

Consumer's Preference to Buy For Organic and Non Organic Processed Duck Meat In Blitar

Nur Agustin Mardiana^{1*}, Adiguna S.W. Utama¹, Nur Aini Mahmudah¹, Aditya W. Putra¹, Panji Purnomo¹

¹Department of Poultry Product Processing
Community Collage of Putra Sang Fajar Blitar, Indonesia
Jl. DR. Sutomo No. 29, Bendogerit, Kec. Sananwetan, Kota Blitar, Jawa Timur, Indonesia 66133
Dr. Soetomo University Surabaya, East Java, Indonesia
Corres Author Email: mardiana.2022@akb.ac.id

ABSTRACT

Global food security and health awareness have increased, thus driving demand for organic food. Blitar, one of the duck farming centers on Java Island, has much potential to develop organic farming. However, consumer attitudes and product acceptance of organic farming must be analyzed to develop organic farming. Thus, the goal of this research was to identify the factors influencing consumers' preferences and opinions when they buy processed organic duck meat. This study used 39 respondents who live in Blitar. This study used the Fishbein method to assess consumers' beliefs and important levels of attributes of processed duck. The results showed that 74% of respondents were willing to buy organic processed duck meat. Meanwhile, the most important attributes of processed duck products decided by consumers were taste (3.74), packaging (3.62), and aroma (3.61). The three major belief values for organic processed duck products were health factor (3.61), label (3.58), and taste (3.38), while for non-organic processed duck were label (3.72), packaging (3.62), and taste (3.59).

Keywords: Attribute; Blitar; Duck Meat; Fishbein; Preference Consument

INTRODUCTION

Increasing food security and safety awareness has urged countries worldwide to develop eco-friendly farming in the past few years. (USDA, 2022) data shows that organic food sales reached \$3,4 billion in 2021. According to Persistence industry Research (2023), the worldwide organic beef industry is expected to grow from \$17 billion in 2023 to \$34 billion in 2033. According to a 2015 Organic Institute poll, 64,53% of respondents said they would be interested in buying organic products for health-related reasons. According to a study by Christensen et al. (2020), the typical survey participant would rather eat a diet that includes meat and vegetables than a completely vegetarian diet. It has demonstrated that customers find organic food—primarily meat—and sustainable farming to be appealing. In addition, the perception that organic food is healthier, additive-free, and environmentally friendly drives customer demand, free-antibiotic, and improves animal welfare in the farming production system (Brata et al., 2022).

Organic farming avoids synthetic compounds such as pesticides, fertilizers, growth promoters, and addictive or genetically modified animal feed for livestock (Meena et al., 2013). This method will improve farm productivity, minimize the residue of the synthetic compound in food, and conserve natural resources.

Blitar is home to many potential sectors that help drive the citizen economy (Khuluk & Hendarti, 2021). One of the sector which has good potential is organic farming. Blitar covers an area of 1,588.79 km² and has various natural conditions, including mountainous areas, lowlands, watersheds, and coastlines. The location of the Blitar region is very strategic as it is bordered by Kediri and Malang Regencies to the north, Malang Regency to the east, Hindia Ocean to the south, and Tulungagung and Kediri Regencies to the west. This

strategic location supports the farming system of ducks in the Blitar region, population of duck reach 1.574.900 in 2021 (Badan Pusat Statistik, 2023).

Blitar regency is an important area for livestock production, mainly poultry in East Java. In 2017, Blitar has been able to comply 70% of demand for eggs in East Java and cater 30% of chicken egg needs national wide (Badan Pusat Statistik, 2019). The poultry population in the Blitar Regency is currently estimated at 12 million (Metasari et al., 2013). There are 3,000 of farmhouses, large and small. This sector can accommodate more than 10,000 workers. This makes Blitar one of the promotion regions for livestock industry in Indonesia. With the abundance of natural resources and the growing demand for healthier food, the industry must to develop organic products.

