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RESEARCH ARTICLE

Consumer Preferences and Segmentation For Traditional/Local Foods: A Study Of Purchase Motivations In Indonesia

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ABSTRACT

Traditional/local food plays an important role in preserving cultural identity and supporting the local economy, especially in a country rich in culture like Indonesia. This study aims to examine consumer preferences and motivations towards purchasing traditional/local food in The BARLINGMASCAKEB area (Banjarnegara, Purbalingga, Banyumas, Cilacap, and Kebumen). Through a quantitative approach this study identifies consumer preferences using Chi-Square, Factor analysis using Principal Component Analysis, and Consumer segmentation using cluster analysis (two-step cluster and K-Mean Cluster). The results of this study revealed that price, packaging, location, and taste significantly affect consumer choices, while food size/portion does not, especially for mendoan tempeh as consumers' favorite products. The factor analysis identified 3 groups: Food Explorers, Local Food Enthusiasts, and Practical Health Seekers. Cluster analysis divides consumers into 2 segments: Moderate Enthusiasts and Passionate Foodies, with the latter group exhibiting a strong interest in traditional foods. These insights provide valuable guidance for marketers and policymakers aiming to promote traditional foods in Indonesia.

1. INTRODUCTION

Food isn't just something we need to survive—it's also a cultural arena where issues of power, identity, and social class come into play (Nikmah Suryandari et al., 2024). It is an essential place in life on Earth, playing a role that transcends mere nutrition and sustenance to shape human culture, historical developments, and ecological systems (Raman, 2014). Food availability has significantly risen globally, with the proportion of the population residing in countries with adequate food supply nearly doubling, from 33% to 61% (Miina Porkka et al., 2013). For instance, in Indonesia which possesses rich natural resources (Anggraeni et al., 2017; Nugroho et al., 2022), including a wide range of potential food sources (Anggraeni et al., 2017) and comprising diverse races and ethnicities, features a wide array of traditional foods (Fidiana et al., 2024).

The concept and definition of traditional food have been explored extensively from multiple viewpoints, including those of experts, social contexts, European consumers, and the ingredients used in the products (Fibri & Frøst, 2019). Traditional or local cuisine refers to foods that are deeply tied to specific regions and are handed down through generations, preserving cultural heritage and tradition (Pieniak et al., 2009). In line with Rocillo-Aquino et al., (2021); Yang & Lee, (2019), who define traditional food as cuisine passed down through generations, encompassing knowledge of preparation techniques, sourcing of primarily local ingredients, and traditional production methods. Ingredients and recipes for these foods are typically preserved as part of ancestral heritage.

Traditional or local food is a clear expression of a community's identity, making it easy to recognize and has emerged as a popular aspect of cultural tourism (Bessière, 1998). Every region in Indonesia has its own unique culinary heritage, reflecting the distinct character and culture of the area. The existence and diversity of traditional or local food certainly play an important role in the food industry in Indonesia. It is known that in Indonesia, since 2010 the food and beverage industry has contributed almost 20% to GDP annually and made it a significant contributor to the economy (Setiawan et al., 2022). Moreover, Statistics Indonesia reports that the food and beverage industry contribute more than half of household expenditure (Statistics Indonesia, 2023).

Along with the development of the food and beverage industry, this is an opportunity and challenge for traditional or local food. Moreover, there is an increase in the intensity of competition between local and foreign food at this time which puts high pressure on local producers in developing countries such as Indonesia (Riptiono et al., 2020). Furthermore, although the development of small businesses is increasing, traditional or local food producers are required to be able to adjust according to consumer preferences or tastes (Asparin & Sudiyarto, 2021). Preference itself is an activity of ranking anything that can be consumed that aims to receive preferences for a product or service (Frank, 2010). In addition, from the marketer's side, including traditional or local food marketers, being able to serve all consumers is almost an impossible task because consumers have different needs and desires (Ishano et al., 2017). Therefore, traditional/local food marketers need to group consumers, which is also called market segmentation where market segmentation itself is the process of separating customers, or potential customers, in the market into different groups or segments (Malcolm McDonald & Dunbar, 2012).

To date, there has been limited research examining local food consumers' preferences and segmentation based on purchase motivations and product attributes, particularly in Indonesia. The previous studies have primarily focused on consumer behavior in developed countries (Adelaja et al., 1990; Brown, 2003a, 2003b; Bruhn et al., 1992; Dunne et al., 2011), offering insights into preferences for local foods without adequately addressing the unique context of developing nations like Indonesia (Fidiana et al., 2024; Nikmah Suryandari et al., 2024). Consequently, this study aims to analyze the preferences of traditional/local food consumers in the BARLINGMASCAKEB region, which includes Banjarnegara, Purbalingga, Banyumas, Cilacap, and Kebumen, exploring how purchase motivations and product attributes influence their choices and create the segments.

