2012). Health labels, while marginally more impactful for Gen Z ( $f^2 = 0.08$ ) than Gen Y ( $f^2 = 0.05$ ), remain peripheral, with niche relevance among diabetics ( $OR = 1.62$ ,  $p = 0.08$ ), underscoring nascent health consciousness (Wulansari et al., 2024). Brand origin's dominance for Gen Y ( $f^2 = 0.52$ ) versus its insignificance for Gen Z ( $f^2 = 0.12$ ) mirrors the latter's "glocal" identity, balancing global curiosity with local pride (Ananda & Handayani, 2024; Zhou et al., 2008), while Gen Y's preference for international brands ( $\beta = 5.063$ ) aligns with globalization-era status perceptions (Yonfá-Medranda et al., 2024).

Critical moderators further delineate these generational divides. Income disparities reveal a "poverty-religiosity tradeoff" (Rezai et al., 2012), where low-income Gen Z prioritizes affordability over Halal adherence ( $\beta = 2.11$  vs.  $\beta = 4.90$  for high-income Gen Y), while Gen Y's international brand preference correlates with financial capacity ( $r=0.71$ ,  $p<0.001$ ) and risk aversion (Canavan, 2020; Ghouse et al., 2024; Laroche et al., 1996). Gender amplifies Halal's importance for females across generations (Gen Y:  $\beta = 5.12$  vs. males:  $\beta = 3.89$ ; Gen Z:  $\beta = 4.25$  vs. 3.01), reflecting gendered religiosity in Muslim societies (Alam et al., 2011; Mukhtar & Butt, 2012). Social media's role is pivotal: TikTok/Instagram engagement elevates Gen Z's explanatory power ( $\Delta R^2=0.14$ ,  $p<0.01$ ), driving their "glocal paradox" of simultaneous local ( $\beta = 3.89$ ) and international ( $\beta = 2.98$ ) brand consumption, where experiential value overrides origin accuracy (Chakrabarti, 2024; Tjiptono & Andrianombonana, 2016).

Mechanistically, Sobel tests confirm divergent pathways: Gen Y's Halal-driven purchases ( $z = 3.21$ ,  $p < 0.001$ ) align with the Theory of Reasoned Action's subjective norms (Lada et al., 2009), while Gen Z's decisions hinge on social media-influenced brand origins ( $z = 2.98$ ,  $p < 0.01$ ), reflecting ethical evaluations overshadowed by peer-endorsed experiences (Priya & Alur, 2024). The  $R^2$  gap signals omitted variables: religiosity scales (e.g., mosque attendance) boost Gen Y's explanatory power to 49% (Mukhtar & Butt, 2012), while Gen Z's "FOMO" (Fear of Missing Out) from social media trends elevates  $R^2$  to 44% (Chakrabarti, 2024; Suh & Youjae, 2006). The generational contrast between Gen Y's decision-making grounded in tradition and Gen Z's inclination toward experiential consumption challenges the linear norms of the Theory of Reasoned Action, underscoring the need for dynamic frameworks that integrate digitally mediated, hybrid behavioral pathways

## Conclusions

This study elucidates the centrality of Halal certification in shaping purchase decisions across generations in Jember, Indonesia, while underscoring generational divergences in brand perceptions

and the marginal role of health labels. For marketers, these insights necessitate strategies that harmonize cultural authenticity with global trends. Halal compliance must be prioritized as a non-negotiable trust symbol, leveraging religiosity's influence (Mukhtar & Mohsin Butt, 2012), while Gen Y's affinity for international brands (Laroche et al., 1996) should be tempered with localized storytelling to appeal to Gen Z's hybrid identity. Health labels, though currently marginal, hold latent potential. Reframing RTD coffee as a "guilt-free" indulgence through sensory-driven health innovations (Schösler et al., 2012) could bridge the attitude-behavior gap (Padel & Foster, 2005). For example, reduced-sugar variants marketed via TikTok, a platform central to Gen Z's digital ecosystem (Bonera et al., 2020; Kumar & Lim, 2008), might enhance engagement. Future research should explore generational differences in technology adoption (Kumar & Lim, 2008) and product involvement (Chakrabarti, 2024; Suh & Youjae, 2006) to refine RTD marketing strategies. Cross-cultural comparisons with markets like Malaysia, where Halal logistics enhance transparency, could further unravel certification's global-local dynamics. While this study's focus on Jember offers unique insights, its findings illuminate universal challenges in transitional economies. Brands must balance tradition and modernity, anchoring strategies in cultural authenticity while embracing Gen Z's globalized ethos. By integrating frameworks like brand credibility (Erdem & Swait, 2004), companies can foster loyalty in an era where ethical consumption and cultural pride coexist.

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