Knowledge of consumer needs and demand are essential for the sales market in the industry (Chen & Antonelli, 2020). Understanding consumer behavior helps the industry develop a marketing strategy and business model; in this way, the industry gets more revenue (Panwar et al., 2019). However, as the market for organic fresh food rises, so does consumer demand, there is a need to understand recent trends in organic and conventional food quality, safety and consumer preferences. Thus, in this study, we tried to understand consumer's decision-making factor between organic and conventional processed duck meat.

METHODS

This study employed a quantitative methodology, gathering data through both interviews and the distribution of questionnaires in the form of questions. To find out how Blitar's customers felt about food sampling, a field research was created. The feedback from respondents was gathered over the course of a week in late October 2022, which located in Community College State of Putra Sang Fajar Blitar. The respondents was selected by ensuring that they had bought or consumed processed duck meat and has permanent or temporary job to ensure that they have monthly income. The number of respondents was 39 who were considered to have represented the population. Meanwhile, to determine the attributes of the product by Fishbein method. Social psychology, consumer behavior research, and marketing research have all made extensive use of the Fishbein Method. It provides a structured framework for understanding and predicting human behavior based on attitudes and evaluations. According to this model, a consumer's attitude toward an object determines his or her attitude toward the various attributes associated with that object. This model also describes a product's consumer attitudes. The product or brand is determined by two factors: the importance of the product's attributes (ei component) and trust in the product or brand's attribute (bi-component). Table 1 displays the characteristics that have been established for processed duck flesh. Selection of attributes based on sensory quality and safety of products (Rahman et al., 2021).

Table 1. Data of Attributes of Processed Duck Meat

No	Attribute of Processed Duck Meat
1	Taste
2	Color
3	Aroma
4	Texture
5	Price
6	Label
7	Packaging
8	Health

In Fishbein method, consumer's decision making measured by component of belief (bi) and significant level of product (ei). Decisions made by consumers are significantly influenced by their attitudes. Belief and conduct are intimately linked to the idea of attitude. Whether an item is appreciated or not, a customer's attitude expresses how they feel about it and how much they believe in its many qualities and advantages. Consumer trust is consumer's knowledge about an object, its attributes, and its benefits. Beliefs, attitudes and behavior are also related to the concept of product attributes (Maryani et al., 2017). Overall, the questions on the bi (belief/ confidence level) and ei (significant/important level) components are the same; the only difference is the subject matter. The bi-component questionnaire asks about the attributes of processed organic duck products, while the ei-component asks about the attributes of processed duck meat in general.

The Likert scale range was used to measure the bi (belief/confidence level) and ei (significant/important level):

For bi (belief): 1 = Differently Agree Two to four: disagree, agree, and strongly agree
Regarding ei (importance level): 1 denotes very little importance, 2 not much importance, 3 importance, and 4 great importance.

RESULT AND DISCUSSIONS

Characteristic of Respondents

Ninety-eight Blitar City residents participated in this survey. The traits of the respondents are shown in Table 2.

Table 2. Features of the Respondents

No	Characteristics of respondents	Number of Respondents (people)	Percentage (%)
1	Gender		
	Male	56	57
	Female	42	42
2	Age (years old)		
	<20	17	17
	20-30	28	26
	31-40	29	30
	41-50	24	27
3	Level of education		
	Senior High School	42	43
	Vocational	22	22
	Bachelor	16	16
	Master	18	19
4	Occupation		
	Civil servant	18	18
	Student	27	28
	Private Sector worker	53	54
5	Monthly income		
	<500.000	7	7
	500,000-1,000,000	29	30
	1,500,000-2,000,000	37	38
	2,500,000-3,000,000	12	12
	>3,500,000	13	13

Table 2 displays the respondent characteristics broken out by gender, age, occupation, level of education, and monthly income. Male respondents made up 57% of the sample, and respondents aged 31 to 40 make up 30% of the sample. Based on occupation, 53% of the respondents are private sector worker and based on education level, 42% of respondents hold a senior high school degree. Based on monthly income, 37% of respondents earn range

between IDR 1,500,000, until IDR 2,000,000. According to (Pemani et al., 2017), consumer purchase decision influence by age, economic condition, occupation, lifestyle, and personality.

