

The Consumers' Choice of Purchasing Location and the Preferences for Beef in Yogyakarta

T. J. Wankar¹, E. Morales², G. Griffith², A. Agus¹, and B. Guntoro¹

¹Faculty of Animal Science, Universitas Gadjah Mada,
Jl. Fauna No. 3 Bulaksumur, 55281 Yogyakarta, Indonesia

²Business School, University of New England, Australia
Corresponding Author: tian.jihadhan.w@mail.ugm.ac.id

ABSTRACT

This study aims to analyze the consumer preferences about choosing a place to buy beef and beef attribute product influence in buying decision of consumers in Yogyakarta. There were 300 beef consumers selected near traditional markets, butcher or meat shops, supermarkets, restaurants and food stalls for the survey using the questionnaire. The data were analyzed descriptively, and used the chi-square test to evaluate the relationship between demographic characteristics and the consumers' choice of place when buying beef in Yogyakarta. The study reveals that most respondents buy beef at butcher or meat shops, followed by traditional markets and supermarkets. Consumers consider price, top quality of beef, the freshness of the product, shopping convenience and friends with sellers as the top five reasons when they choose a place to buy beef. Further, there is no correlation between demographic aspects with consumer preferences in choosing a place to buy beef. Finally, the beef attributes consumers consider when buying beef are the halal slaughtering method, bright red colour, quality assured and beef cuts.

Keywords: attribute product, beef, consumer preferences, a place to buy

INTRODUCTION

Beef consumption in Indonesia in these recent years has been increasing. The Ministry of Agriculture (2022) states that beef consumption in 2020 was 2.36 kg per capita per year and in 2022 has increased to 2.62 kg per capita per year. Several indicators of the increasing consumption and demand for beef in Indonesia also can be seen from the increasing number of restaurants, food processing plants and retailers selling beef and beef products. In some big cities in Indonesia, modern butcher shops have also begun to emerge in line with shifting consumer preferences in buying beef. Consumer behaviour is generally influenced by social, personal, cultural and psychological factors. Personal aspects include demographic factors such as age, gender, education, occupation and life cycle.

Meanwhile, social and cultural factors are influenced by where the consumer comes from and where they live now (Kotler and Armstrong, 2017). Demographic and sociocultural aspects affect food consumption preferences and behavioural practices (Mustafa, Haque and Baksi, 2021). That means consumers' behaviour and preferences from urban areas can be different compared to consumers from rural areas.

When buying a product or service, consumers will consider the combination of product attributes that will satisfy their needs. Product attributes such as price and product appeal

affect consumer perceptions of product quality (Venkatraman et al., 2012). The level of consideration and buying steps when consumers buy a product can vary based on the type of product, consumer involvement in the product and financial status of consumers (Stankevich, 2017).

Concerning beef, beef attributes could be used as quality cues for consumers. The quality cues are divided into extrinsic and intrinsic quality cues. The intrinsic quality cues are related to the physical characteristic of beef, such as colour, fat content, cut of meat, and marbling, and extrinsic cues are all the other characteristics related to the beef product, such as price, brand name, place of origin, type of outlet, promotion, certification, packaging, and advertising (Henchion et al., 2017; Risius & Hamm, 2017). This information is helpful for the beef seller to develop a product and marketing strategy. Several researchers have mentioned the beef attribute influencing purchase intention, but a few studies examine the consumers' choice of location for beef purchasing.

Yogyakarta is a growing city in the culinary business, with beef consumption in Yogyakarta also increasing (Indonesian Central Bureau of Statistics, 2023). The increasing trend of beef consumption in Yogyakarta also could be seen from the emergence of meat shop and other stores that sells beef. However, based on interviews with beef sellers, many producers and beef retailers do not understand precisely beef pre

-ferences and factors influencing consumers when choosing a place to buy beef. Hence, this study aims to analyze the consumer preferences of places to buy beef and attribute products when consumers buy beef in Yogyakarta. The outcome of this study could help beef sellers to develop marketing strategies for beef and increase their business based on consumer preferences for beef.

