



What Are The B2C Market Opportunities For Plant-Based Food In Indonesia? A Comprehensive Analysis of Consumer Behavior and Preferences

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Abstract

This study focuses on understanding consumer behavior and preferences to analyze the business-to-consumer (B2C) opportunities for plant-based food in Indonesia. The research employs a quantitative approach and surveys 100 Indonesian respondents, encompassing various age groups and genders. With the growing trend of adopting healthier and more sustainable eating habits, the findings indicate that Indonesia holds significant potential for the plant-based food market. By examining consumers' attitudes and behaviors towards plant-based food, the study categorizes them into three main segments: "health conscious," "environmentally conscious," and "taste driven." While the taste-driven group exhibits the highest skepticism, the health-conscious segment represents the largest group and shows the most enthusiasm for trying plant-based food. Nevertheless, accessibility, cost, and flavor of plant-based products are common concerns across all consumer segments. The study also identifies key factors influencing customer preferences, including cost, flavor, health benefits, and environmental impact. This information can assist companies in enhancing their products and developing customized marketing strategies that cater to specific consumer categories. The study's findings suggest that Indonesia's B2C plant-based food sector has substantial potential for growth, owing to shifting consumer attitudes and behaviors towards healthier and more sustainable food choices.

Keywords: B2C market, plant-based food, Indonesia, consumer behavior, preferences