Buying Frequency

Buying frequency is the activity of consumers buying a product more than once or more often. The buying frequency is also a satisfactory response from the consumer after buying products. The buying frequency for processed duck meat is summarized in Table 3.

Table 3. Buying Frequency for Processed Duck Meat in A Month

Buying frequency (times)	Respondent	Percentage (%)
1	21	21
2	8	8
>2	6	6
uncertain	63	65

Table 3 shows that consumers' buying frequency for processed duck meat varies. There were 63 (65%) with no specific buying frequency, 21 (21%) respondents buy once a month, 8 (8%) respondents buy twice a month, and 6 (6%) respondents buy more than 2 times a month. The differences in buying frequency among consumers are caused by dietary habits, health, food preference, economic factor, psychological factor, and physiological factors (Thiruselvakumar et al., 2014).

The Reasons for Buying Interest in Processed Duck Meat

Consumer behavior in purchasing a product and their reasons for buying processed duck products are depicted in Table 4.

Table 4. The Reasons for Buying Interest in Processed Duck Meat

The reasons for buying interest	Respondent	Percentage (%)
Nutritious	1	3
Delicious	22	56
Alternative menu	6	15
Practical	3	8
Craving for processed duck meat	7	18

From Table 4, there are a few reasons for respondents to buy processed duck meat such as fried duck. Most respondents, namely as many as 39 people (40%) said that they consumed processed duck meat because it tasted delicious. Subsequently, 26 people (27%) chose processed duck meat because they were craving processed duck meat. However, the fewest contributing factors are nutritious, alternative menus, and practical. These findings align with (Azizah & Hadi, 2020) research that the taste of a product directly influences consumer purchasing decisions. Research conducted by (Adams et al., 2019) also strengthens the argument that taste is critical in encouraging consumers' willingness to buy a product.

Consumer Attitude on Organic and Non-Organic Marinated Duck

This research measured consumer attitude using the Fishbein multi-attribute attitude model. The multi-attribute Fishbein model is used to assess an individual's attitude toward an object, which is identified through the attributes attached. In the Fishbein model, a person's belief in object attributes will be measured (belief) to determine how significant the attribute is in a product (evaluation) (Putri, 2019). The level of confidence and importance in the

attributes of In Table 5, processed duck flesh is displayed.

Table 5. Belief and Important Level of Consumers in Processed Duck Meat Attribute.

No	Attributes	ei	Organic		Non-organic	
			Bi	EiBi	Bi	EiBi
1	Taste	3,74	3,38	12,64	3,59	13,43
2	Color	3,20	3,54	11,33	3,46	11,07
3	Flavor	3,61	2,85	10,29	3,56	12,85
4	Texture	3,36	3,54	11,89	3,44	11,56
5	Price	3,54	2,83	10,02	3,21	11,36
6	Label	3,49	3,58	12,49	3,72	12,98
7	Packaging	3,62	3,41	12,34	3,62	13,10
8	Health	3,54	3,61	12,78	3,31	11,72
	Total	28,10	26,74	93,78	27,91	98,07

Based on Table 5, the three major attributes were chosen by consumers, namely taste (3,74), packaging (3,62), and aroma (3,61). Taste is always becoming an important factor for the consumer in a product. According to (Stiletto et al., 2021), sensory features of product including taste can shift consumer's preference to buy product. The packaging is what consumers see when they purchase a product. Buyers might be drawn in by packaging, or turned away from it. As a result, most manufacturers create eye-catching packaging to increase consumer interest in purchasing (Kusumasari & Supriono, 2017). Food flavor evokes feelings and increases a consumer's appetite. By connecting food aroma with a product's brand image, olfactory marketing can also aid in the establishment of that picture in consumers' subconscious minds (Nguyen Hong, 2021). Furthermore, cultural factors, personal experiences, or consumption patterns influence a product's acceptability (Font-i-Furnols & Guerrero, 2014).