RESEARCH METHOD

The data collection method used in this study is a survey involving 300 beef consumers in Yogyakarta. Based on The Directorate General of Livestock and Animal Health (2016) claims that 60% of total beef consumption in Indonesia is concentrated in Jakarta, West Java, East Java, Central Java, and Yogyakarta, given that more than half of the Indonesian population lives on the Java Island. Yogyakarta was chosen because many people come to this city for holiday purposes and one of the cities growing in the culinary business. The sampling method used in this study is purposive sampling, and the respondents' criteria are above 18 years old, beef consumers, and buying beef for household use. The consumer survey was conducted near traditional markets, supermarkets, meat shops, restaurants, café and food stalls. The selected respondents are those who buy fresh beef.

The questionnaire consists of questions about the characteristics profile of respondents, namely gender, age, marital status, educational level, occupation, income per month and household food expenditure per month. The following questions were about the selection of places to buy beef and beef product attributes that influence the consumers buying beef. At the beginning of the questionnaire, a screening question on whether the respondent consumes beef was included.

The analysis used in this study is descriptive statistical analysis and cross-tabulation analysis. Descriptive statistical analysis is the most effective method for summarizing the main characteristics of large sets of research data. Descriptive analysis collects, summarizes, and presents the set of research data using frequencies, means analysis and cross-tabulations (Nunkoo et al., 2021).

Further, cross-tabulation is one method that can provide a robust and easily understood

approach to summarising and analyzing the survey results. The chi-square test is used to find the relationship between two or more variables (McDaniel & Roger, 2013). This study used cross-tabulation analysis and a chi-square test to analyze the relationship between demographic characteristics and the consumers' choice of place when buying beef in Yogyakarta. The consumer demographic characteristics used in this analysis were gender, age of respondents, education level, occupation and income per month. Finally, the beef attribute product influence on consumers buying decisions was analyzed using descriptive analysis.

RESULT AND DISCUSSION

Demographic respondents

Table 1 presents the demographic characteristics of the respondents surveyed in Yogyakarta. The majority of the respondents surveyed were female (75.33%) and male (24.67%), and respondents who are married are 59.00% of total respondents; this happen because the culture in Indonesia is that the female members of the house usually do the grocery shopping. It is in line with Nurahmi et al. (2018), which said most female consumers make purchases for consumer goods and are more selective before purchasing the product. Most of the respondents are in the age group 18 to 25 years old (34.00%), followed by respondents who were 26 to 33 years old (28.00%) and 34 to 41 years old (13.67%). For education level, most respondents had finished their university degree (42.00%) and completed a high school degree (27.00%).

Yogyakarta is known as an educational city, so many students from other places come to Yogyakarta to study. After finishing their degree, some choose to stay in Yogyakarta to look for work. For occupation, the majority of respondents surveyed are working (36.67%), followed by self-business (22.00%) and student (21.00%). Finally, most respondents earned IDR 3,000,001 to 5,000,000 in their household per month (27.33%), and 40.67% of respondents spent around IDR 1,000,000 to 2,000,000 on food monthly. Most respondents surveyed have an income of more than the minimum wage of Yogyakarta, IDR 2,324,775 (Yogyakarta Local Government, 2023).

Table 1. Demographics of respondents (n=300)

Demographic categories	Frequency	Percentage (%)
Age		
18 – 25	102	34.00%
26 – 33	84	28.00%
34 – 41	41	13.67%
42 – 49	35	11.67%
50 – 57	25	8.33%
Above 57	13	4.33%
Gender		
Male	74	24.67%
Female	226	75.33%
Marital status		
Single	118	39.33%
Married	177	59.00%
Widow/er	5	1.67%
Educational level		
Under high school	28	9.33%
High school	81	27.00%
College degree	29	9.67%
University degree	126	42.00%
Post-graduate	36	12.00%
Occupation		
Working	110	36.67%
Household works	54	18.00%
Student	63	21.00%
Self-business	66	22.00%
Unemployment	7	2.33%
Household income per month		
< Rp 1,000,000	1	0.33%
Rp 1,000,001 to Rp 2,000,000	24	8.00%
Rp 2,000,001 to Rp 3,000,000	47	15.67%
Rp 3,000,001 to Rp 5,000,000	82	27.33%
Rp 5,000,001 to Rp7,500,000	80	26.67%
> Rp 7,500,000	66	22.00%
Households spend on food per month.		
< Rp 500,000	6	2.00%
Rp 500,001 to Rp 1,000,000	51	17.00%
Rp 1,000,001 to Rp 2,000,000	122	40.67%
Rp 2,000,001 to Rp 3,000,000	69	23.00%
Rp 3,000,001 to Rp 5,000,000	41	13.67%
> Rp 5,000,000	11	3.67%