METHODOLOGY

Sampling

Data were collected from March 2 to 15, 2024 using Google Forms assisted by paid advertising on social media. The advertising campaign used Facebook and Instagram as popular social media in Indonesia with the same images and words. The target of this advertising campaign focused on the BARLINGMASCAKEB area (Banjarnegara, Purbalingga, Banyumas, Cilacap, and Kebumen). In the advertising campaign, it was stated that the respondent criteria were those who resided/domiciled in the BARLINGMASCAKEB area and had purchased and consumed traditional/local food from the BARLINGMASCAKEB area. Respondents answered questions according to their own accounts, spending 5–10 minutes to complete the questionnaire. Overall, 128 respondents were obtained in this study.

Table 1. Socio-demographic characteristics of the respondents

Socio-Demographics	Sample Distribution	n=128 (100%)
Gender		
Male	41	32
Female	87	68
Age		
12-25	17	13
26-45	96	75
46-65	15	12
Education		
Primary School	5	4

Secondary School	19	15
High School	81	63
Bachelor	23	18
Marital Status		
Single	18	14
Married	106	83
Widower/Widow	4	3
Occupation		
Entrepreneur/Trader	47	37
Private Employee	33	26
Student	1	1
Housewife	20	16
Laborer	4	3
Not/Not Yet Working	17	13
Others	6	5
Income/Month		
≤ Rp 1.500.000	50	39
> Rp 1.500.000 to Rp 2.500.000	37	29
> Rp 2.500.000 to Rp 3.500.000	25	20
> Rp 3.500.000	16	13
Number of household members		
1	4	3
2	11	9
3	31	24
>3	82	64
Length of stay in BARLINGMASCAKEB (year)		
< 1	4	3
1 - 3	7	5
3 - 6	4	3
> 6	113	88

Source: Authors' own compilation based on survey

Table 1 shows the socio-demographic characteristics of the respondents. The sample (n=128) shows that the majority of respondents are women (68%) and are in the productive age range of 26-45 years (75%). The level of education is dominated by high school graduates (63%) and most are married (83%). In terms of employment, 37% of respondents work as entrepreneurs or traders, while 26% work as private employees. The majority of respondents' monthly income is in the category ≤ Rp 1,500,000 (39%) and Rp 1,500,000 - Rp 2,500,000 (29%). The dominant number of household members is more than 3 people (64%). The length of stay of most respondents in the BARLINGMASCAKEB area is more than 6 years (88%).

Structure of the Questionnaire

The questionnaire consists of three parts. The first part deals with the characteristics of respondents (socio-demographics), then consumer preferences and the last is consumer segmentation. For consumer characteristics include gender, age, last education, employment status, average income, and family size. (Špička & Náglová, 2022; Wallnoefer & Riefler, 2022). The variables for determining consumer preferences consist of price, size/portion, packaging, location, taste (Asparin & Sudiyarto, 2021; Azliani et al., 2022) and several supporting questions such as the most preferred and consumed foods and the most frequent locations for making purchases. (Muhandri et al., 2020). Meanwhile, for consumer segmentation variables, product attributes and purchasing motivations are used. (Kovács et al., 2022a) but adjusted to research needs where the attributes must be local food and environmental protection during production are not used especially in developing countries.

Table 2. Consumer Segmentation Attribute Items

Variabel	Atribut	Measuring Scale
Purchase Motivation	I love discovering new foods	A scale ranging from 1 to 5 was used, with 1 indicating "not important at all" and 5 representing "extremely important."
	I'm so glad I tried it	
	I want to know more about local flavors	
	I'm curious, I like to know new tastes	
	I think this product is healthy	
	These products are nutritious	
	I trust this product because I know where it comes from.	
	I trust this product because it has a long tradition.	
Product Attributes	It should be easily available	
	It should be local food	
	I consider the properties of food (e.g., nutrients, vitamins, energy content)	
	Food should be healthy (e.g. contain vitamins, minerals, sugar, fat and antioxidants).	
	Environmental protection during production	

Source: (Kovács et al., 2022b)

Data Analysis

The analysis in this study was conducted in several stages and most of the data were analyzed using SPSS software. To achieve the research objectives, a chi-square analysis was conducted to see the differences in consumer preferences, a factor analysis to group the most influential traditional/local food attributes, and a cluster analysis to determine the segmentation of traditional/local food consumers.

The technique of chi-square analysis is a type of goodness of fit where the test can be used to test whether there is a significant difference between the number of observed items from the object or the expected answer based on the null hypothesis. (Siegel et al., 1992) $p<0.05$ significance level. Then before the factor analysis is carried out, a descriptive statistical analysis is carried out. The descriptive statistical analysis includes mean, standard deviation, and coefficient of variation/ Relative Standard Deviation (Madarász et al., 2022). In factor analysis, the steps taken are factor analysis using Principal Components with Varimax rotation which also knows the Kaiser-Meyer-Olkin (KMO) value and Bartlett's test. Factor analysis is carried out to help in grouping consumers based on their preferences for the characteristics of traditional/local food.

In the next stage, cluster analysis is carried out. However, previously an evaluation of the reliability of the scale used in the measurement model of the identified latent variables was carried out, using Cronbach's alpha indicator and composite reliability whose standard is more than or equal to 0.7. Then a cluster analysis was carried out consisting of two stages, first is a two-step cluster analysis and the second, K-Means Cluster.

