

The Effect Of Consumption Value On Purchase Intention Of Frozen Chicken At Supermarkets In Indonesia

Muhammad Basir Paly, Muhammad Wahyuddin Abdullah, Muslimin Kara, Asmuddin Natsir, Sitti Nurani Sirajuddin

Abstract: The purpose of freezing chicken is to maintain nutrition, texture and longer freshness. Although fresh chicken is generally preferred by consumers than frozen chicken, changes in consumer lifestyles have affected the consumption pattern from fresh chicken to frozen chicken. This study was aimed to determine the effect of consumption value on purchase intention of frozen chicken. Deploying survey methods, a total of 132 frozen chicken consumers from 5 supermarkets were observed. Data were analyzed using multiple regression techniques using SPSS. There are five product values observed; namely functional, social, emotional, conditional and epistemic values. These five values are constructs, so they are translated into sub-variables in the form of statement items that can be assessed on a Likert scale. Validity and reliability tests were carried out and showed that all question items were valid, factor loading > 0.50. The reliability test produced a Cronbach Alpha value > 0.6 which means reliable. The analysis results showed that the five consumption values have a significant ($p < 0.05$) and positive effect on purchase intention. Therefore, the study concluded that frozen chicken has five consumption values that influence consumers as any other food product. Practically, this study implies frozen chicken producers and marketers toward further strengthen existing consumer perceptions, particularly on the five consumption values.

Keyword: consumption value, purchase intention, frozen chicken

1. INTRODUCTION

The dynamics of society have been increasing, causing changes in consumer lifestyles and shifts in food consumption patterns. These changes cause the food supply at the household level also begin to shift from initially using fresh food ingredients to partially switching to frozen food products. Frozen food products are durable, fine and easy to serve [1],[2], [3]. Therefore, the food processing industry, particularly frozen chicken, competes in producing a wide variety of frozen food products that can be used to meet food needs in consumer households. Meat that is in accordance with health principles is meat that does not contain blood, and this is done on frozen chicken, including several stages of the process so that nutrition, texture, and freshness can be maintained longer [4]. Frozen chicken meat still contains bacteria, but the bacteria do not develop as long as the process goes well and correctly, according to health principles [5]. Nationally, during the 2015-2019 periods, the national frozen chicken production grew by an average of 10.45% per year [6]. Meanwhile, the Indonesian Retail (Self-Service) Entrepreneurs Association (APRINDO) revealed that the number of retailers in Indonesia, under the auspices of its members, is 63,000 units, and on average has stands / outlets / outlets selling frozen chicken [7].

1.1. Purchase intention

Purchase intention is a concept that describes consumer attitudes, as well as explaining the advantages and disadvantages of a product in the eyes of consumers [8]. Therefore, the availability of information about the purchase intention of frozen chicken can be a reference for building and improving the product image in the eyes of consumers, as well as carefully predicting the potential future market growth.

1.2. Consumption Value

Consumption value is a theory that explains Consumer Choice Behavior (consumer behavior in choosing products), where consumers in choosing products are determined by five values, such as; functional, social, emotional, conditional, and epistemic values [9]. This study assumes that purchase intention or the act of buying is a function (determinant) of the value of consumption. So far, the effect of consumption value on purchase intention of food products has been documented effectively; however, frozen chicken is still rare. In this regard, this study aims to analyze the effect of consumption value on the purchase intention of frozen chicken. The results of this study are expected to contribute to frozen chicken producers and marketers to build better products according to consumer expectations.

2. Literature Review

2.1. Frozen Chicken

Frozen chicken is a type of chicken that is popular among the city community and is easily found in various supermarkets. Basically, the essence of frozen chicken is to maintain the shelf life and quality of the chicken so that it is suitable for consumption. In fresh chicken meat, damage can occur due to chemical and biological processes. However, the cause of this damage can be easily controlled through the curing process into frozen chicken.

