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## Consumer Purchase Decision on Chicken-Nugget Purchasing Behavior in Semarang City

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### Abstract

#### **Keywords:**

purchase decision, chicken-nugget, factor analysis, multiple linear regression

Today, the level of processed-food consumption is significantly increasing. It is causing a high supply of this food by some business enterprises and tense competition between them. This study aimed to analyze the chicken-nugget consumer purchase decision-making, factors affected the purchase decision and the effect of those factors on the consumer purchase decision in Semarang City. This study employed a case-study method and involved 120 respondents aged  $\leq 17$  years old who purchase chicken-nugget products selected by accidental sampling technique. The descriptive, factor, and multiple linear regression analyses were used to analyze the study data. Results revealed that the chicken-nugget purchase decision process consisted of some steps: need identification, finding adequate information, alternative evaluation, purchase decision, and evaluation after product purchasing. This purchase-decision was simultaneously affected by cultural, social, personal, psychological, product, price, location, and promotion factors. Cultural, personal, psychological, product, and promotion factors partially affected the consumer purchase decision.

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## **INTRODUCTION**

Today, the level of processed-chicken meat consumption is stimulating various types of frozen food innovation. The consumption of these processed-meat increased significantly at the national level since the year of 2015 to 2017. Based on the data of National Meat Processor (NAMP) cited from the Faculty of Animal Husbandry and Health (2018), the growth of processed-meat in Indonesia increase as much as 7%, whereas 65% of the 30 meat-processed companies chosen chicken-meat as their main raw material. Increased number of the company that produced chicken-nugget products with various types of innovation results in intense competition between the companies. Factors affected the consumer purchase decision required in implementing proper marketing strategies to achieve the successful product sales target.

The purchase decision was a process done by the consumer in purchasing a product according to their need and will. The purchase decision process was classified into five steps: need identification, finding adequate information, alternative evaluation, purchase decision, and evaluation after product purchasing (Kotler, 2000). The consumer purchase decision process influenced by the marketing factor conducted by the producer, socio-cultural environment, and psychological factor (Schiffman & Kanuk, 2008).

A study in Thailand found that product factor was the most important factor in making the frozen food purchase decision, followed by the promotion, location, and price (Chatthipmongkol & Jangphanish, 2016). A study about purchase decision in Pakistan revealed that consumer knowledge and behavior in finding product variation positively affected the frozen food purchasing (Saleem et al., 2017). A study done in Bangladesh found that product price, flavor, availability, excellence, and quality affected the frozen food purchase decision (Islam et al., 2018). Other studies conducted in Bangladesh also found that in purchasing ready-to-eat food, the consumer was affected by the socio-demographic factor such as age, gender, educational level, occupation, and income (Sen et al., 2019).

The previous studies had investigated the effect of marketing mix variables (product, price, location, and promotion) to the purchase decision. But only limited studies had explored the effect of the marketing mix, culture, social, personal, and psychological factors on the purchase decision simultaneously. Therefore this study aimed to analyze 1) the chicken nugget purchase decision process, 2) factor affected chicken nugget purchase decision, and 3) the effect of culture, social, personal, psychological, product, price, location, and promotion factors toward the chicken-nugget purchase decision.

## **RESEARCH METHOD**

The study conducted in four markets in Semarang City: Gelael in Mall Citraland, Gelael in St. Sultan Agung Gajahmungkur, Giant in St. Jendral Sudirman, and Giant in St. Tlogosari Raya II. These locations selected by purposive sampling with the consideration that all markets chosen were big outlets and sold chicken-nugget products. Those markets assumed to represent Semarang City according to the district with the highest population (West Semarang and Pedurungan) and the lowest population (Central Semarang and Gadjah Mungkur).

Primary data and secondary data enrolled in this study. The primary and secondary data were obtained from the interview done by the questionnaire and journals, books, previous studies, and articles with similar topics in the online platform, respectively.

