Indonesian Traditional Food Consumption Mapping: The Link Between the Sense of Community, Consumption Value, and Behavioral Intention

Gundur Leo[1], Ni Nyoman Triyuni[2], Dwi Suhartanto[3]

{gundur.leo@polban.ac.id[1], triyuni@pnb.ac.id[2], dwi.suhartanto@polban.ac.id[3]}

Politeknik Negeri Bandung, Bandung, Indonesia[1,3], Politeknik Negeri Bali, Bali, Indonesia[2]

Abstract. Food industry in Indonesia is growing rapidly and has enormous potential. The intense competition in this field requires business actors to understand consumer attitudes and behaviors so they can provide what their consumers need and expect. Unfortunately, research that explores community impact on consumer behavior in the traditional food industry is limited. Thus, this study attempts to examine the formation of attitudes and behavioral intentions by integrating consumption value and the sense of community in the context of the traditional food industry. A sample of 506 data was gathered through offline questionnaires from traditional food customers in Bandung and Denpasar, Indonesia. Partial least squares and the structural equation model were used to test the data. This study reveals that consumption value and the sense of community influence customer behavioral intention through attitude. This result, therefore, extends the existing methodological and managerial practices in order to develop competitive strategies in the food industry.

Keywords: Sense of community, consumption value, traditional food.

1 Introduction

The food sector currently plays a significant role in the world economy as a sector with a high transaction volume that continues to grow annually. In 2020, Indonesia earned IDR 455.44 trillion from this industry alone [1]. Therefore, the government pays special attention to the culinary business because it not only contributed significantly to the GDP but also employed 9.5 million productive workforces by the year 2020 [1]. Small and Medium Enterprises (SMEs) make up the majority of the business players in this industry.

Traditional food is a kind of food that represents a group of people, regions, and cultures [2] [3] [4], has social values, and becomes the ethnic food of a particular place [4]. It has a close connection with the community and region and is usually introduced by elders to the next generation. In addition to social and cultural values, ethnic food has a high economic value [5]. The vast majority of food offered by culinary business actors is local cuisine [6]. However, these traditional food producers are currently facing the challenge of globalization. Modern foods from other countries are mushrooming and relatively easy to obtain. Thus, culinary business

actors must be able to creatively provide what consumers need and want so that their business can survive and thrive.

Understanding consumer behavior in consuming traditional food is important for business actors. This food represents a social relationship in a particular community, yet studies on the influence of the sense of community on customer behavior in consuming traditional food are relatively silent. Referring to this gap, this present research aims to observe how sense of community and consumption value influence customer behavior intention, through attitude, in the context of traditional food. This research is expected to have two implications. First, it can enhance the literature on customer behavioral intention in the context of traditional food. Second, it can provide useful insight for players in traditional food industry to build strategies for their businesses.

2 Literature review

2.1 Consumption Value

Consumption value explains the motivation for consumption behavior. It involves predicting, describing, and explaining product selection behavior, such as why consumers choose to consume or not consume a particular product, why consumers prefer one product over another, and why consumers prefer one brand over another [7]. Customers' perceived value reflects their attitudes toward a product [8-10]. If the perceived value meets their expectations, it will create a positive attitude toward the product and lead to customers' decisions to consume products [8], [9].

2.2 Sense of community

The sense of community is a notable determinant of customer shopping experiences in the context of farmer's markets[11]. Plas and Lewis [12] evaluated the development of community and urban design programs. They concluded that a program designed to induce a high sense of community positively influences a person's interest in participating in a community event and supporting local businesses. Moreover, Kutay and Akcam [13] reported that the neighborhood's sense of community gives a significant effect on environmental attitude. Referring to those past studies, it was predicted that if traditional food customers have a sense of community with the food, they will have a positive attitude toward the product. Therefore, the second proposed hypothesis is:

2.3 Attitude

According to the theory of reasoned action (TRA), attitude is a function of perceptions that are relevant to conduct [14]. The more favorable one's attitude toward his behavior, the more likely he is to behave in a specific way [15]. On the contrary, unfavorable attitudes can reduce his likelihood of performing specific behaviors [16]. A previous study revealed that when someone has a positive attitude toward a product, he will intend to consume the product for a lengthy

period of time [17]. Therefore, it was predicted that attitude toward traditional food has a significant effect on behavioral intention. Thus, the third proposed hypothesis is:

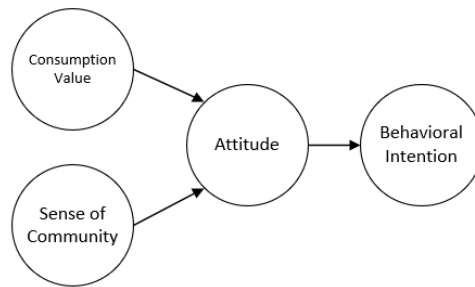The relation between variables used in this study is described in figure 1.

