Purchasing Decisions Behaviour of Beef Consumer in Kendari, Southeast Sulawesi (Case Study in Mandonga Traditional Market)

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Abstract. Beef sales in the Kendari area are spread across several markets, both modern and traditional markets, one of which is the Traditional Market of Mall Mandonga. Mall Mandonga is one of beef supplies markets in Kendari City, which serve several types of livestock commodity, not only beef but also other types of meat. There are a variety of consumers that need to be mapped to develop a meat sales business in that location. This research is expected to be used as consideration for sellers to develop beef production and marketing in Kendari City, especially in Mall Mandonga Traditional Market. This study was aimed to determine consumer behavior in beef purchasing decisions in Kendari City. The research was conducted at the Mall Mandonga Traditional Market, Kendari City, Southeast Sulawesi, in June-July 2017. The sample population of this study was consumers who bought beef taken accidentally nonprobability as many as 90 people. The measured variable is related to consumer research that buys beef includes the physical characteristics of beef, perceptions of prices, the share of beef, number of purchases, ease of access, seller services, frequency of purchase, number of family members, education level and income level. Data were collected and analyzed descriptively qualitative and quantitative. The results showed that consumer behavior in the decision to buy beef at Mall Mandonga Traditional Market considers: (1) color (53.3%), (2) perception of normal price (80%), (3) purchase frequency 2-3 times in a week (43.3%), (4) total purchases> 2-5 kg (51.1%), (5) combined beef (38.9%), (6) easy access to available beef every day (41.1%) and (7) friendly service (40%).

Keywords: beef, consumers, behavior, perception, and characteristic

1. Introduction
The livestock sector is one of the agricultural sectors that has an important role to fulfill the human animal-based nutrition needed such as beef. Beef sales in the Kendari City area are spread across several markets, both modern and traditional markets. One of the modern markets in the center of Kendari City is Mall Mandonga traditional market, which serves several types of livestock commodities, not only beef but also other types of meat at various prices that are relatively affordable.

There are a variety of consumers that need to be mapped to develop a meat sales business in that location. This research is expected to be used as consideration for sellers to develop beef production
and marketing in Kendari City, especially in Mall Mandonga Traditional Market. This study was aimed to determine consumer behavior in beef purchasing decisions in Kendari City.

2. Materials and Methods
This research was conducted toward the Eid al-Fitr in June-July 2017 at Mall Mandonga traditional market, Kendari, Southeast Sulawesi Province. Sampling was done by accidental non-probability as many as 90 consumers who bought beef at Mall Mandonga traditional market. The observed variables related to the consideration of consumers buying beef are consumer characteristics and the physical properties of beef, perception of price, the portion of beef purchased, the purchase amount, market access, sales service, gender, number of family members, income level and education level. The research data were analyzed by descriptive qualitative and quantitative then explain descriptively.

3. Results and Discussions
3.1 Beef Consumers Characteristic
Consumers as respondents numbered 90 people consisting of 43 men (47.8%) and 47 women (52.2%) women. The level of education of consumers who buy beef at Mall Mandonga traditional market, there are 41 people at high school (45.6%) and 32 people at college (35.6%). High school educated consumers mostly work as entrepreneurs and college as civil servants. The level of education and type of work of beef consumers in Kendari City are presented in Figure 1.

![Figure 1. Education Level (A) and Occupation (B) of Beef Customer at Mall Mandonga Traditional Market. ELM: elementary, JHS: junior high school, SHS: senior high school, COLL: college](image)

Education is one of the important factors that influence a person's social-economic position. The level of education makes a person capable of seeing/he nutritional value of food and the relative costs of a commodity [1]. Consumers occupation tends to affect the amount of income, if the income is sufficient, consumers will try to meet the nutritional needs of animal-based protein such as beef. Entrepreneur/self-employed is the most (62.2%) and followed by civil servants (22.2%). The type of occupation influences the level of income and consumption patterns that guarantee quality, cleanliness, and a sense of security [2]. The level of determination of beef consumer income in the Mall Mandonga Traditional Market is divided into 4 groups: (1) Very High-income group is > Rp.3,500,000, (2) the High-income group is > Rp.2,500,000-Rp. 3,500,000, (3) Medium Income group is Rp. 1,500,000-2,500,000, and (4) Low-income category is <Rp. 1,500,000 [3]. The level of consumer income is mostly in the medium category between Rp. 1,500,000-2,500,000 (31 people; 34.4%).

The most quantity of beef bought ranges from ≥2-5 kg (51.1%) per purchase (Figure 2A). This condition influenced by the needs, tastes, number of family members and the level of income of the consumer. The results showed that consumers with a total purchase of beef more than 2 kgs were
mostly self-employed households or civil servants whose family dependents were 3-5 people or more than 5 people for their household needs (Figure 2B).

The other fact revealed that most beef buyers had 3-5 family members (51.1%). The number of family members of consumers influences the decision to buy beef at Mall Mandonga traditional market, because the greater number of family members, consumers tend to buy more beef to meet their needs. Figure 2 also shows the number of family members more than 5 members (16.7%) at least the amount of meat purchased because it tends to have a relatively low income so they choose a menu with other choices such as eggs, tofu, and tempe.

