

## Factors influencing Children Consumers to buy Traditional Snacks

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### Abstract

*Traditional snacks have cultural values of a society that must be preserved. Today, it has been displaced by modern snacks because of changes in lifestyle in society. This research aims to understand the factors that affecting children consumers in buying and consuming traditional snacks. The location of this research is in the large cities of Java Island which is determined using purposive sampling, namely: (1) Surabaya; (2) Yogyakarta; and (3) Bandung, Indonesia. The consideration is that in the three cities there are many variants of traditional snacks and modern snacks that are available in the market with a large number of teenagers. The method that is used in this research is Structural Equation Model (SEM) using AMOS software. The research result explains that the individual factor and psychological factor of consumer have positive influence on children's attitude in buying traditional snacks. While social environmental, cultural, and marketing strategy factors has a positive influence but not significant toward the children's attitude in buting traditional snacks.*

**Keywords:** consumer's attitude; children; traditional snack; culture.

### 1. Introduction

Traditional snack is a local identity, history, and lifestyle of a community as a cultural heritage for future generations around the world (Albayrak & Gunes, 2010; He et al., 2012; Nitiworakarn, 2015). Traditional snack has an important function and positive effect on the local development and rural economy, since it encourages producers to grow, especially in small and medium enterprises and also prevents unfair business competition (Arndt et al., 2009; Brown & Chikagbum, 2017; Cavaye, 2001). In some countries, traditional snack demand tends to increase, and this benefits SMEs (Kees & Alberto, 2002; Volpentesta & Ammirato, 2008; Zhang, 2015). Traditional snack needs to be protected and preserved through a special policy because it contains the cultural value of a society (Shen & Tan, 2012). Having cultural values make traditional snacks considered to be an important tool in marketing because cultural values can affect consumer's behavior (Luna & Gupta, 2001; Nayeem, 2012). Each region has a traditional snack that has a high-cultural taste product (Daniele, Elizabeth, & Richard, 2010) for example in Java Island is famous with traditional snacks in the form of arem-arem, wajik, lumpia, gethuk, tiwul, klepon, jenang, serabi and others (Munawaroh, 2014).

To be able to continue the cultural value in a nation, traditional snack must be preserved and protected, one way to do it is to continue to consume and make it the main food in the daily life (Nor et al., 2012). In addition to the sustainability of traditional food, the young generation must also be introduced and accustomed to consume it (Zahari, Mohd Salleh, Sharif, Noor, & Ishak, 2013). Cultural development, along with modernity and

social media (Hajli, 2013) provides various influence toward the development and acceptance of traditional snack by the community. Young generation is also consists of children, and they must be accustomed to consume traditional food by teaching them to buy and consume traditional snack. Besides maintaining culture, traditional snack is also healthier to be consumed (Asogwa, Okoye, & Oni, 2017; Tregear, Arfini, Belletti, & Marescotti, 2007) compared to children's modern snack that contain lots of Monosodium Glutamate (MSG) (Ardiarini & Gunanti, 2004; Kristianto, Riyadi, & Mustafa, 2013) or dangerous additives (formalin and borax) (Pratmanitya & Aprilia, 2016). Modern snacks for children which is made by the modern food industry factory in Indonesia have been widely circulated in the community and dominate children's snacks in the market (Tambunan, 2016). Indonesia is considered as potential market of modern snacks since it has a very large population of 262 million people (Statistics, 2017) so that it become a target market for food companies from around the world (Hidayati, 2014).

### 2. Literature Review

The number of children consumers is continue to grow and experience behavioral change along with social, economic, and cultural developments (Sudyarto, 2009). Fast changing times are forcing children consumers to adjust themselves to environmental and cultural conditions. One of the factors that affect the attitude of children's attitude in choosing snacks is the influence of television advertising (Kent, Dubois, & Wanless, 2011) and social media (Ioanăș & Stoica, 2014). This confirms

that the market segment of children is a potential consumers (Harris & Graff, 2011).

