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## Consumer Preferences in Consuming Padang Cuisine in Yogyakarta City: An Examination of Individual, Environmental, and Food Characteristics Factors

Michael Sakti Sijabat \*, Wika Rinawati 

Study Program of Culinary Education  
Universitas Negeri Yogyakarta, Indonesia.

\* Corresponding Author. E-mail: [michaelsakti.2019@student.uny.ac.id](mailto:michaelsakti.2019@student.uny.ac.id)

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### ABSTRACT

This study investigates consumer preferences for Padang cuisine in Yogyakarta, focusing on individual, environmental, and food characteristic factors. The research utilized a survey method, gathering data from 75 respondents across three popular Padang restaurants near Universitas Negeri Yogyakarta. The demographic analysis revealed that the majority of respondents were young adults, primarily students with limited income. Individual factors, including physiological and cognitive aspects, significantly influenced consumer preferences, as supported by previous studies (Chen & Antonelli, 2020; Mattes, 2009). Environmental factors, such as cultural and social influences, also played a crucial role, aligning with findings by Verbeke & López (2005) and Bell et al. (2011). Food characteristics, particularly taste, aroma, and presentation, were the most significant determinants of consumer preference. The study highlights the need for Padang restaurant owners to focus on affordability, quality, and flavor adaptation to meet local preferences while maintaining cultural authenticity. These insights contribute to the broader understanding of consumer preferences for traditional cuisines and offer practical recommendations for enhancing customer satisfaction and business growth.

**Keywords:** Preferences, consumer preferences, Padang cuisine, Padang restaurants

### INTRODUCTION

Traditional foods are integral to the cultural heritage of local communities, developed through generations using both cultivated and naturally sourced ingredients (Harmayani, 2017). Indonesia, with its rich cultural diversity, boasts a wide array of traditional foods spanning regions such as Sumatra, Java, Kalimantan, Bali, Sulawesi, Nusa Tenggara, and Papua. According to Winarno (2016), traditional foods in Indonesia are categorized into appetizers, main courses, and desserts, with notable examples like rujak, rendang, and kolak, respectively.

Among these, rendang, a dish originating from the Minangkabau ethnic group in West Sumatra, has garnered international acclaim. UNESCO recognized rendang as one of the world's most delicious foods and a part of the world's intangible cultural heritage (Effendi, 2018). This recognition underscores the global appeal of traditional Indonesian cuisine, particularly Padang cuisine, which is celebrated for its rich flavors derived from coconut milk and spicy chili peppers.

Padang cuisine, characterized by its diverse and flavorful dishes such as rendang, sate padang, and gulai tauco, has a significant presence across Indonesia, including in Yogyakarta. The proliferation of Padang restaurants outside West Sumatra, especially in Yogyakarta, introduces variations in taste to cater to local preferences. Notably, Padang cuisine in Yogyakarta often adapts to a sweeter palate compared to its original spicy and rich flavors (Effendi, 2018).

Given these variations, understanding consumer preferences for Padang cuisine in Yogyakarta becomes essential. Consumer preferences are subjective tastes influenced by individual and environmental factors (Indarto, 2011). These preferences not only impact consumer satisfaction but also drive loyalty towards specific foods. Hence, identifying these preferences can help restaurateurs tailor their offerings to meet local demands more effectively.

Research on consumer food preferences highlights several influencing factors, including taste, freshness, convenience, and health considerations. For instance, studies on meat consumption preferences in Ogun State, Nigeria, revealed the significance of taste and freshness in consumer choices ("Evaluation of Socio-Economic Characteristics, Preference and Consumption Pattern of Meat Among the Inhabitants of Yewa in Ogun State, Nigeria", 2017). Similarly, Chironi et al. (2021) emphasized the role of spices in shaping consumer preferences for various cuisines.

Ethnic food preferences are also shaped by cultural awareness and exposure. Verbeke and López (2005) demonstrated how ethnic food familiarity influences consumer willingness to try and adopt new foods. Moreover, research on consumer segments within the organic food market by Nasir and Karakaya (2014) and the willingness to pay for low-carbon agricultural products by Geng et al. (2022) provide insights into how health orientation and environmental consciousness impact food choices.