Survey method applied in this study. Participants in this study chosen by accidental-sampling technique (non-probability sampling). They selected based on the study criteria when they were purchasing the chicken-nugget product in a store. The non-probability sampling technique chosen because no sampling frame for chicken nugget consumers in Kota Semarang was available.

The number of sampling was determined by quota sampling. There were 120 respondents participated in this study. According to Roscoe in Sugiyono (2017), the number of the respondent in multivariate analysis were ten times the number of variable studied. This study employed eight independent variables and one dependent variable. The number of the respondent for each market was determined by the ratio of the population in Central-Semarang District, West Semarang, Pedurungan, and Gajahmungkur with the total population of Semarang City. The participant employed was above the age of 17 years old and was purchasing chicken-nugget products. Those criteria set due to the reason that the population aged 17 years old usually had their own income and capable of making purchase decisions as a consumer.

The first, second, and third study aim was investigated by descriptive analysis to know the consumer purchase decision, factor analysis to analyze factors affected consumer in purchasing the chicken-nugget product, and multiple linear regression analysis to find the effect of cultural, social, personal, psychological, product, price, location, and promotion, respectively. The formula used in the multiple linear regression were:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + b_8X_8 + e$$

Note:

Y	= purchase decision (score)
a	= constanta of regression equation
$b_1, b_2, b_3, \dots, b_8$	= regression purchase decision factors coefficient
$X_1$	= social-cultural factor variable (score)
$X_2$	= social factor variable (score)
$X_3$	= personal factor variable (score)
$X_4$	= psychological factor variable (score)
$X_5$	= product factor variable (score)
$X_6$	= price factor variable (score)
$X_7$	= location factor variable (score)
$X_8$	= promotion factor variable (score)
e	= error

## RESULT AND DISCUSSION

### Respondent's Characteristic

Respondent's characteristics classified into gender, age, marital status, last educational background, occupation, and income (Table 1). The result showed that the majority of respondents were women, aged between 25-36 years old, married,

graduated from university (bachelor degree), working in the private sector, and had income around IDR 3,500,000,-/month. Table 1 shows the descriptive analysis of the respondent:

**Table 1. Respondent's Characteristic**

No.	Respondent's Characteristic	Number (person)	Percentage ---%---
1.	Gender		
	Female	106	88.30
	Male	14	11.70
2.	Age		
	17-25	43	35.80
	26-35	50	41.70
	36-45	14	11.70
	46-55	11	9.20
	56-65	2	1.70
3.	Marital Status		
	Not Married	42	35
	Married	78	65
4.	Last Educational Background		
	Senior High School	32	26.70
	Vocational School	5	3.30
	Bachelor Degree	76	63.30
	Master Degree	7	5.80
	PhD/Doctoral Degree	0	0
5.	Occupation		
	Student	23	19.20
	Housewife	30	25.00
	Worker on Personal Sector	41	34.20
	Government Employee	13	10.80
	Entrepreneur	11	9.20
	Others	2	1.70
	6.	Income (IDR)	
≤ 1,500,000	14	11.70	
1,500,001 – 2,500,000	16	13.30	
2,500,001 – 3,500,000	19	15.80	
> 3,500,000	71	59.20	

Source: Processed Primary Data (2020)

Results revealed that most respondents were women who were working and married. This result indicated that they did not have much time to stay at home and preferred frozen food such as chicken nuggets to other types of food. Fast-food made them easier in preparing food for their family. Chicken-nugget product was also could be easily cooked by everyone in their family. Parallel with these results, Saifullah et al. (2014) stated that younger women had chosen frozen food because it was easy and did not need much time to cook it. They tried to cope with the short amount of time they had to cook the food by purchasing the chicken-nugget product. Result also revealed that most respondents were graduated from the university and had income

more than the regional minimum wage set in Semarang in the year 2020. Higher educational background was closely related to the higher chance of obtaining a higher level of job that finally affected the ability of consumers in purchasing food products. A study by Sen et al. (2019) found that frozen food demand would increase together with an increase of income.