It is undeniable that currently children prefer to buy snacks for consumption compared to traditional snacks (Lasmini, Febry, & Destriatania, 2013). Thus, in order to keep traditional snacks to not extinct, it is necessary to examine the factors that influence children consumers in buying and consuming traditional food (Pufall et al., 2011). By knowing these factors, it can be used as a force for the preparation of marketing strategy of traditional snacks, so that traditional snacks can be remained and the cultural values contained in traditional snacks remain sustainable. This research aims to analyze children's consumer behavior in buying and consuming traditional snacks and factors that influence it.

Consumer behavior is a concrete action of consumers who are influenced by psychological factors and other external factors that lead them to choose/buy and use the goods/services they want (Stavkova, Stejskal, & Toufarova, 2008; Wijaya, 2005). There are many factors and characteristics that influence decisions in purchasing a product. These factors include cultural factors (cultural trend and social class), social factor (reference group and group membership, family, role, and social status), individual factor (age, education, life cycle, job, lifestyle, economic situation/income), psychological factor (motivation, perception, learning, trust, and attitude), and marketing mix (Al-Gahaifi & Světlík, 2011; Furajji, Łatuszyńska, & Wawrzyniak, 2012; Rani, 2014; Vainikka, 2015).

Linarda & Sindy (2013; Giantara & Santoso, 2014; Linarda & Sindy, 2013) review the influence of community behavior on traditional food purchase decision from external and internal factors. The external factors is in the form of family, social class, culture, reference group, while internal factors are motivation of perception, attitude lifestyle, personality, and learning.

The research from Yuliati (2011) shows that the personality/individual factor, price factor, promotion factor, cultural factor, motivational factor, distribution factor, and psychological factor affect consumers in purchasing traditional snacks. The most dominant factor is personality in the form of age, education, job, gender, lifestyle, and family. The second factor that is considered in the decision to purchase traditional snacks is the price factor. Prices are a factor that is considered because the price of traditional snack is very suitable with the taste, shape, and size of the product. Traditional snacks are very affordable to be bought. The third factor considered in the decision to purchase traditional food is the promotion factor. The promotion factor consists of advertisements through leaflets, radio, other people, and places of purchase. The fourth factor considered in the decision to purchase traditional snacks is the cultural factor. The cultural factor is consists of Javanese cultural values, a symbol of simplicity, conformity with income and self-confidence, and also self-identity and influence of norms (Kacen & Lee, 2008). The fifth factor that is considered in the decision to purchase traditional snacks is the motivational factor. This motivational

factor consists of variables of knowledge, health, parents' habits, and cleanliness. This means that motivational factors are considered as factors that determine purchasing decisions because of the encouragement of knowledge, health reasons, appropriate or sufficient income, and reasons for hygiene and health (not many chemicals contained in traditional snacks means that it is healthier). The sixth factor considered in the decision to purchase traditional snacks is the distribution factor. The distribution factor consists of the place of purchase in traditional markets and places that are affordable for the buyer. Distribution is a way to distribute goods to arrive for consumers, and it is still using traditional market and places that are accessible for the buyers. The seventh factor considered in the decision to purchase traditional snacks is psychological factors. Psychological factors consist of the variable of past experience, attitude, and behavior.

*H1: Culture has positive and significant effect toward Attitude.*

*H2: Social environment has positive and significant toward Attitude.*

*H3: Consumer's individual has positive and significant toward Attitude.*

*H4: Consumer's psychology has positive and significant toward Attitude.*

*H5: Marketing strategy has positive and significant toward Attitude.*

### 3. Research Method

This research is located in the big cities in Java Island that is determined using purposive sampling, which is in: (1) Surabaya; (2) Yogyakarta; and (3) Bandung. These cities are chosen to be the research location since they have many variants of traditional and modern snacks in the market. The data that is used in this research are primary data (observation and interview) and secondary data with a sample size of 110 children of primary school age. The analysis method that is used is the analysis of Structural Equation Model (SEM) using the AMOS software (Ferdinand, 2002). The test of validity and reliability shows that all items and variables is reliable and have fulfilled the convergent validity.