Additionally, during the COVID-19 pandemic, consumer behavior towards food consumption underwent significant changes due to health concerns and social norms (Isaskar & Perwitasari, 2021). Studies by Hsu et al. (2021) on sustainable agro-food consumption and by Vermeir & Verbeke (2006) on the gap between consumer attitudes and behavioral intentions towards sustainable food consumption further elucidate the influence of external factors on consumer preferences.

Despite extensive research on consumer food preferences, specific studies focusing on traditional Indonesian cuisines like Padang cuisine are limited. Most existing studies, such as those by Bell et al. (2011) on ethnic food awareness and Shen & Chen (2020) on consumer purchase intentions for innovative food products, provide a broader understanding of food preferences but do not address regional variations in traditional cuisines.

Moreover, the impact of local adaptations on consumer preferences for traditional foods, especially in urban settings like Yogyakarta, remains underexplored. While Effendi (2018) highlighted the adaptation of Padang cuisine to local tastes, comprehensive studies that quantify these preferences and identify the key influencing factors are scarce.

Therefore, there is a need for targeted research to fill this gap by examining how individual, environmental, and food-related factors specifically influence consumer preferences for Padang cuisine in Yogyakarta. This study aims to address this gap by providing empirical insights into these preferences and their implications for restaurateurs.

## PURPOSE OF THE STUDY

The objective of this study is to investigate consumer preferences for Padang cuisine in Yogyakarta, focusing on the influences of individual factors, environmental factors, and the characteristics of the food itself. This research is novel as it specifically addresses the adaptations and preferences of Padang cuisine outside its region of origin, providing valuable insights for restaurant owners to enhance customer satisfaction and loyalty.

The scope of the study includes a detailed analysis of consumer preferences through surveys and interviews, aiming to identify key factors that drive these preferences. By understanding these factors, the study will contribute to the broader literature on food preferences and offer practical recommendations for improving the culinary experience of Padang cuisine in urban settings like Yogyakarta.

## METHOD

This study utilized a survey research methodology as defined by Neuman (2003), where information is gathered from respondents via questionnaires to assess beliefs, opinions, characteristics, and behaviors. The research was conducted at three widely recognized Padang restaurants near Universitas Negeri Yogyakarta: Rumah Makan Padang “Padang Murah,” Rumah Makan Padang “Kawan Lamo,” and Rumah Makan Padang “Sabana Murah.” These restaurants were selected due to their widespread presence and popularity in Yogyakarta. The study spanned six months, from February to July 2023, targeting a population of 250 individuals who patronized these restaurants.

### Participants

The sampling technique employed in this study was purposive sampling, which ensures that the sample meets specific predetermined characteristics. The sample size was calculated using the Slovin formula to ensure adequate representation of the population. Data collection involved distributing questionnaires both offline and online, with 60% of the questionnaires administered directly to respondents and 40% distributed via Google Forms through smartphones and social media platforms.

### Data Collection and Analysis

The experimental set-up involved the design and distribution of a questionnaire to measure consumer preferences for Padang cuisine in Yogyakarta. The questionnaire assessed three main factors: individual factors, environmental factors, and food characteristics. Individual factors (X1) included biological, physiological, psychological, and cognitive aspects. Environmental factors (X2) encompassed cultural, religious, and economic influences. Food characteristics (X3) covered aspects such as ingredient selection, preparation methods, and sensory attributes (colour, aroma, taste, and texture). Consumer preference (Y) was defined as the level of liking or preference for various Padang dishes.

The parameters measured in this study included consumer preferences, which were quantified using a structured questionnaire based on a Likert scale. The questionnaire contained 40 items (see Table 4), divided into sections corresponding to individual factors, environmental factors, and food characteristics. Responses were collected on a four-point Likert scale: Strongly Like, Like, Dislike, and Strongly Dislike, to avoid neutral responses. Construct validity of the questionnaire was established through expert judgment, followed by revisions based on expert feedback, and pilot testing with 30 respondents outside the main sample.