### **Analysis of Chicken-Nugget Decision Making**

The identification of need was the initial step of the decision making in purchasing the chicken-nugget product. The simple way of cooking chicken-nugget products was the foremost motivation in consuming chicken-nugget products. Isher et al. (2018) found that a simple way of cooking and short-amount of time needed to serve ready-to-eat products was the main reason for people in Italia to consume these products. These findings revealed that the consumer needed more food that could meet their nutritional need and easy to serve.

After the identification of need, the next step was finding adequate information about the chicken-nugget product. The most common information sources used were advertisements aired on the television. Everyday advertisements aired on the television made the consumer felt more familiar with the products and wanted to purchase the product. Sen et al. (2019) found that advertisements were the most effective marketing strategy to increase consumer interest in purchasing ready-to-eat food in Bangladesh.

There were three most important things required by the customer in making chicken-nugget product purchase decisions: product quality, price, and brand. The majority of consumers thought that product quality was parallel with the price. Hence, information on product quality and price must be put together with the advertisement or product to increase the amount of information delivered to the consumer. The most consumer who had limited time in choosing the chicken nugget product usually only chosen famous brand of the product. A study done by Nguyen et al. (2015) found that in Vietnam, the consumer tended to find information about frozen foods from the packaging and product label and preferred more the well-known product brand. Discounts, advertisements, and free-gift after purchasing a certain amount of products were appealing for the consumer. Chatthipmongkol and Jangphanish (2016) added that in Thailand, the type of marketing strategy required was discount, "buy one get one" promotion and through advertisements aired on the television.

The alternative evaluation was the third step required to make the purchase decision. Results showed that the attributes that considered to be a significant factor for the consumer were product quality, price, and brand. According to the interview, if the price offered was parallel with product quality, consumers tended to re-purchase the product. This finding was similar to the result of a study done by Chatthipmongkol and Jangphanish (2016) in Thailand. Their study found that consumers tended to re-purchase a product if they were satisfied with the quality of the product offered. They would choose a product over some alternative options that existed.

The consumer would purchase the chicken-nugget products after the alternative evaluation. They also could purchase the product without any planning

prior to the purchasing transaction. This finding was parallel with the result of a study conducted by Chatthipmongkol and Jangphanish (2016) that found a few consumers in Thailand could purchase frozen foods without any plan prior to the purchasing transaction.

The best seller chicken-nugget product was Fiesta in a 500-gram packaging set. The most significant party that affected this purchase decision-making was the consumer's family. The size of the product offered was proper with the family food need. Consumers purchased the chicken-nugget product once in a month at the supermarkets. This finding also parallels a study conducted by Srinivasan et al. (2014) in Kanchipuram City, India. They found that consumers tended to purchase chicken-nugget products once a month in a supermarket on the weekend. They preferred to shop at the weekend because they were busy working on the weekdays. Schiffman and Kanuk (2008) also stated that career women usually managed their time by the shop at the weekend.

The fifth process was evaluation after purchasing. The majority of respondents stated that they were satisfied with the chicken-nugget product they had purchased. They also wished to re-purchase the product and promote the product to their colleagues. A study conducted by Solanki and Jain (2017) in India found that consumers would recommend a ready-to-cook Product to their colleagues because they were satisfied with the product. They also stated that they would still purchase them if the product's price increased. This was parallel with a study done by Nguyen et al. (2015) in Vietnam. The study found that the consumer in Vietnam willing to purchase a relatively expensive price and high quality products than product with cheaper price. These findings indicated that expensive price insignificantly affected consumer consideration in purchasing a frozen-food product. Unfortunately, the consumer tended to purchase other products if chicken-nugget products were unavailable. This finding also parallel to the results of a study conducted by Islam et al. (2018) in Bangladesh. They suggested that the seller to attentively ensured the availability of a product. Frozen product's consumers usually disloyal to a brand of frozen food. They would purchase other products with more value than the previous product they had purchased.