- Muhammad Basir Paly is PhD in Animal Science Department, Faculty of Science and Technology, Alauddin State Islamic University Makassar, Indonesia. Email; basirpaly@gmail.com
- Muhammad Wahyuddin Abdullah is PhD and Head of Islamic Economic Study Postgraduate Program Alauddin State Islamic University Makassar, Indonesia. Email; tosir_wahyu@yahoo.com
- Muslimin Kara is Professor in Faculty of Economic and Business Alauddin State Islamic University Makassar, Indonesia. Email; mushajikara@gmail.com
- Asmuddin Natsir (Email; asmuddin_natsir@yahoo.co.id)
- and Sitti Nurani Sirajuddin (Email; sitti_nurani@yahoo.co.id)
- are Professor in Faculty of Animal Science Hasanuddin University Makassar, Indonesia.

2.2. Purchase intention

Purchase intention is part of the attitudes and behavior of consumers that show attention and pleasure to the product which is then followed by buying behavior [10]. Formulates indicators of purchase intention, including attention, interest, desire, and action for potential consumers to make purchases of the products offered [11]. Meanwhile, [12] identifies purchase intention as transactional interest, referential interest, preferential interest, and explorative interest. Referential interest is the tendency to refer products to others. Preferential interest describes the behavior of someone who has a primary preference for the product. Meanwhile, explorative interest describes the behavior of a person who is always looking for information about the product he is interested in. From this description, it can be concluded that purchase intention reflects consumer behavior and actions to own a product.

2.3. Consumption Value

The theory of consumption value is a theory that explains the Consumer Choice Behavior (consumer behavior in choosing a product). Whereas in the process of selecting products, consumers are determined by five consumption values, namely; functional, social, emotional, conditional, and epistemic values [9]. Through this consumption value theory, consumers will reveal the consumption values that influence them in choosing or making choices about a product. Previous studies conducted by [12], [17] on environmentally friendly products (green products), reported that the five consumption values presented by [9] had a positive effect on purchase intention of environmentally friendly products (green products). These five consumption values also affect the purchase intention of virtual consumers [13]. The virtual product study conducted by [14] reported that only functional, social, and emotional values had a positive effect on purchase intention.. The study by [15] and [16] on frozen food reported that consumer knowledge of frozen food affects purchase intention. Knowledge referred to here has a meaning equivalent to functional and epistemic.

2.4. Hypotheses;

1. Previous studies on food products reported that functional value has a positive effect on purchase intention [12], [17], [18]. Therefore, the hypothesis proposed is H1: Value functional effect of frozen chicken products on purchase intention.
2. A study conducted by [19] on food products, reported that in making purchases, consumers are influenced by social values that live in their communities. Therefore, the hypothesis proposed is H2: The social value of frozen chicken products has a significant effect on purchase intention.
3. Results Previous studies reported that consumers consider emotional values in buying food products [20], [21] Therefore, the proposed hypotheses are; H3: The emotional value of frozen chicken products has a significant effect on purchase intention.
4. The results of a study on food products report that the conditional value has a significant effect on purchase intention [20]. [22], [23]. Therefore, the

proposed hypotheses are; H4: The conditional value has a significant effect on purchase intention.

5. The results of a study on food products report that epistemic value has a significant effect on purchase intention [12], [17], [24]. Therefore, the proposed hypotheses are; H5: Epistemic value has a significant effect on purchase intention.

2.5. Conceptual framework

The hypothesized consumer values are latent constructs or variables that cannot be measured directly. Therefore, the construct must be operationalized into variables, or subvariables (items) that can be measured using certain numbers or scales, as presented in Table 1. The measurement scale used in this study is a Likert scale. Furthermore, based on the hypotheses proposed and the operationalization of the variables, the conceptual framework of this study can be presented as follows on fig.1.