Statistical analysis was conducted using both descriptive and inferential methods. Descriptive statistics summarized the data to provide insights into the central tendencies and variability of consumer preferences. Inferential statistics involved multiple regression analysis to test hypotheses regarding the

relationships between independent variables (X1: Individual Factors, X2: Environmental Factors, X3: Food Characteristics) and the dependent variable (Y: Consumer Preferences). This analysis included t-tests, F-tests, and the calculation of determination coefficients to evaluate the significance and strength of these relationships (Neuman, 2003). Additionally, reliability analysis was performed using Cronbach's Alpha to ensure the internal consistency of the questionnaire (Table 1). Normality and multicollinearity tests were also conducted to validate the assumptions of the regression analysis (Tables 2 and 3).

**Table 1.** Reliability Test of Individual Factors

Variable	N of Items	Cronbach's Alpha
Individual Factors	10	0.801
Environmental Factors	9	0.813
Food Characteristic Factors	10	0.77
Consumer Preferences	11	0.768

**Table 2.** Normality Test

Unstandardized Residual	
<b>N</b>	75
<b>Normal Parameters (a,b)</b>	
<b>Mean</b>	0
<b>Std. Deviation</b>	2.44217774
<b>Most Extreme Differences</b>	
<b>Absolute</b>	0.068
<b>Positive</b>	0.068
<b>Negative</b>	-0.045
<b>Kolmogorov-Smirnov Z</b>	0.586
<b>Asymp. Sig. (2-tailed)</b>	0.882

**Table 3.** Multicollinearity Test

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta		
(Constant)	8.21	3.866		2.124	0.037
Individual Factors	0.366	0.111	0.339	3.291	0.002
Environmental Factors	0.252	0.109	0.236	2.325	0.023
Food Characteristics	0.234	0.087	0.269	2.71	0.008

## FINDINGS

### Respondent Demographics

The respondents were categorized based on gender, age, occupation, region of origin, monthly income, and the Padang restaurants they frequented. The demographic characteristics of the respondents can be seen in Table 4.

Among the respondents, there were 39 males and 36 females, indicating a higher number of male respondents at 39 (52%). Regarding age, 1 respondent (1.3%) was under 18 years old, 71 respondents

(94.7%) were aged between 18-25 years, and 3 respondents (4%) were over 25 years old. This data indicates that the majority of respondents were aged between 18-25 years, accounting for 71 respondents (94.7%).

Occupation-wise, 67 respondents were students, 4 were self-employed, and each of the following occupations had 1 respondent: private employee, fresh graduate, government employee, and architect. Thus, the majority of respondents were students, with a total of 67 (89.5%).

The regional origin of respondents included various areas: 1 respondent (1.3%) each from North Sumatra, Jambi, Bangka Belitung Islands, Lampung, Banten, DKI Jakarta, Central Kalimantan, North Kalimantan, Central Sulawesi, and Maluku; 9 respondents (12%) from West Sumatra; 5 respondents (6.6%) each from West Java and East Java; 17 respondents (22.6%) from Central Java; 26 respondents (34.6%) from the Special Region of Yogyakarta; and 3 respondents (4%) from West Kalimantan. Therefore, the largest group of respondents originated from the Special Region of Yogyakarta, totalling 26 (34.6%).

In terms of monthly income, 38 respondents earned less than 1 million, 30 respondents earned between 1-3 million, and 7 respondents earned more than 3 million. The majority of respondents earned less than 1 million monthly, totalling 38 (51.3%).

Regarding the frequency of visiting Padang restaurants, 34 respondents (45.3%) visited 1-2 times a month, 24 respondents (32%) visited 3-5 times a month, and 17 respondents (22.6%) visited more than 5 times a month. Therefore, the majority visited Padang restaurants 1-2 times a month, totalling 34 respondents (45.3%).

The respondents most frequently visited the Padang restaurant "Sabana Murah 3 UGM," with 38 respondents. Additionally, 25 respondents frequented "Padang Murah," and the least frequented was "Kawan Lamo," with 12 respondents.