Fig. 1. Research Model

Hypotheses:

H1　: Consumption value has a significant effect on attitude.

H2　: The sense of community has a significant effect on attitude.

H3　: Attitude has a significant effect on behavioral intention

3 Research methods

All construct variables in this study have been examined in previous studies and were adapted for this research. Consumption value was measured by five indicators [18] [19] [20], the sense of community by eight indicators [21], [22], attitude by four indicators [18] [23], and behavioral intention by five indicators [24] [25] [26]. A five-point Likert scale was used to evaluate all construct indicators, ranging from 1 (strongly disagree) to 5 (strongly agree). An offline questionnaire was distributed to respondents in Bandung and Denpasar who had purchased traditional culinary products in the previous six months. The data was collected from August to September 2022, generating 506 valid responses for further analysis.

The SEM-PLS method was used to achieve the research goal. The analysis was divided into three phases: outer model analysis, inner model analysis, and hypotheses testing. To ensure the validity and reliability of variables and indicators, the outer model analysis was performed by observing factor loading, Cronbach's Alpha, and AVE values. The inner model analysis, also known as structural model analysis, was performed to ensure the structural model's robustness and accuracy. Several indicators were used in the evaluation, including: coefficient of determination (R2), predictive relevance (Q2), and Goodness of Fit Index (GoF).

4 Result

Table 1 depicts that the respondents are mostly female (58.5%), between 17-25 years old (59.9%), and had graduated from higher education (65.22%). The average frequency of most respondents purchasing traditional food from food stalls was less than twice a week (57.70%).

Table 1. Respondent characteristics

Characteristic	Frequency	Percentage (%)
Gender		
Male	210	41.5
Female	296	58.5
Age (in years old)		
17-25	303	59.90
26-35	60	11.85
36-45	81	16.00
>45	62	12.25
Education level		
< High school	59	11.66
High school	117	23.12
Higher education	330	65.22
Average of purchasing per week		
< 2	292	57.70
2-3	124	24.50
> 3	89	17.80

The validity and reliability of the constructs were checked using the loading factor, Cronbach's Alpha (CRA), composite reliability (CR), and average variance extracted during the evaluation of the outer model (AVE). Table 2 shows that the loading factors of all items are above 0.6, CRA and CR values are above 0.7, and the values of AVE are more than 0.5 [27].

Table 2. Loading factor, CRA, CR, and AVE

Variables and Indicators	Loading	CRA	CR	AVE
Consumption Value		0.872	0.899	0.546
Delicious	0.639			
Comfort	0.710			
Exciting	0.798			
Feel good	0.773			
Positive comment	0.715			
Positive atmosphere	0.730			
Learning new thing	0.658			
Want to know more	0.780			
Sense of community		0.905	0.922	0.567
Equality	0.767			
Supply food needs	0.715			
Priority	0.723			
Support	0.705			

Familiar	0.781		
Bonding	0.804		
Feel welcomed in the community	0.726		
Close to the community	0.794		
Part of the community	0.756		
Attitude	**0.833**	**0.877**	**0.546**
Like the food stall's fare	0,664		
Easy to find the food stall	0,672		
Enjoy dining at the food stall	0,798		
Prefer traditional food over the non-traditional one	0,777		
Doesn't matter paying extra	0,716		
Feel at home while eating	0,793		
Behavioral Intention	**0.820**	**0.893**	**0.736**
Repurchase	0,860		
Recommend	0,896		
Positive WoM	0,815		

Further, the Heterotrait-Monotrait approach was applied to measure the discriminant validity of the constructs [28]. Table 3 shows that all of the values are no more than 0.9, it indicates that the construct discriminant validity is fulfilled.

Table 3. Heterotrait-Monotrait Ratio (HTMT)

	Construct	1	2	3	4
1.	Attitude				
2.	Behavioral intention	0.872			
3.	Consumption value	0.746	0.701		
4.	Sense of community	0.800	0.744	0.697	

Next, the evaluation of the inner model was carried out by looking at the values of R2, Q2, and GoF. The results are presented in Table 4.

Table 4. GoF results

Variable	Q^2	AVE	R^2	
Consumption value		**0.872**		
Sense of community		**0.905**		
Attitude	0.314	**0.833**	0.568	
Behavioral intention	0.369	**0.820**	0.485	
Average score		0.858	0.527	
AVE x R^2				0.451
GoF = √(AVE x R²)				**0.672**

Table 4 depicts the value of the GoF index of 0.672, indicating that the model fitness is large [29]. Q2 shows that all constructs have a positive value, it indicates that they have a good predictive of relevance [30].