### **Analysis of Chicken-Nugget Product Purchase Decision Factors**

According to the result of the KMO and MSA test (Table 2), nine variables used was met the criteria of the factor analysis and would be involved in the following statistical analysis. Santoso (2008) stated that a variable declared as decent to be analyzed if the KMO ranged on 0.5 to 1.

**Table 2. KMO and Barlett's Test Result**

No.	Variable	Value of KMO Sampling Adequacy	Barlett's Test of Sphericity	
			Approx. Chi-Square	Sig.
1	Cultural	0.737	92.586	0.000
2	Social	0.758	131.734	0.000
3	Personal	0.803	234.663	0.000
4	Psychological	0.787	181.474	0.000

5	Product	0.801	251.001	0.000
6	Price	0.797	225.819	0.000
7	Location	0.865	322.636	0.000
8	Promotion	0.682	290.528	0.000
9	Purchase Decision	0.608	158.382	0.000

Source: Processed Primary Data (2020)

According to the Communalities Test (Table 3), the value of communalities for all sub-variable was  $> 0.5$ . The value of communalities required to know the effect of the factors shaped in explaining the sub-variables studied. According to Cliff and Pennell (1967), the value of communalities in a factor analysis was  $> 0.5$ .

**Table 3. Communalities and Loading Factor Test Result**

No	Variable	Communalities	Loading Factor
A.	Cultural Factor		
	Habit	0.608	0.618
	Religion	0.866	0.930
	Cultural-Shift	0.569	0.754
	Geographical Area	0.614	0.692
	Social Class	0.581	0.759
B.	Social Factor		
	Family	0.629	0.793
	Sibling	0.611	0.782
	Neighborhood	0.519	0.769
	Friend	0.616	0.785
C.	Personal Factor		
	Economy Status	0.709	0.842
	Lifestyle	0.755	0.869
	Occupation	0.771	0.878
	Age and Life Cycle	0.638	0.798
D.	Psychology Factor		
	Knowledge	0.731	0.844
	Experience	0.620	0.788
	Perception	0.688	0.830
	Belief and attitude	0.658	0.811
E.	Product Factor		
	Brand	0.561	0.749
	Packaging	0.521	0.722
	Durability	0.559	0.747
	Flavour	0.566	0.753
	Shape variation	0.512	0.715
	Product Color	0.520	0.721
F.	Price Factor		
	Price Affordability	0.692	0.832

	Match of Price to Quality	0.761	0.873
	Match of Price to Benefit	0.673	0.820
	Match of Price to Affordability	0.724	0.851
G.	Location Factor		
	Market Range	0.686	0.828
	Product Stock	0.640	0.800
	Ease Access	0.748	0.865
	Strategic Location	0.751	0.867
	Closeness to Residency Area	0.666	0.816
H.	Promotion Factor		
	Adversitement	0.793	0.890
	Worker	0.546	0.739
	Discount	0.775	0.880
	Internet	0.636	0.797
I.	Purchase Decision Process		
	Need Identification	0.772	0.874
	Finding Product Information	0.671	0.805
	Alternative Evaluation	0.839	0.916
	Purchase Decision	0.502	0.652
	Evaluation After Product Purchasing	0.775	0.860

Source: Processed Primary Data (2020)

According to the factor analysis, religion was the most considered factor in purchasing the chicken-nugget product on the cultural factor. This result indicated that the consumer was held tightly on to the values of their religion in evaluating the raw material used and how was the chicken-nugget processed done. This result was parallel with a study conducted by Schiffman and Kanuk (2008). They found that religion in the ceremonial and symbolic way affected consumer behavior. The family was the sub-variable of social factor affected consumer behavior. This result indicated that there was a role of a family member in selecting the chicken-nugget product offered by the supermarket. This result was also parallel with Horning et al. (2017) that found the reason for purchasing chicken-nugget product besides the short time required to serve was the preference of the family member on a certain product.