**Table 4.** Demographic Characteristics of the Respondents

Category	Subcategory	Number of Respondents	Percentage
Gender	Male	39	52%
	Female	36	48%
Age	< 18 years	1	1.30%
	18-25 years	71	94.70%
	> 25 years	3	4%
Occupation	Student	67	89.50%
	Self-employed	4	5.30%
	Private Employee	1	1.30%
	Fresh Graduate	1	1.30%
	Government Employee	1	1.30%
	Architect	1	1.30%
Region of Origin	North Sumatra	1	1.30%
	Jambi	1	1.30%
	Bangka Belitung Islands	1	1.30%
	Lampung	1	1.30%
	Banten	1	1.30%
	DKI Jakarta	1	1.30%
	Central Kalimantan	1	1.30%
	North Kalimantan	1	1.30%

Category	Subcategory	Number of Respondents	Percentage
Monthly Income	Central Sulawesi	1	1.30%
	Maluku	1	1.30%
	West Sumatra	9	12%
	West Java	5	6.60%
	East Java	5	6.60%
	Central Java	17	22.60%
	Special Region of Yogyakarta	26	34.60%
	West Kalimantan	3	4%
	< 1 million	38	51.30%
	1-3 million	30	40%
> 3 million	7	9.30%	
Frequency of Visiting Padang Restaurants	1-2 times/month	34	45.30%
	3-5 times/month	24	32%
	> 5 times/month	17	22.60%
Most Frequented Padang Restaurants	Sabana Murah 3 UGM	38	-
	Padang Murah	25	-
	Kawan Lamo	12	-

### Individual Factors Influencing the Consumption of Padang Cuisine

Individual factors were assessed using 10 questions, resulting in a highest score of 40 and a lowest score of 22. The analysis revealed a mean (M) score of 32.1867, a median (Me) score of 32, a mode (Mo) score of 34, and a standard deviation (SD) of 3.746055. With 7 class intervals, a data range of 18, and a class width of 2.6, the distribution showed that 14.6% (11 respondents) fell into the high category, 72% (54 respondents) into the medium category, and 13.3% (10 respondents) into the low category. Thus, individual factors predominantly influenced the medium category, involving 54 respondents (72%). See Table 5.

**Table 5.** Distribution of Individual Factor Frequencies

No.	Interval	Frequency	Percentage (%)
1	38.6-40.9	11	14.6
2	36-38.5	21	28
3	33.5-35.9	16	21.3
4	31-33.4	14	18.6
5	28.5-30.9	8	10.7
6	26-28.4	3	4
7	22-25.9	2	2.6
Total	-	75	100

### Environmental Factors Influencing the Consumption of Padang Cuisine

Environmental factors, measured by 9 questions, yielded a highest score of 36 and a lowest score of 20. The analysis showed a mean (M) score of 27.1733, a median (Me) score of 26, a mode (Mo) score of 26, and a standard deviation (SD) of 3.46945. With 7 class intervals, a data range of 16, and a class width of 2.3,

the most common environmental factor frequency occurred in the 24.8-27.1 interval, involving 40% (30 respondents), while the least frequent was in the 34.4-36.7 interval, with 2.6% (2 respondents).

**Table 6.** Distribution of Environmental Factor Frequencies

No.	Interval	Frequency	Percentage (%)
1	34.4-36.7	2	2.6
2	32-34.3	7	9.4
3	29.6-31.9	11	14.6
4	27.2-29.5	10	13.4
5	24.8-27.1	30	40
6	22.4-24.7	10	13.4
7	20-22.3	5	6.6
Total	-	75	100

### Food Characteristics Influencing the Consumption of Padang Cuisine

Food characteristics were evaluated with 10 questions, resulting in a highest score of 40 and a lowest score of 25. The analysis showed a mean (M) score of 36.39, a median (Me) score of 38, a mode (Mo) score of 40, and a standard deviation (SD) of 3.862. With 7 class intervals, a data range of 15, and a class width of 2.1, the highest frequency of food characteristics occurred in the 38.2-40.3 interval, involving 40% (30 respondents), and the lowest frequencies were in the 25-27.1 and 27.2-29.3 intervals, each with 2.7% (2 respondents).