### 4. Result

#### 4.1. Structural Model Test

The test toward structural model is conducted by looking at the  $R^2$  value on the equation between latent variables which is a goodness fit model test. The  $R^2$  value = 0.2697, this means that the model can explain the phenomenon/problem of consumer attitudes by 26.97% while the rest (73.03 %) is explained by other variables outside the model.

Variable/Indicator	Path Coefficient	Sample Mean	Standard Deviation	T- Statistics	Conclusion
Culture (X1) -> Attitude (Y)	0.113	0.135	0.096	1.178	Non-significant (H1 rejected)
Social Environment (X2) -> Attitude(Y)	0.071	0.064	0.086	0.833	Non-significant (H2 rejected)
Consumer's Individual (X3) -> Attitude (Y)	-0.447	-0.464	0.085	5.213	Significant (H3 accepted)
Consumer's Psychology (X4) -> Attitude (Y)	-0.277	-0.277	0.087	3.186	Significant (H4 accepted)
Marketing Strategy (X5) -> Attitude(Y)	0.083	0.085	0.093	0.894	Non-significant (H5 rejected)

Table 1. Analysis of Influences between Latent Variables

The result of the hypothesis test as in Table 1 can be explained as follows:

a. Culture (X1) does not have a significant influence toward Attitude (Y), the value of *t-statistic* = 1.178 < the value of  $t_{(\alpha=10\%)} = 1.65$  with the path coefficient of 0.113 (positive). It explains that children in buying traditional snacks are not influenced by the cultural factor.

b. Social Environment (X2) does not have a significant influence toward Attitude (Y), the value of *t-statistic* = 0.833 < the value of  $t_{(\alpha=10\%)} = 1.65$ , with the path coefficient of 0.071. It explains that children in buying traditional snacks are not influenced by the social environment in the community.

c. Consumer's Individual (X3) have a significant influence toward Attitude (Y), the value of *t-statistic* = 5.213 > the value

of  $t_{(\alpha=10\%)} = 1.65$ , with the path coefficient of  $-0.447$  (negative). It explains that the characteristic of children consumer has an influence on their attitude in buying traditional snacks.

- d. Consumer's Psychology (X4) have a significant influence toward Attitude (Y), with the value of  $t$ -statistic =  $3.186 >$  the value of  $t_{(\alpha=10\%)} = 1.65$ , with the path coefficient of  $-0.277$  (negative). It explains that the psychological factor from children consumer has an influence on their attitude in buying traditional snacks.
- e. Marketing Strategy (X5) does not have a significant influence toward Attitude (Y), with the value of  $t$ -statistic =  $0.894 <$  the value of  $t_{(\alpha=10\%)} = 1.65$ , with the path coefficient of  $0.083$  (positive). It explains that the marketing strategy that is chosen by marketer does not influence children to buy traditional snacks.

## 5. Discussion

From conducted research, it can be known about what factors that can influence children consumers attitude in buying and consuming traditional snacks. The analysis result shows that there are five factors tested, which are cultural, social environment, consumer's individual, consumer's psychology, and marketing strategy. From the factors that is tested, there are two factors that significantly influence the attitude of children consumers in buying traditional snacks, which is consumer's individual and consumer's psychology factors (Table 1).

Children consumers in this research are measured using the indicator of age, education, pocket money, and the frequency of buying modern snacks. Consumer's individual factors has a negative influence on consumer attitudes in buying traditional snacks, so that it can be concluded with increasing age, education, pocket money, and increasing frequency of buying modern snacks, children consumers will have a tendency to reduce the purchase of traditional snacks. In this case, the economic condition has a negative influence on purchasing attitude (Muniady, Mamun, Permarupan, Raihani, & Zainol, 2014). This is because the increase of economic condition, which can be seen by the increase of the pocket money, can prompt consumers to want to get products that are considered more premiums. Modern snacks with packaging are considered to be more premiums than traditional snacks, so that the consumption will be increase.

Other factors that also influence the children consumers' psychology in this research is measured using the indicator of motivation, perception, and knowledge. Motivation is in the form of motivation needs, fulfillment of goals, and the pleasure of buying and consuming modern snacks. Psychological factors has a negative influence toward children consumers attitude in buying traditional snacks, so it can be concluded that the increasing motivation in the form of needs, fulfillment of goals, pleasure, and perception and knowledge of modern snacks will reduce children consumers attitude in buying traditional snacks.