The value of customers' beliefs on processed duck meat—both organic and non-organic—is also displayed in Table 5. The three main belief values for organic processed duck meat were taste (3,38), label (3,58), and health aspect (3,61). These results are consistent with a study by Ekasari and Jaya (2021), which discovered that consumers are embracing a healthy lifestyle and that this is impacting their purchasing behavior. People are becoming more careful and thorough when shopping and eating healthily to prevent disease. Labels are also an essential part of the consumer, as they contain both images and words that provide information about the product and the seller. Labels typically include the product name or brand, ingredients, compositional supplements, nutritional information, expiration date, product content, and legality information. Labels are not only a means of conveying information, but also serve as a means of advertising and branding a product to attract consumers to make a purchase (Elisabeth, 2017). A study showed that people with higher education report more frequent use of nutrition labels (Bartkiene et al., 2019). In contrast, the lowest belief value of organic processed duck meat was the price (2,85). This may occur because an organic product is usually expensive, so the consumers' belief in organic processed duck is low. Diet quality also appears to depend on socioeconomic variables such as occupation, income and education (Ren et al., 2019).

In terms of non-organic processed duck meat, the three highest belief values were label (3,72), packaging (3,62), and taste (3,59). Nowadays, customer is concerned not only on the appearance of the products but also on the nutritional label in the packaged food. Label used as guide to inform the consumer about nutritional properties (Azman & Sahak, 2014). Thus, use of label affects the purchasing decision mainly because the consumers want to avoid the harmful nutrients in food products (Kumar & Kapoor, 2017). In contrast, the lowest belief

value of non-organic processed duck meat was also the price (3,21). This may occur because duck meat in the market is more expensive compared to others poultry meat such as chicken, so it affect consumer's belief of the product. Production of duck is relatively small so the production cost is more expensive compared to broiler chicken and affect selling price of product (Ismoyowati et al., 2020).

There are differences in the three major attributes based on consumer belief in organic and non-organic products. Consumers believe that organic products are healthier when raised without antibiotics or Antibiotic Growth Promoters (AGP) treatment. AGP has function to reduce stress, minimize infection of poultry, and optimize nutrient from poultry diet (Maria Cardinal et al., 2019). Unfortunately, utilization of AGP as feed supplement has been banned by Indonesian Government (Sinurat et al., 2017). This ban aimed to minimize harmful microorganism resistance toward animal and human thus affect effectiveness of antibiotic to kill them (Untari et al., 2021). In the case of non-organic products, the packaging is an attribute that consumers consider more than organic products. Product packaging plays a pivotal roles, such as furnishes product details, establishes a connection between the product and consumers, and guarantees product quality (Zhao et al., 2021).

Additionally, the total value multiplied by the degree of importance and belief (bi) reveals the behavior of the consumer (ei). Based on the table 5, consumer's attitude toward organic duck meat was 93,78, while non-organic duck meat was 98,07. Overall, consumers' attitudes prefer non-organic products over processed duck meat as respondents are accustomed to consuming non-organic products rather than organic ones. This outcome is in line with research by Fathia et al. (2018), which discovered that habit is one factor influencing consumers' purchase decisions.

CONCLUSION

This study shown that there were disparities in beliefs and a high degree of qualities between products made from organic and non-organic duck meat. Customers' decisions to purchase items made with duck meat will be influenced by consumer beliefs. Customers are willing to pay more for organic duck meat since they have a higher opinion of it than they do of conventional, non-organic goods. They favor organic duck meat because of its taste, label, and health benefits.

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