Consumer perception on selecting marketplace for livestock products food

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Abstract. The purpose of this paper is to analyses the relationship between the underlying factors of product and market attributes and socio-demographic profiles of consumers. The aim of the analysis is to assess whether consumer responses vary across product and market attributes. Simple statistical analysis such as descriptive statistical analysis, frequency distribution, cross tabulation, analysis of variance, and factor analysis to assess the consumers’ preferences for livestock products food and market attributes were carried out. Results of this study indicate that the socio-demographic profile of consumers (gender, age, education and income) significantly influences the purchase decisions. A higher income gender and educational level of consumers influences their decisions on product and market attributes while age seems to have no significant impact. Consumers express significantly different views on various product attributes. Packaging and convenience are important for approximately 60 per cent respondents. Various market attributes clearly indicate that consumers prefer a convenient marketplace with additional service facilities. Development of marketing strategy regarding the products that can be offered at a marketplace based on consumer preferences and behavior.

1. Introduction
Consumer behavior in purchasing products is not only done to meet needs but to fulfill desires and self-concepts. Consumer food purchasing behaviour are mostly form nearby marketplace [1,2].

Decisions of shoppers such as increasing prices, limiting supply, and limiting purchase quotas can affect consumer behavior. Although these practices usually help to suppress demand, they can also increase consumer anxiety about supply shortages [3]. Increasing prices during supply disruptions is one way to increase seller profits and increase the quantity of goods purchased [4]. Changes in the price of an item will incur expenses from a foodstuff and their expenditure from one store to another to get money [5].

Consumers make decisions in purchasing products and where to buy are influenced by various factors. Psychological factors such as perception of both product and marketplace effect to consumer purchasing behavior. Individual perceptions influence consumers in product purchase decisions. The development of information media is also reported to be a consideration for consumers in purchasing goods [6]. This will certainly influence decisions made by companies, producer, and also government [7].

Manufacturers and retailers are factors that have an influence on consumers. When producers and sellers limit supply, it will generate a stimulus that makes consumers tend to buy more [8].
In this study, we concentrate our attention on studying consumer behavior and examining the influence and impact of various factors affecting consumers when purchasing products and selecting marketplace and market attributes (related to products, market infrastructure, additional services, for purchasing).

2. Methods
This study used primary data through a survey of respondents. The data of this study were collected through an online quantitative survey. Questionnaires are used to obtain respondent data through closed and open-ended questions. Open questionnaire, namely a questionnaire that gives respondents the freedom to answer and no choice of answers is provided, while a closed questionnaire is a questionnaire that is not given freedom in answering. Open questionnaire data includes the characteristics of the respondent's household, household expenditure and the number of purchases on livestock. The statistical software tools were used to perform analyses in this study. Three hundred sixty-four respondents gave their responses. Table 1 the demographic distribution of all respondents.

| Characteristics                  | Response |
|----------------------------------|----------|
| Sample size (n=)                 | 364      |
| Gender (%)                       |          |
| Male                             | 48.8     |
| Female                           | 51.2     |
| Age Range                        | 18 - 57  |
| Mean (Std. Deviation)            | (33.29)  |
| Educational background           |          |
| High school or below             | 30.15%   |
| Bachelor                         | 12.0%    |
| Postgraduate                     | 15.7%    |
| Marital status                   |          |
| Married                          | 40.58%   |
| widowed, divorced, separated     | 2.22%    |
| Single                           | 57.21%   |
| Occupation                       |          |
| Government employee              | 38.36%   |
| Self-employee                    | 18.63%   |
| Labor                            | 34.37%   |
| Unemployment                     | 8.62%    |
| Monthly income                   |          |
| ≤ Rp 2,000,000,00                | 29.04%   |
| Rp 2,100,000,00 – Rp 6,000,000,00| 44.12%   |
| > Rp 6,000,000,00                | 26.83%   |