Occupation was a sub-variable that mostly affected the consumer purchase behavior on the personal factor. Majority of the consumer was working in the private field that tended to have a tighter schedule. Hence, they were only had a short amount of time cooking or serving food for themselves or their family. Kotler and Armstrong (2001) also stated that goods or services used by an individual were affected by their occupation.

Knowledge was the most considered sub-variable on the psychological factor in purchasing the chicken-nugget product. This result indicated that the consumer utilized the information they had to evaluate the quality of a product and selected a brand from all brands of chicken-nugget existed. If the consumer valued the product they purchased before, they tended to re-purchase the same product. This result was



parallel with a study done by Chatthipmongkol and Jangphanish (2016) that found satisfied consumers managed to remember a product that met their expectations among some product alternatives available.

On the product and price factor, consumers highly considered the match between the price and product quality, especially on the flavor offered. Consumers stated that they preferred a product with a strong chicken flavor. This finding was parallel with a study done by Chatthipmongkol and Jangphanish (2016). They found frozen food consumers highly considered the matches between price and product quality (flavor, nutritional value, and uniqueness).

Strategic location as the sub-variable on the location factor was the most considered factor in purchasing the chicken-nugget product. The majority of consumers had purchased the chicken-nugget product in the supermarkets because the location was considered to be strategic. Adiwijaya (2010) stated that a strategic sale location was defined as a location that close to the center of population activity, close to the market target, had high visibility, and a good access point. The advertisement was the most considered sub-variable in the promotion factor. Advertisements help the consumer to feel more familiar with the chicken-nugget product. Santoso et al. (2018) stated that online or offline advertisements were capable of attracting the consumer in purchasing the frozen-food product.

The result of the multiple linear regression analysis (Table 4) revealed that the chicken-nugget purchase decision affected by cultural, personal, psychological, product, location, and promotion factor simultaneously. Fatmawati (2017) also found that cultural, social, personal, psychological, product, price, location, and promotion simultaneously affected the purchase decision. The result of the multiple linear regression analysis shows in Table 4.

**Table 4. Multiple Linear Regression Analysis Result**

<b>Independent Variable</b>	<b>Regression Coefficient</b>	<b>T<sub>count</sub></b>	<b>t<sub>table</sub></b>	<b>Sig.</b>	<b>Note</b>
Constanta	1.265				
Culture	0.137	2.450	1.981	0.016	Sig.
Social	-0.044	-0.884	1.981	0.378	Not Sig.
Personal	-0.138	-3.502	1.981	0.001	Sig.
Pyschology	0.236	3.311	1.981	0.001	Sig.
Product	0.190	2.502	1.981	0.014	Sig.
Price	0.007	0.085	1.981	0.932	Not sig.
Location	0.010	0.135	1.981	0.893	Not sig.
Promotion	0.275	4.504	1.981	0.000	Sig.
R	0.751				
R-Square	0.564				
Adjusted R-Square	0.533				
F <sub>count</sub>	17.946				
F <sub>table</sub>	2.02				

Source: Processed Primary Data (2020)

Results revealed that 53.3% of chicken-nugget purchase decisions affected by cultural, social, personal, psychological, product, price, location, and promotion factors. The other under-studied factors affected 46.7% of the purchase decision. The equation of the multiple linear regression analysis based on the analyses is as follow:

$$Y = 1.265 + 0.137X_1 - 0.044X_2 - 0.138X_3 + 0.236X_4 + 0.190X_5 + 0.007X_6 + 0.010X_7 + 0.275X_8$$

The cultural factor partially affected the positive and significant impact on the chicken-nugget purchase decision. This result indicated that the culture of purchasing chicken-nugget was slowly increasing as the number of career women who participated in the improvement of the social economy was also rising. Career women had a shorter amount of time in serving food. This result was parallel with a study done by Vlachos and Georgantzis (2016). They also found that the cultural shift to a modern lifestyle had affected the number of time women spent in the kitchen that finally affected the amount of demand for ready-to-eat products.