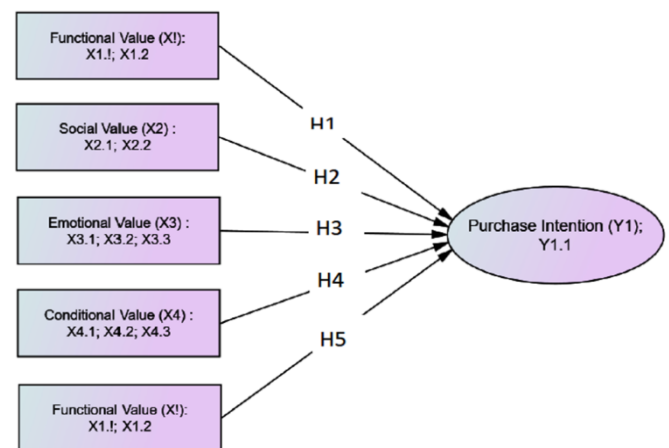


Fig. 1. Conceptual Framework

3. METHOD

3.1. Location and time

This research took place in Sungguminasa City, the capital of Gowa Regency, Indonesia. Held from October 2019 to February 2020. Using survey method such as data collection through observation and in-depth interviews, observations are made to obtain a real picture of events or incidents that are and have occurred and support research questions. Primary data were collected using a questionnaire. Each variable (consumption value) listed on the questionnaire has statement items that can be measured with a Likert scale. Therefore, each statement item has five alternative answers that the respondents can freely choose according to their experience and knowledge.

3.2. Population and sample

The populations of this study were all frozen chicken consumers who shop at supermarkets in the City of Sungguminasa-Gowa. Sampling was carried out in stages (Multi Stage Sampling). First of all, choose of supermarket samples, from 34 to 5. The five supermarkets have the highest turnover of frozen chicken sales and the most visited by consumers. This step then followed by determination of frozen chicken consumer samples, carried

out by judgment sampling technique (nonprobability sampling). This sampling technique using certain criteria according to research needs. The criterion in question is the age of consumers between 17 years and 55 years, and is frozen chicken consumers at least 2 times in the last 3 months. The questionnaire was entrusted to the grocery store employees and then distributed to frozen chicken consumers who came shopping. The questionnaire can be taken home by consumers to be filled in at their respective homes, then sent online to the address of the researcher. The questionnaire sheet includes the face_book address, histogram, and Whatsapp of the researcher. Of the 500 questionnaires distributed to consumers, about 132

questionnaires were returned and in accordance with the researchers' expectations for further analysis.

3.3. Variable and Measurements

As presented in the conceptual framework (Figure 1), there are five consumption values that are thought to have a strong influence on purchase intention. These five values are constructs that have been translated into indicator variables, as presented in Table 1. Then, from these variables, favorable (positive) statement items are compiled which can be assessed on a Likert scale (5 = strongly agree ... 1 = strongly disagree).

Table 1. Variable and Question List

Variable	Remark
Functional Value-Quality (X1)	1. Frozen chicken with nutrition equal to fresh chicken (X1.1) 2. Frozen chicken with uncontaminated bacteria (X1.2) 3. Frozen chicken with clean from dirty (X1.3)
Social Value (X2)	1. I buy frozen chicken due to perception of people around about that product (X2.1) 2. I buy frozen chicken due to people remarks on its goodness (X2.2)
Emotional Value (X3)	1. I buy frozen chicken due to on its elegancy (X3.1) 2. I buy frozen chicken due to good feelings after buying (X3.2)
Conditional Value (X4)	1. I buy frozen chicken due to attractive packaging (X4.1) 2. I buy frozen chicken due to clean sight (X4.2) 3. I buy frozen chicken due to its firm performance (X4.3)
Epistemic Value (X5)	1. I buy frozen chicken due to people remarks on its nutrition equal to fresh chicken (X5.1) 2. I buy frozen chicken due to people remarks on its bacteria were killed by chilled temperature (X5.2) 3. I buy frozen chicken due to its clean processes (X5.3)
Purchase intention (Y)	I will buy frozen chicken (Y1.1)