Source: Developed by author, 2022

Consumer Preference for Place to Buy Beef

Figure 1 presents where the respondents usually buy fresh beef in both cities. The majority of respondents surveyed in Yogyakarta buy beef in the butcher or meat shop (57.67%), followed by consumers who buy their beef in traditional markets (28.00%), supermarkets 10.67%,

groceries street vendors (2.67%) and only 1.00% of total respondents buy from an online store, digital market place or E-commerce (such as Shopee, Toko Pedia etc.). Most consumers prefer to buy beef directly from the store so they can see and choose the beef by themselves. It is similar to Schuster and Sporn (1998), who traditionally, grocery products are bought where the consumer can inspect the product before buying. The sense

of touch, smell and sight directly affects the buying decision of consumers.

Further, based on discussions with butchers and meat shops indicate that several customers who often buy in their store often order the beef through WhatsApp or over the phone, and the sellers will send the beef using a delivery service. The butchers said the consumers believed in the quality of beef sold in their store, so they repeat buying just through WhatsApp or phone.

The survey reveals that buying beef from the online store is still not famous for respondents surveyed in Yogyakarta. It is different from Saleem et al. (2018), who said in recent years, online grocery shopping is increasing in Pakistan and has a lot of potential to grow in the next decade.

A further question asked respondents about their reason for buying beef at the place mentioned. Figure 2 shows that price is the reason considered by most respondents when buying fresh beef at the place mentioned by 34.67% of respondents surveyed in Yogyakarta. Based on further discussion, most of them said the price factor is not always a low price but a reasonable price for beef. They think if the beef price is too low, maybe the beef quality is not good. It was followed by top quality (34.33%), the freshness of the product (10.33%), shopping convenience (8.67%), friends with seller (7.00%), has been advertised (1.33%), store cleanliness (0.33%), recommended by others (0.33%), and other reasons for instance near their house and has a halal certificate (3.00%).

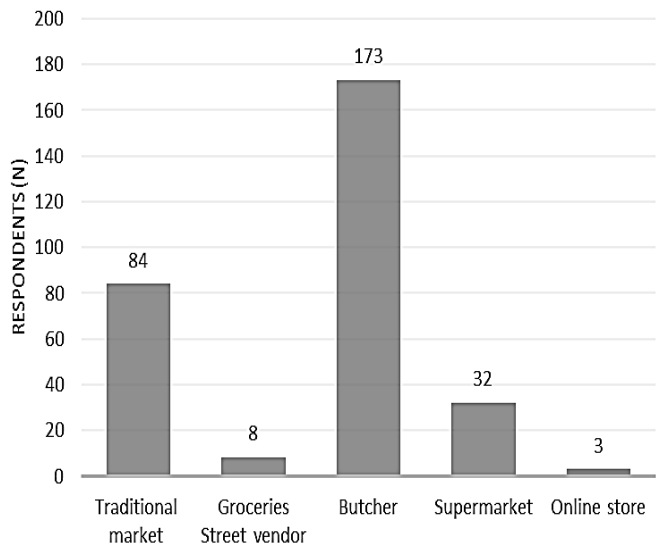


Figure 1. A place for beef shopping (n=300)

Based on the discussion with respondents, they were more concerned about reasonable prices, not always the cheapest price. According to Henchion et al. (2017), the beef price is one of the quality cues perceived by consumers; consumers believe that price is associated with beef quality. It is also in line with Mohammadi et al. (2017), who stated that product price is the highest priority in the food industry. Further, Anjani et al. (2018) said people, price, place, and promotion also influence the consumers to buy at traditional markets in Yogyakarta.