The social factor had partial negative and significant impact on the chicken-nugget purchase decision. Information and opinion about a chicken-nugget product did not significantly affect the purchase decision. Consumers tended to utilize the knowledge and experience they had in making a purchase decision. Schiffman and Kanuk (2008) stated that the consumer who had a weak relationship with their social environment would use their experience and knowledge to make a purchase decision.

Personal factors partially affected the negative and significant impact on the chicken-nugget purchase decision. Contrary to the result, Urfana and Sembiring (2013) found that personal factor had a positive and significant impact on the fast-food purchase decision. The majority of the consumer was working as a staff in a private company. This data indicated that the consumer only had a short amount of time at home, especially in serving food for themselves or their family member. This data also could show that more time at home correlated with low chicken-nugget purchase.

The psychological factor partially had a positive and significant impact on the chicken-nugget purchase decision. Urfana and Sembiring (2013) found that the psychological factor positively affected the fast-food purchase decision. Consumer experience in consuming chicken-nugget stimulated the product re-purchase behavior. Saleem et al. (2017) explained that a positive attitude toward frozen products could improve consumer knowledge and purchase interest.

The product factor had a partial positive and significant impact on the chicken-nugget purchase decision. This finding supported a study done by Nuswantara and Nandapdap (2019) that found purchase decision positively and significantly impacted by the product factor. This finding indicated that higher product quality (flavor, durability, color, and shape variation) resulted in higher product demand. Sakoikoi and Priyanto (2019) also stated that product quality increased product demand. A study conducted by Chatthipmongkol and Jangphanish (2016) found that consumers in Thailand managed to select familiar frozen-food product brands with high safety and quality.

The price factor partially had a positive and insignificant correlation with the chicken-nugget purchase decision. Nuswantara and Nandapdap (2019) found that purchase decision positively affected the price. These findings were affected by the consumer income and the priority of quality over the price.

The location factor had a partial positive and insignificant correlation with the chicken-nugget purchase decision. Suryati et al. (2020) found that purchase decision did not affect by the location factor. A chicken-nugget purchase decision could just happen because there was a discount offered by a frozen food outlet. The location of that outlet did not significantly affect the consumer purchase decision. This finding was parallel with a study done by Chatthipmongkol and Jangphanish (2016) in Thailand. Consumers tended to purchase frozen-food without planning and were mostly affected by the discount provided by some frozen food outlets.

The promotion factor had a partial positive and significant correlation with the chicken-nugget purchase decision. Nuswantara and Nandapdap (2019) found that the more extensive a chicken-nugget promotion (advertisement or sales promotion) done, the more familiar impression of the product felt by the consumer. Finally, product demand would increase. Isher et al. (2018) suggested the ready-to-eat companies in Jammu City to improve their promotion activity in order to make the consumer more familiar with the product and increase the product demand.

## **CONCLUSION**

The purchase decision process of chicken-nugget products consisted of some steps: need identification, finding adequate information, alternative evaluation, purchasing decision, and evaluation after product purchasing. The alternative evaluation was the most significant step in that process. Religion, family, occupation, knowledge, product flavor, the matches between the price and quality, strategic location, and advertisement were the most significant things considered by the consumer in purchasing the chicken nugget products. The purchase decision was 53.3% affected by cultural, personal, psychological, product, and promotion factor. Social, price, and location factors insignificantly affected the purchase decision.

## **RECOMMENDATION**

Based on the result, we suggest the future study to explore other variables (consumer satisfaction, loyalty, brand image, working hours, and the number of consumer's family member) besides cultural, social, personal, psychological, product, price, location, and marketing factor that affected consumer purchase decision to provide a comprehensive analysis. We also suggest to enroll more respondents to improve the quality and produce a complete understanding regarding the issues.

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