### Consumer Preferences in Consuming Padang Cuisine

Consumer preferences, evaluated through 11 questions, resulted in a highest score of 80 and a lowest score of 46. The analysis revealed a mean (M) score of 60.72, a median (Me) score of 60, a mode (Mo) score of 60, and a standard deviation (SD) of 7.266. With 7 class intervals, a data range of 34, and a class width of 4.9, the most common preference frequency was in the 56-60.9 interval, involving 41.3% (31 respondents), while the least frequent was in the 72-75.9 interval, involving 4% (3 respondents). The distribution showed that 15.7% (11 respondents) fell into the high category, 74.6% (56 respondents) into the medium category, and 10.7% (8 respondents) into the low category. Therefore, consumer preferences predominantly fell into the medium category, involving 56 respondents (74.6%).

### The Influence of Individual Factors on Consumer Preferences in Consuming Padang Cuisine

Hypothesis testing was conducted to determine the influence of individual, environmental, and food characteristic factors on consumer preferences in consuming Padang cuisine. Table 7 shows the t-test results for individual factors, revealing a t-value of 3.321. Since the t-value is greater than 1.996, it indicates that individual factors significantly influence consumer preferences in consuming Padang cuisine.

### The Influence of Environmental Factors on Consumer Preferences in Consuming Padang Cuisine

Table 7 presents the t-test results for environmental factors, revealing a t-value of 2.821. Since the t-value is greater than 1.996, it indicates that environmental factors significantly influence consumer preferences in consuming Padang cuisine.

**Table 7.** t-Test for Individual, Environmental, and Food Characteristic Factors

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error		
(Constant)	8.21	3.866	Beta	2.124
Individual Factors	0.476	0.341	0.423	3.321
Environmental Factors	0.452	0.209	0.439	2.821
Food Characteristic Factors	0.634	0.187	0.547	3.210

### The Influence of Food Characteristics on Consumer Preferences in Consuming Padang Cuisine

Table 7 presents the t-test results for food characteristic factors, revealing a t-value of 3.210. Since the t-value is greater than 1.996, it indicates that food characteristics significantly influence consumer preferences in consuming Padang cuisine.

### The Combined Influence of Individual, Environmental, and Food Characteristic Factors on Consumer Preferences in Consuming Padang Cuisine

The individual factors (X1) contribute 22.25% to consumer preferences, environmental factors (X2) contribute 25.15%, and food characteristic factors (X3) contribute 36.81%. Therefore, food characteristics are the most dominant variable influencing consumer preferences in consuming Padang cuisine, with a contribution of 36.81%.

## DISCUSSION

The demographic analysis of respondents reveals a varied profile, highlighting key aspects that influence consumer preferences for Padang cuisine in Yogyakarta. Among the 75 respondents, 39 were male (52%) and 36 were female (48%). The age distribution shows a predominance of young adults, with 94.7% (71 respondents) aged 18-25 years, and only a small fraction below 18 or above 25 years. The majority of respondents were students (89.5%), with the rest being professionals such as self-employed individuals, private employees, fresh graduates, government employees, and architects. Geographically, most respondents were from Yogyakarta (34.6%), followed by Central Java (22.6%) and West Sumatra (12%).

Income-wise, 51.3% of respondents earned less than 1 million IDR per month, 40% earned between 1-3 million IDR, and 9.3% earned over 3 million IDR. In terms of dining frequency at Padang restaurants, 45.3% visited 1-2 times per month, 32% visited 3-5 times per month, and 22.6% visited more than 5 times per month. The most frequented restaurant was "Sabana Murah 3 UGM" (50.7%), followed by "Padang Murah" (33.3%) and "Kawan Lamo" (16%).