4. RESULTS AND DISCUSSION

4.1. Validity Test

The validity test aims to determine the accuracy or accuracy of the research instruments listed on the questionnaire. This test uses the Confirmatory Factor Analysis (CFA) technique with the help of SPSS v.21

whose results are presented in Table 2. Each question item must have a Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMOS MSA) value > 0.50. The statement item is said to be valid if it has a loading factor of > 0.50 [25]. Because all statement items have a loading factor of > 0.50 then all statement items are valid.

Table 2. Confirmatory Factor Analysis (CFA)

Variabel	Item	Factor Loading	Keterangan
Functional Value--Quality	X1	0,713	Valid
	X2	0,808	Valid
	X3	0,838	Valid
Functional Value--price	X1	0,861	Valid
	X2	0,801	Valid
Social Value	X1	0,913	Valid
	X2	0,714	Valid
Emotional Value	X1	0,881	Valid
	X2	0,895	Valid
Condisional Value	X1	0,746	Valid
	X2	0,649	Valid
	X3	0,909	Valid
Epistemic Value	X1	0,744	Valid
	X2	0,876	Valid
	X3	0,845	Valid
Purchase intention	X1	0,740	Valid

4.2. Reliability Test

Reliability test was used to determine the consistency of measuring instruments, if the measurement is repeated; the results are constant or consistent. It is said to be reliable if the Cronbach Alpha value on this variable is more than 0.6. Table 3 shows that the Cronbach Alpha value of all variables

in this study is > 0.6 [25]; therefore all instruments or variables of consumption values are declared reliable

Table 3. Reliability Test

Variable	Cronbach's Alpha	Status
Funcional Value	0,854	Reliabel

Social Value	0,765	Reliabel
Emotional Value	0,881	Reliabel
Conditional Value	0,830	Reliabel

Epistemic Value	0,930	Reliabel
Purchase intention	0,836	Reliabel

4.3. Fit and Hypotheses Test

Fit Test

To measure how strong the model's ability to explain the influence of independent variables; X1; X2; X3; X4; and X5 for the dependent variable (Y1) used the coefficient of determination (R^2) test. For regression with more than two independent variables, adjusted R^2 is used as the coefficient of determination. In Table 4, presents the results of the calculation of the adjusted R^2 of 0.635. This means that the dependent variable (Y1), purchase intention, can be explained by the influence of the independent variable; X1; X2; X3; X4; and X5 63.50%. While the remaining 36.50% is influenced by other variables that are not included or not taken into account in this analysis model.

Table 4. R^2 Test and Adjusted R^2

R Square	Adjusted R Square
0,788	0,635

Hypotheses Test

Hypothesis testing is intended to assess the effect of the five consumption values (X1 X5) on purchase intention (Y1). The hypothesis previously proposed is that the five consumption values have a significant effect on purchase intention with the criteria sig <0.05. The test results are presented briefly in Table 5.

Table 5. Hypotheses Test

Variabel Independent	Symbol	Variabel Dependent		
		Purchase Intention (Y1)		
		Beta	t	Sig
Fungsional Value	X1	0.217	2.315	0.042
Social Value	X2	0.211	2.225	0.026
Emotional Value	X3	0.187	2.108	0.000
Conditional Value	X4	0.203	2.362	0.021
Epistemic Value	X5	0.644	5.077	0.000

5. Effect of Consumption Value toward Purchase Intention

5.1. Effect of Functional Value

Table 5 shows that the efficiency of β and t functional values are positive and significant (0.021 <0.05). This means that the higher the functional value the higher the purchase intention of frozen chicken products. The results of this study are in line with studies conducted by [18], [26], [27] that reported that functional value has a positive effect on purchase intention of food products. The functional values measured in this study are the nutritional content of the product, the cleanliness of the product, and the hygiene of the product. Frozen chicken products have the same nutritional value as fresh chicken, are not contaminated with bacteria because in the freezing process there is cleaning and removal of unnecessary parts, offal and fat piles [5]. These results indicate that the functional values of frozen chicken products are considered by consumers.