Table 5 presents the results of the hypotheses testing. The t-values show that both consumption value and the sense of community have a positive and significant impact on attitude; thus, H1 is accepted as well as

H2. Also, the attitude has a positive and significant effect on behavioral intention; therefore, H3 is accepted.

Table 5. Structural estimation

Path (hypothesis)	β	t-value	p-value	Result
H1: Consumption value has a significant effect on attitude.	0.697	28.085	0.000	Accepted
H2: The sense of community has a significant effect on attitude.	0.337	8.660	0.000	Accepted
H3: Attitude has a significant effect on behavioral intention.	0.497	12.699	0.000	Accepted

All hypotheses are accepted, the relationships between variables depicted by figure 2.
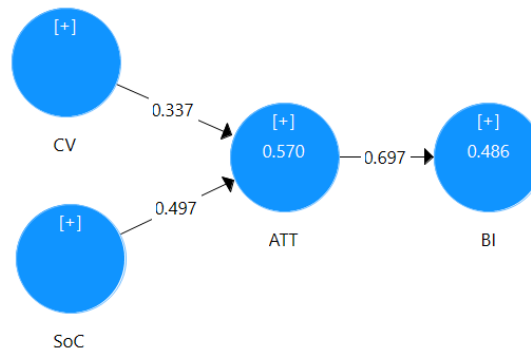

Fig. 2. The variables relationships

5 Discussion

This study aims to measure the effect of consumption value and the sense of community on behavioral intention through attitude in the context of traditional food. The results reveal both consumption value and the sense of community have a positive and significant impact on behavioral intention. A more detailed explanation of the findings of this study is discussed in the following paragraphs.

Firstly, this study reveals that consumption value has a positive impact on behavioral intention through attitude. This finding is consistent with the previous studies [8] [9] [22], which stated that consumers expect to receive value when they consume a product. If the value received is less than the cost paid or the risk gotten, consumers will be reluctant to consume the product. Therefore, in the context of traditional food, food qualities such as hygiene, taste, appearance, and nutrition are very crucial and significant.

Secondly, traditional food is a group's the identity, so the sense of community is crucial in the behavior of consuming this food, it in line with the previous research [31]. This study discovered that the sense of community influences customer behavioral intention through attitude. Creating localized elements, such as a different ambiance, distinct culinary flavors, or substances that are exclusive to a certain place is necessary to boost positivity.

6 Conclusion

This study shows the importance of consumption value and the sense of community in affecting customer behavior in consuming traditional food. Even though traditional food has a close emotional relationship with its customers, business actors in this field must still pay attention to the quality of the food offered. If the food quality is below expectations, consumers will turn to other products. In addition, traditional food is often assumed to contain high levels of sugar and fat. The process of its production is often seen to be below the hygiene standard. It has become a challenge for business actors to change this perception by offering high-quality food.

In addition to good quality, traditional food business actors must be able to display the identity of the group, region, or culture. This can trigger consumers' memories and sense of attachment to the group or culture, making them feel like part of the group.

Acknowledgment

References

[1] https://kemenparekraf.go.id2022
[2] D'Antuono, L.F., and Bignami, C.: 'Perception of typical Ukrainian foods among an Italian population', Food quality and preference, 2012, 25, (1), pp. 1-8
[3] Ilbery, B., and Kneafsey, M.: 'Niche markets and regional speciality food products in Europe: towards a research agenda', Environment and Planning A, 1999, 31, (12), pp. 2207-2222
[4] Kuhnlein, H.V., and Receveur, O.: 'Dietary change and traditional food systems of indigenous peoples', Annual review of nutrition, 1996, 16, (1), pp. 417-442
[5] Henderson, J.C.: 'Food tourism reviewed', British food journal, 2009
[6] https://www.statista.com
[7] Sheth, J.N., Newman, B.I., and Gross, B.L.: 'Why we buy what we buy: A theory of consumption values', Journal of business research, 1991, 22, (2), pp. 159-170
[8] Han, L., Wang, S., Zhao, D., and Li, J.: 'The intention to adopt electric vehicles: Driven by functional and non-functional values', Transportation Research Part A: Policy and Practice, 2017, 103, pp. 185-197
[9] Hussain, K., Abbasi, A.Z., Rasoolimanesh, S.M., Schultz, C.D., Ting, D.H., and Ali, F.: 'Local food consumption values and attitude formation: the moderating effect of food neophilia and neophobia', Journal of Hospitality and Tourism Insights, 2022

[10] Patterson, P.G., and Spreng, R.A.: 'Modelling the relationship between perceived value, satisfaction and repurchase intentions in a business-to-business, services context: an empirical examination', International Journal of service Industry management, 1997