The demographic data suggests that Padang cuisine is particularly popular among young adults and students in Yogyakarta. This is consistent with previous studies indicating that economic factors and convenience significantly influence food choices among younger populations (Higenyi, 2014; "Evaluation of Socio-Economic Characteristics, Preference and Consumption Pattern of Meat Among the Inhabitants of Yewa in Ogun State, Nigeria", 2017). The high representation of students, who typically have lower income levels, underscores the need for affordable dining options, which Padang restaurants seem to fulfill effectively.



Individual factors, such as physiological and cognitive aspects, were found to play a significant role in shaping consumer preferences. The analysis showed a mean score of 32.19 for individual factors, with the majority (72%) falling into the medium category. This aligns with research by Chen & Antonelli (2020) and Mattes (2009), which highlights the importance of physiological satisfaction and cognitive perceptions in food choice. Consumers tend to choose foods that satisfy their hunger and align with their knowledge and positive past experiences, indicating a strong influence of these factors on their preference for Padang cuisine.

Environmental factors also significantly impacted consumer preferences, as shown by the frequency distribution. Most respondents (40%) scored in the interval 24.8-27.1, indicating that cultural and social influences are crucial. This is supported by studies from Verbeke & López (2005) and Bell et al. (2011), which demonstrate that cultural familiarity and social context play significant roles in food preferences. The adaptation of Padang cuisine to local tastes in Yogyakarta, such as adjusting spiciness levels to suit local preferences, further highlights the importance of these environmental factors.

The findings have several scientific and practical implications. Scientifically, the study supports the multifactorial nature of food preferences, integrating individual, environmental, and food characteristic factors (Chen & Antonelli, 2020; Bryła, 2019). The significant role of cognitive and physiological factors among young consumers suggests that future research should focus on these dimensions to better understand age-specific food preferences and decision-making processes.

Practically, Padang restaurant owners in Yogyakarta should tailor their offerings to meet the specific needs and preferences of their primary customer base, which is predominantly young adults and students. Strategies could include maintaining affordable prices, offering student discounts, and modifying flavors to align with local tastes, which tend to favor less spicy and slightly sweeter dishes. Leveraging social media and peer recommendations can also enhance customer engagement and loyalty, as young consumers often rely on these platforms for dining choices.

Furthermore, maintaining cultural authenticity while allowing for regional adaptations can help preserve the traditional appeal of Padang cuisine while making it accessible and enjoyable for a broader audience. This balance is crucial for sustainable business growth and cultural preservation. Overall, understanding and catering to the complex interplay of individual, environmental, and food characteristic factors can help Padang restaurants in Yogyakarta attract and retain a loyal customer base, thereby enhancing their competitive edge in the market.

## CONCLUSION

This study examined consumer preferences for Padang cuisine in Yogyakarta, considering individual factors, environmental factors, and food characteristics. The findings reveal that the majority of respondents are young adults, predominantly students, who favor affordable dining options. Individual factors, particularly physiological and cognitive aspects, significantly influence consumer preferences, aligning with existing literature that highlights the importance of hunger satisfaction and informed food choices (Chen & Antonelli, 2020; Mattes, 2009). Environmental factors, such as cultural and social influences, also play a crucial role, with local adaptations of Padang cuisine to suit regional tastes further enhancing its appeal (Verbeke & López, 2005; Bell et al., 2011).

The study found that food characteristics, including taste, aroma, and presentation, are critical determinants of consumer preference. The regression analysis indicated that food characteristics had the most substantial impact on consumer preferences, followed by environmental and individual factors. This underscores the importance of maintaining high-quality food standards and adapting flavors to meet local preferences while preserving the authenticity of Padang cuisine.

Practically, these findings suggest that Padang restaurant owners should focus on affordability, quality, and flavor adaptation to attract and retain customers. Marketing strategies that leverage social media and emphasize cultural authenticity can further enhance consumer engagement. Future research could explore more diverse demographic groups and other regional adaptations to provide a broader understanding of consumer preferences for traditional cuisines.

Overall, this study contributes to the existing body of knowledge by highlighting the complex interplay of factors influencing consumer preferences for Padang cuisine in Yogyakarta. It offers valuable insights for restaurateurs aiming to meet consumer demands and supports the sustainable growth and cultural preservation of Padang cuisine.

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