5.2. Effect Social Value

Table 5 shows that the efficiency of β and t social value is positive and significant (0.021 <0.05). It can be interpreted that the higher the social value, the higher the purchase intention of frozen chicken products. The results of this study are in line with studies conducted by [19], [28] that reported that social value has a positive effect on purchase intention of food products. The social values measured in this study are the assessment of local community groups that frozen chicken products are good, and therefore consumers feel in line with that group when buying frozen chicken products.

5.3. Effect of Emotional Value

Table 5 shows that the efficiency of β and t emotional value is 0.000 <0.05 which means significant and positive. It can be interpreted that the higher the emotional value, the higher the purchase intention. The results of this study are in line with studies that reported that emotional value has a positive effect on purchase intention of food products [15], [16], [19], [20], [27]. Emotional values measured in this study are consumers' feelings that become more comfortable or elegant when buying frozen chicken products. This is in line with the results of a green product study reported by [31] that emotional value affects consumer purchase intention.

5.4. Effect of Conditional Value

Table 5 shows that the efficiency of β and t conditional value is positive and significant (0.021 <0.05). This means that the higher the conditional value, the higher the effect on the purchase intention of frozen chicken products. This result is in line with [20], [22], [23] who reported in their study that conditional values have an effect on purchase intention. The conditional values measured in this study were good packaging, cleanliness, and texture of frozen chicken products in clear and attractive packaging. A study by [29] reported that packaging is a source of information for consumers. Meanwhile, another study reported that one of the factors that influence consumers to choose frozen food is packaging [30]. This proves that conditional values have become a consideration for consumers of frozen chicken.

5.5. Effect of Epistemic Value

Table 5 shows that the efficiency of β and t epistemic values is positive and significant (0.000 <0.05). This means that the higher the conditional value, the higher the effect

on the purchase intention of frozen chicken products. This result is in line with studies which report that epistemic value affects purchase intention [15], [16], [20]. The epistemic values measured in this study are consumer curiosity related to information that the frozen chicken process is clean, hygienic, and has the same nutritional content as fresh chicken. In line with that, the results of the study [32] report that epistemic value has a positive and significant effect on consumer satisfaction and loyalty. Although studies conducted [32] on fresh products, it has provided an understanding that epistemic value has become a consideration for consumers in choosing products.

6. STUDY IMPLICATION

Theoretically, this study provides evidence that the five consumption values stated by [9] have a positive effect on purchase intention. Therefore, the study provides additional information to academics that the concepts being tested can be used as discussion materials to be developed in different contexts. The practical implications are for producers, marketers and consumers of frozen chicken. Producers and marketers are expected to pay attention to consumption values that have been proven to have a positive effect on purchase intention. For consumers, frozen

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chicken presents consumption values in the form of functional, social, emotional, conditional, and epistemic values that can be considered in choosing and or making purchases. In addition, the results of this study also informed that frozen chicken has hygienic value and nutritional value equivalent to fresh chicken.

7. CONCLUSION

This study concludes that frozen chicken products have functional, social, emotional, conditional and epistemic values that affect consumer purchase intention. The functional values measured and influenced in this study include product nutritional content, product hygiene, and product hygiene. Frozen chicken products also have social values, such as values that are in line with the communities where consumers are located. The influence of emotional value creates a feeling of comfort for consumers in choosing frozen chicken products. The appearance of frozen chicken products in clear and transparent packaging makes a conditional value for consumer purchase intention. Meanwhile, information about the process of frozen chicken which is clean, hygienic, and nutritional value is an epistemic value that affects consumer purchase intention.

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