3. Results and discussion
3.1. Consumer choice marketplace of the selected food products
Consumers have a lot of choices when they are choosing on products and services. They can get products of their choice with good quality at convenience at a marketplace. Consumer preferences for various livestock products food and marketplace have been assessed through this questionnaire survey. In the choosing of marketplace, price often gives a definite form to the seeming the products in consumers’ minds [9].
Table 2. Consumer choice marketplace of the selected food products

| Products            | Food shopper/retailer | Chi-square |
|---------------------|-----------------------|------------|
|                     | Offline | Online |             |
| Processed food      |         |        |             |
| Sausage             | 128     | 143   | 1.610       |
| Meat canned         | 51      | 73    | 4.987**     |
| Meat floss          | 37      | 52    | 2.906*      |
| Nugget              | 126     | 137   | 0.781       |
| Meatball            | 143     | 149   | 0.160       |
| Salty-egg           | 49      | 65    | 2.727*      |
| Cheese              | 108     | 114   | 0.182       |
| Yoghurt             | 94      | 99    | 0.125       |
| Sweet Condense Milk | 104     | 97    | 0.624       |
| Powder milk         | 58      | 47    | 1.699       |
| Fresh               |         |        |             |
| Beef                | 107     | 106   | 0.052       |
| Chicken             | 193     | 201   | 0.581       |
| Egg                 | 215     | 212   | 1.510       |
| Milk                | 112     | 138   | 5.316**     |

Table 2 shows that fresh and fragile food products such as egg dominate buy not using delivery service, with more than 59 per cent of consumer respondent indicating frequent purchasing directly from seller. Other fresh product such as chicken, beef, and dairy products sellers develop their selling method by ordering from home. The development of the selling method makes consumers have alternatives to buy with delivery services.

3.2. Purchasing decision of the surveyed consumer

Comparative study of consumer responses on food purchase behavior with the demographic profile of the respondents was done by analyzing the variance (ANOVA) to assess if there are any significant differences in the individual responses for market attribute. The consumers gave significantly different responses on various market attributes (Table 3).

The survey results indicate that out of the market preference aspects, the responses of males and females differ significantly on the service of the marketplace. Female generally prefer to purchase with delivery service, while male respondents may more mobile for purchasing food. Results indicate that a higher income, educational level, and gender of consumers influences their decisions on product and market attributes while age seems to have no significant impact.

Consumer perceived livestock products with a packet of attributes such as variety and choice, product price, packaging, and freshness. Mixture of these attributes is consumer considerations in choosing products [10]. Consumers look for a positive experience with ease of operation and qualitative product with price sensitivity.
Table 3. Consumers’ response on market attributes

| Market attribute          | Demographic profile |
|--------------------------|---------------------|
|                          | Gender  | Education | Age  | Income |
| Preferred market         |         |           |      |        |
| Market preference        | -.012   | .144*     | -.045| -.002**|
| Delivery service         | -.044** | .107      | -.022| .039   |
| Free-delivery            | -.008*  | .004      | -.055*| .017   |
| Packaging and Storage    |         |           |      |        |
| Freshness                | -.010   | -.211***  | -.073***| .02** |
| Preference on Packaging  | -.144** | -.057     | -.039*| -.025***|

This study grabs consumers’ choice motives for livestock products food purchasing. Consumer choice and motives is important for food marketers [11].

Table 4. Purchasing motive of the consumer

| Purchasing motive                  | Yes (%) | No (%) |
|------------------------------------|---------|--------|
| Buy more                           | 60.8    | 39.3   |
| Stocking up                        | 57.4    | 42.6   |
| Unreasonable price                 | 23.7    | 76.3   |
| Promotion                          | 39.0    | 61.0   |
| Influence of friends and relatives | 86.7    | 13.3   |

4. Conclusion
Consumers prefer appropriate marketplace with additional service. Market attributes of the marketplace are also considered to be important by the consumers. Availability and affordability attributes of a marketplace and consumer perspective can be used for food retailing making effective market.

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