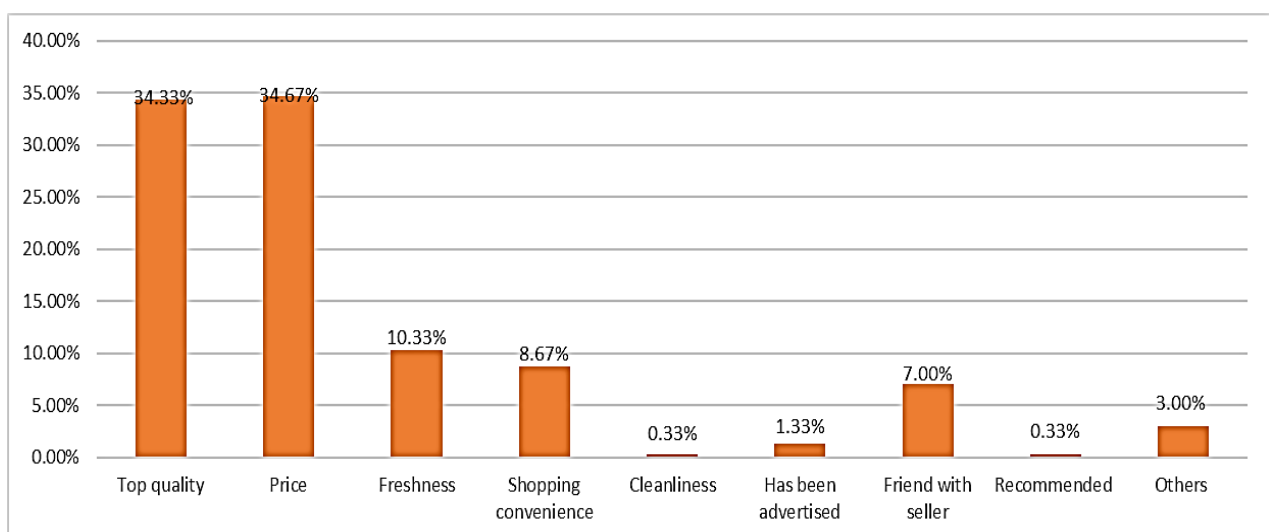


Figure 1 Reason to buy fresh beef at the mentioned place

The result of the cross-tabulation analysis between the consumer's demographic and the preferences of place to buy beef is shown in Table 2. In this study, the cross-tabulation analysis was used to analyze the correlation between consumers' demographic and their preference for choosing the place to buy beef. The consumers' demographic aspects are gender, age, education level, marital status, occupation and household

income per month. Based on the chi-square test on cross-tabulation analysis, there is no significant relationship between consumers' demographics and their preferences in choosing a place when purchasing beef. This result is different from Anindhita, Nurhadi and Trinugraha (2023), which state that age, social status, culture and psychology influence the consumer to buy the daily needs in the traditional market.

Table 2 Cross-tabulation result of consumers' demographic with a preferred place to buy beef

N = 300		Shopping place					Total (%)
		Traditional market	Groceries street vendor	Butcher	Super-market	Online store	
Gender	Male	9.0	0.3	12.3	2.7	0.3	24.7
	Female	19.0	2.3	45.3	8.0	0.7	75.3
Total	% of Total	28	2.7	57.7	10.7	1.0	100
Age	18 – 25	10.3	1.0	18.7	3.7	0.3	34
	26 – 33	8.3	0.3	16.7	2.3	0.3	28.0
	34 – 41	2.7	0.3	8.7	2.0	0.0	13.7
	42 – 49	3.3	0.0	6.7	1.7	0.0	11.7
	50 – 57	1.7	0.7	5.0	0.7	0.3	8.3
	above 57	1.7	0.3	2.0	0.3	0.0	4.3
Total	% of Total	28.0	2.7	57.7	10.7	1.0	100
Education	Under high school	2.3	0.3	6.3	0.3	0.0	9.3
	High school	7.3	0.3	16.0	3.0	0.3	27.0
	College degree	1.7	0.0	6.7	1.3	0.0	9.7
	University degree	13.7	2.0	21.3	4.3	0.7	42
	Post-graduate	3.0	0.0	7.3	1.7	0.0	12.0
Total	% of Total	28.0	2.7	57.7	10.7	1.0	100
Marital status	Single	11.7	1.0	23.0	3.7	0.3	39.7
	Married	16.0	1.7	33.7	7.0	0.7	59.0
	Widow/er	0.3	0.0	1.0	0.0	0.0	1.3
Total	% of Total	28.0	2.7	57.7	10.7	1.0	100
Occupation	Working Household works	6.0	0.3	12.7	2.0	0.0	21.0
	Student	11.0	1.0	21.0	3.3	0.3	36.7
	Self-business	4.3	0.7	12.0	0.7	0.3	18.0
	Unemployment	6.0	0.7	10.7	4.3	0.3	22.0
		0.7	0.0	1.3	0.3	0.0	2.3
Total	% of Total	28.0	2.7	57.7	10.7	1.0	100
Income per month	Low	2.7	0.3	4.3	1.0	0.0	8.3
	Middle	13.0	1.0	25.7	3.3	0.0	43
	High	12.3	1.3	27.7	6.3	1.0	48.7
Total	% of Total	28.0	2.7	57.7	10.7	1.0	100