### 3.2 Consumer Considerations in the Decision to Buy Beef

Price perception is a stipulation of the price of beef purchased by consumers in accordance with market price provisions. Beef prices perception in Mall Mandonga Traditional Market is presented in Table 1 and Figure 3.

#### Table 1. Consumer Perception of Beef Prices at the Mall Mandonga Traditional Market

| Price Perception (Rp/Kg) | Customers (Person) | Percentage (%) |
|--------------------------|--------------------|----------------|
| 90,000                   | 12                 | 13.3           |
| 100,000                  | 53                 | 58.9           |
| 110,000                  | 20                 | 22.2           |
| 120,000                  | 5                  | 5.6            |
| Total                    | 90                 | 100            |

Table 1 shows the beef purchased by consumers is a price range of Rp.100,000 / kg (58.9%) with the type of work as entrepreneurs and civil servants, while the price range of beef sold at Rp.90,000 / kg is mostly consumers as regular customers of certain butchers. Beef prices perception in Mall Mandonga Traditional Market according to consumers toward Eid al-Fitr in 2017 tends to be normal with an average price range of Rp. 100,000 / kg.

Consumers who buy beef considerate to the physical quality characteristics of the meat, such as physical appearance, freshness, color, smell and price. Pricing by the seller will affect consumer buying behavior because prices that can be reached by consumers will tend to make consumers make purchases of these products or vice versa, such as the characteristics of meatball sales affect consumer decisions [4]. Figure 3A shows consumers' perceptions of beef prices in the Mall Mandonga Traditional Market which relatively normal (80%). This is indicated by a large number of beef consumers who bought beef at the Mall Mandonga Traditional Market because it was considered to have a relatively normal price standard compared to other markets in the Kendari City area. Beef prices and chicken meat prices variable were having a positive but not significant effect on the amount of beef demand in the city of Surabaya [5][6]. The variable price of substitute goods and income has a significant effect (α <0.01) on the amount of beef demand [6].
The frequency of beef purchases by consumers is the number of routine consumers in the activity of buying beef per unit time (every day, week and month) at the Mall Mandonga Traditional Market as shown in Figure 3B. The results showed that the majority of consumers bought beef was in an uncertain period (43.3%). Consumers who often buy beef are self-employed and civil servants whose household economics are relatively more established, whereas consumers of whose their earning are not yet well established are relatively uncertain when purchasing beef because they are trying to vary other food menus that are more affordable prices such as fish, eggs, tofu, and tempe.

![Figure 3. Consumer Perception of Beef Prices (A) and Customer Beef Purchase Frequency (B)](image)

The physical properties of beef are the appearance of beef that is often considered by consumers when purchasing it. Figure 4A shows that the physical properties of beef considered or considered first by consumers are the color of the meat (53.3%). Beef that was preferred by consumers was beef that has the color of red meat with the least fat content. Consumers tend to choose the color of meat as the first consideration in the decision to buy meat because it looks directly at the level of freshness of the meat. Housewives in Padang as much as 70% prefer fresh meat because it is newer and the quality is more guaranteed than frozen meat [7].

![Figure 4. Physical Characteristics of Beef (A) and Service to Beef Consumers (B)](image)

Service is a way for sellers to serve consumers well so they are interested in buying beef offered. The pattern of service for beef sellers that is relatively preferred by consumers in Mall Mandonga Traditional Market was service with a friendly attitude (40%) (Figure 4B) because consumers feel more attention and more comfortable when buying beef. Poor service quality will cause consumers to be dissatisfied, not only have an impact on consumers who use these services but also have an impact on other consumers [8].

The majority of consumers in this research bought beef with consideration choosing a mixed beef portion from a combination of various parts (38.9%) (Table 2.). Consumers choose beef that was combined because consumers not only consume or process beef with one portion, but various kinds of parts are processed to the needs and availability of meat.
Table 2. Beef Parts the Most Bought in the Mall Mandonga Traditional Market

| Beef Part      | Respondent | Percentage (%) |
|----------------|------------|----------------|
| Forequarter    | 17         | 18.9           |
| Hindquarter    | 9          | 10.0           |
| Tenderloin     | 16         | 17.8           |
| Sirloin        | 4          | 4.4            |
| Ribs           | 5          | 5.6            |
| Cube Roll      | 1          | 1.1            |
| Tail           | 1          | 1.1            |
| Shin-Shank     | 2          | 2.2            |
| Mixed          | 35         | 38.9           |
| Total          | 90         | 100            |

Ease of access to public transportation and the availability of public service infrastructure is a consideration for consumers to shop for beef at Mall Mandonga Traditional Market. In addition, there are also many other choices for staple goods, especially guarantees the availability of continuous beef sales every day, compared to other markets that only sell beef if there is an order or before the feast and new year only.

4. Conclusion
Based on the results of the study concluded that consumer behavior in beef purchasing decisions at the Mall Mandonga Traditional Market considers: (1) color (53.3%), (2) normal price perception (80%), (3) purchase frequency 2-3 times in a week (43.3%), (4) total purchases more than 2-5 kg (51.1%), (5) mixed part of beef (38.9%), (6) easy access and availability of beef every day (41.1%) and (7) friendly service (40%).

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