Motivation, perceptions, and knowledge of children consumers in buying traditional snacks are weak because they assume that traditional snacks are classified as old products, besides of the emergence of new modern snacks. The children's knowledge about the types of new snacks of global product is obtained from TV and internet advertisements, so it reduces their interest in buying traditional snacks. Today, children are faced with a modern era where ready-to-eat food (fast food) and modern packaging snacks attract their attention (Gunawan, 2015). This explains that when it is viewed from psychology, children love to buy new types of modern snacks, so their attitudes are negative in choosing traditional snacks, although various types of snacks has a strong appeal to children's psychology to buy and consume them.

Cultural, social environment and marketing strategy factors do not have a significant influence toward children consumers'

attitude in consuming and buying traditional snacks. Even though these three factors do not have a significant influence, each variable has a positive relationship with children consumers' attitude in buying traditional snacks. It can be seen from the result of the path coefficient of cultural factor ( $0.113260$ ), social environment ( $0.071754$ ), and marketing strategy ( $0.083792$ ) that has positive value. Traditional snack is a product from traditions and cultures that have been formed for generations, so that people become accustomed to consume them. Children, as a part of the community, naturally follow the habit of eating traditional snacks or foods that are familiarized by their families. Therefore, children are still influenced by cultural factor in buying traditional food, because they know traditional snacks from their family traditions or the community environment in which they are located (Hatane Semuel, Annette Veronica Kosasih, & Hellen Novia, 2007), despite this cultural influences is not significant because children also know a new culture that is more global and modern. People like traditional food because it suits their taste (Decarlo, Franck, & Pirog, 2006).

Social environment factor has a positive influence toward children's attitude in buying traditional snacks. However, children live in a family and community environment that will influence them in making purchase decisions. Thus, the social environment of families and communities contributes strongly to the choices of children in buying traditional snacks, which they know has the habit of choosing traditional snacks because they are influenced by the habit of consuming traditional snacks by their family or community. Traditional snacks are more preferred by parents because it have become the flavor they have tasted since their childhood (Fonseca, 2008)

From the marketing strategy factor, it is known that it has a positive influence toward children's attitude in buying traditional snacks. The marketing mix strategy that is done by producers or marketers includes: product, price, promotion, and place (distribution) strategy. The marketing strategy of traditional snacks that have done by traditional snack producers is still weak, so that the influence is not significant toward children's attitude in buying and consuming traditional snacks. It shows that the marketing strategy efforts through product mix strategies, prices (Al-Salamin & AL-Hassan, 2016; Rahman, 2014), promotion through advertisement (Abideen & Saleem, 2012), and distribution will influence children's attitude and interest in buying and consuming traditional snacks even though it is not significant because there are other factors that are more influential.

## 6. Conclusion

Factors that influence the attitude of children consumers in buying and consuming traditional snacks are consumer's individual and consumer's psychology factors with negative influence. As for cultural, social environment, and marketing strategy factors do not have an influence toward the attitude of children consumers in buying and consuming traditional snacks. The findings of this research shows that the internal factor from consumers have a significant influence on attitudes in buying traditional snacks. Since the influence has a negative impact, automatically when children consumers grow up, the attitudes in buying traditional snacks will be decreased because consumer's individual and consumer's psychology factors experience an increase.

## 7. Research Limitation and Future Research Agenda

This research is still revealing about the factors that influence the attitude of children consumers trust in buying traditional snacks. While each of these factors is still a major factor that is not deep enough and the dependent factor which

is the attitude of children consumers trust is also a major factor, so it is less detailed for each attribute if the snack product. Therefore, the future research agenda that needs to be done is:

1. Examine the variables that form or support cultural factors, social environment, and marketing strategy that influence the attitude of children consumers trust in buying traditional snacks.
2. Research more about why children's psychology and individual factor have a negative influence toward the attitude of children consumers trust in buying traditional snacks.

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