Source: Developed by author, 2022

Based on Table 2, the majority (45.3%) of respondents, female respondents, chose butcher or meat shops as the place to purchase beef. In comparison, the traditional markets were chosen by 19% of female respondents. The majority of respondents who are 18 to 25 years old (18.7%) chose to buy beef from butcher or meat shops. It is also similar to respondents who are 26 to 33

years old (16.7%) who chose to buy beef from butcher or meat shops.

Further, the majority of respondents who finish their university degree (21.3%) and are household workers (21.0%) choose to buy beef at butcher or meat shops. In addition, the respondents surveyed in Yogyakarta who earns a high monthly income choose to buy beef at butcher or meat shops.

Beef attribute

Table 3. Beef attributes considered by the consumer when buying beef

Product attribute	Respondents (%)
Bright red colour	17.33
Beef cuts	4.67
Halal slaughtering method	53.00
Low fat	2.33
Highly marbled	1.00
Beef coming from a specific area	0.33
Quality assured	17.00
Good packaging	1.00
Low price	2.67
Quick preparation time (pre-cooked, marinated, or ready-to-cook)	0.33
Environmentally friendly production methods	0.00
Information about the way the animal was fed	0.00
Specific breed (e.g. Bali cattle)	0.00
Certified organic	0.00
The beef product that has animal welfare certification	0.00
Certified healthy product (e.g. no hormones, additives, etc.)	0.33

Source: Developed by author, 2022

Table 3 shows the beef attributes that consumers consider when they buy beef. In Yogyakarta, the majority of respondents surveyed (53.00%) consider the halal slaughtering method as the essential attribute when they buy beef, followed by the bright red colour of beef (17.33%) and quality assured (17.00%). Some 4.67% of respondents said the cuts of beef influence them when they buy beef because the beef cuts they buy on the meal they are going to prepare. Further, 2.67% of respondents said that the low price of beef attracts them when they buy it. In contrast, no respondents (0%) said the environmentally friendly production methods, information about how the animal was fed, specific breed (e.g. Bali cattle), certified organic and animal welfare certification as beef attributes that influence them when they buy beef. The consumers surveyed think those attributes were not the most important when buying beef.

The halal slaughtering method was essential because most people living in Yogyakarta are Muslims, believing halal is vital for food products. These results align with Susanti (2012), who found that state halal certification has a positive effect on consumers' intention to buy beef in Surabaya City, East Java Province, Indonesia. Sari and Sudarjat (2013) and Astogini et al. (2014) also claim that halal certification significantly affects customer decisions about

buying food and beverages in Indonesia. According to Mohayidin and Kamarulzaman (2014), consumers in Malaysia also consider halal-certified food as the most important attribute when they buy a food product. Halal food certification is one of the credence attributes that influence Muslim consumers' buying decisions.

In addition, the respondents surveyed also consider bright red colour as a beef attribute that influences their purchase decision. Consumers surveyed believe the bright red beef is fresh and of good quality. The beef colour is one of the quality cues often used by most consumers to check product quality. These findings align with Banovic et al. (2012), who reported colour as an important intrinsic quality cue for consumers before they buy meat. Further, Tafuli (2013) found that beef consumers in East Nusa Tenggara Province in Indonesia consider more intrinsic cues when they buy beef.

CONCLUSION

Most respondents buy beef at butcher or meat shops then, followed by traditional markets and supermarkets. Consumers consider price, top quality of beef, the freshness of the product, shopping convenience and friends with the seller as the top five reasons when they choose a place to buy beef. Further, there is no correlation

between demographic aspects with consumer preferences in choosing a place to buy beef. Finally, beef attributes most considered by consumers when they buy beef are the halal slaughtering method, bright red colour, quality assured and beef cuts.

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