[11] Russomanno, J., and Tree, J.M.J.T.J.: 'Assessing sense of community at farmers markets: A systematic review', Journal of Agriculture, Food Systems, and Community Development, 2021, 10, (2), pp. 489–506-489–506

[12] Plas, J.M., and Lewis, S.E.: 'Environmental factors and sense of community in a planned town', American journal of community psychology, 1996, 24, (1), pp. 109-143

[13] Kutay Karacor, E., and Akcam, E.: 'How to Predict Environmental Attitude by Neighborhood Sense of Community': 'Cities' Vocabularies: The Influences and Formations' (Springer, 2021), pp. 269-276

[14] Ajzen, I., and Driver, B.L.: 'Prediction of leisure participation from behavioral, normative, and control beliefs: An application of the theory of planned behavior', Leisure sciences, 1991, 13, (3), pp. 185-204

[15] Ajzen, I., and Driver, B.L.: 'Application of the theory of planned behavior to leisure choice', Journal of leisure research, 1992, 24, (3), pp. 207-224

[16] Fishbein, M., and Ajzen, I.: 'Belief, attitude, intention, and behavior: An introduction to theory and research', Philosophy and Rhetoric, 1977, 10, (2)

[17] Xiao, M.: 'Factors influencing eSports viewership: An approach based on the theory of reasoned action', Communication & Sport, 2020, 8, (1), pp. 92-122

[18] Choe, J.Y.J., and Kim, S.S.: 'Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention', International journal of hospitality management, 2018, 71, pp. 1-10

[19] Liu, H., Meng-Lewis, Y., Ibrahim, F., and Zhu, X.: 'Superfoods, super healthy: Myth or reality? Examining consumers' repurchase and WOM intention regarding superfoods: A theory of consumption values perspective', Journal of Business Research, 2021, 137, pp. 69-88

[20] Thomé, K.M., Cappellesso, G., and Pinho, G.M.: 'Food consumption values and the influence of physical activity', British Food Journal, 2020

[21] Lardier Jr, D.T., Opara, I., Cantu, I., Garcia-Reid, P., and Reid, R.J.: 'The brief sense of community scale: Testing dimensionality and measurement invariance by gender among Hispanic/Latinx youth', Journal of Community Psychology, 2022, 50, (1), pp. 409-425

[22] Peterson, N.A., Speer, P.W., and McMillan, D.W.: 'Validation of a brief sense of community scale: Confirmation of the principal theory of sense of community', Journal of community psychology, 2008, 36, (1), pp. 61-73

[23] Nguyen, H.V., Nguyen, N., Nguyen, B.K., Lobo, A., and Vu, P.A.: 'Organic food purchases in an emerging market: The influence of consumers' personal factors and green marketing practices of food stores', International journal of environmental research and public health, 2019, 16, (6), pp. 1037

[24] Ha, J., and Jang, S.S.: 'Effects of service quality and food quality: The moderating role of atmospherics in an ethnic restaurant segment', International journal of hospitality management, 2010, 29, (3), pp. 520-529

[25] Suhartanto, D., Helmi Ali, M., Tan, K.H., Sjahroeddin, F., and Kusdibyo, L.: 'Loyalty toward online food delivery service: the role of e-service quality and food quality', Journal of foodservice business research, 2019, 22, (1), pp. 81-97

[26] Yang, T., Groenewald, J.Z., Cheewangkoon, R., Jami, F., Abdollahzadeh, J., Lombard, L., and Crous, P.W.: 'Families, genera, and species of Botryosphaeriales', Fungal biology, 2017, 121, (4), pp. 322-346

[27] Hair Jr, J.F., Hult, G.T.M., Ringle, C.M., Sarstedt, M., Danks, N.P., and Ray, S.: 'Partial least squares structural equation modeling (PLS-SEM) using R: A workbook', in Editor (Ed.)^(Eds.): 'Book Partial least squares structural equation modeling (PLS-SEM) using R: A workbook' (Springer Nature, 2021, edn.), pp.

[28] Zaiţ, A., and Bertea, P.: 'Methods for testing discriminant validity', Management & Marketing Journal, 2011, 9, (2), pp. 217-224

[29] Ali, F., Amin, M., and Cobanoglu, C.: 'An integrated model of service experience, emotions, satisfaction, and price acceptance: an empirical analysis in the Chinese hospitality industry', Journal of Hospitality Marketing & Management, 2016, 25, (4), pp. 449-475

[30] Chin, W.W., Peterson, R.A., and Brown, S.P.: 'Structural equation modeling in marketing: Some practical reminders', Journal of marketing theory and practice, 2008, 16, (4), pp. 287-298

[31] Zhao, Y., and Wise, N.: 'Evaluating the intersection between "green events" and sense of community at Liverpool's Lark Lane Farmers Market', Journal of Community Psychology, 2019, 47, (5), pp. 1118-1130