RESULTS

Preferences

Consumer values are dynamic so their development needs to be monitored continuously as a source of information for all stakeholders in the food chain. This requires every actor in the food supply chain to recognize consumer preferences and the characteristics of each consumer segment. (Gao et al., 2011). Consumer preferences in purchasing local food reflect individual choices regarding the

local food they consume, whether they like it or not. These preferences vary among consumers, depending on their individual tastes. Consumer preferences in purchasing local food in the BARLINGMASCAKEB Region can be identified using chi-square analysis which can be seen in table 3.

Table 3. Results of Chi-Square Analysis of Traditional/Local Food Attributes in the BARLINGMASCAKEB Region

Food Attributes	X^2 Count	dF	X^2 Table	Asymp. Sig.	Results
Price	108.781	1	3.841	0.000	Significant Different
Size/Portion	0.281	1	3.841	0.596	Not Significant Different
Packaging	145.797	2	5.991	0.000	Significant Different
Location	12.109	2	5.991	0.002	Significant Different
Taste	50.438	3	7.815	0.000	Significant Different

Source: based on own calculation

Based on the results of the Chi-Square analysis shown in Table 3, this study evaluated the attributes of traditional/local food in the BARLINGMASCAKEB area with a confidence level of 95% ($\alpha = 0.05$). The results of the 5 existing food attributes all showed significant differences in consumer preferences except for the size attribute. From these results it can be concluded that the attributes of price, packaging, location, and taste have a significant influence on consumer preferences for traditional/local food in the BARLINGMASCAKEB area, while the size/portion attribute does not show a significant influence. These findings provide valuable insights for traditional/local food producers and marketers in determining effective strategies to attract consumers. Consumer preferences in buying traditional/local food can be seen in Table 4.

Table 4. Consumer Preferences in Purchasing Traditional/Local Food in the BARLINGMASCAKEB Region

Food Attributes	Food Attribute Categories	Total	Precentage	Consumer Preferences
Price	Cheap	123	96%	Cheap
	Expensive	5	4%	
Size/Portions	Small	67	52%	Small
	Large	61	48%	
Packaging	Paper	13	10%	Leaves
	Plastic	8	6%	
	Leaves	107	84%	
Location	Strategic	31	24%	Close
	Close	61	48%	
	Hygienic	36	28%	
Taste	Sweet	11	9%	Savory
	Salty	36	28%	
	Spicy	18	14%	
	Savory	63	49%	

Source: based on own calculation

Table 4 shows that consumer preferences in buying traditional/local food in the BARLINGMASCAKEB area can be seen that respondents like food with cheap prices (96%) with sizes/portions that tend to be small (52%) and like leaf packaging (84%). Respondents buy traditional/local food because of its close location (48%) with a savory taste.

For traditional/local foods that are consumer preferences, it can be seen that Mendoan Tempeh is the most frequently purchased and preferred food, with a percentage of 79.69% of commonly purchased foods and 77.34% of preferred foods. Other foods such as Lanting, Gethuk Goreng, Buntil, and Kluban have lower percentages, indicating that they are still in demand although not as much as

Tempe Mendoan. In conclusion, Tempe Mendoan is the most popular local food and is the main choice of consumers in the area.

Table 5. Consumer preferences for traditional/local food at BARLINGMASCAKEB

Types of Food	Commonly purchased foods		Most favorite food	
	Total	Presentage (%)	Total	Presentage (%)
Mendoan Tempeh	102	79.6875	99	77.34375
Lanting	6	4.6875	4	3.125
Buntil	2	1.5625	4	3.125
Kluban	5	3.90625	6	4.6875
Gethuk Goreng	4	3.125	5	3.90625
Others	9	7.03125	10	7.8125
Total	128	100	128	100

Source: based on own calculation

Factor Analysis

In the initial stage before conducting factor analysis, an analysis was conducted using descriptive statistical tools. Among the descriptive methods are the average, standard deviation, and coefficient variation. The results obtained (Table 6.) are that almost all attributes have an average mean value above 4. The attributes that have the largest average value are curiosity about local food and ease of obtaining local food.

Table 6. The Importance of Purchasing Factors When Buying Traditional/Local Food

Attributes	Statistical Indicator		
	Mean	Standard Deviation	Relative Standard Deviation
Want to Know Local Food	4.5156	0.65188	14.44
Easy to Have	4.5078	0.67575	14.99
Has Long Tradition	4.4297	0.70637	15.95
Believe Its Origin	4.4219	0.71661	16.21
Happy Find New Food	4.3438	0.78808	18.14
Local Food Is Health	4.3438	0.73643	16.95
Curious New Taste	4.2734	0.79084	18.51
Happy Try New Food	4.2422	0.80104	18.88
Local Food is Nutritious	4.2266	0.73404	17.37
Health Contains	4.1406	0.82035	19.81
Characteristics	4.0156	0.87830	21.87

Source: based on own calculation

Based on table 6. It is further known that there is a significant variation in the standard deviation, ranging from 0.65188 to 1.11072, indicating differences in responses between individuals. Attributes with a smaller relative standard deviation value, such as "Want to Know Local Food" (14.44%), show higher consistency in respondents' responses. Conversely, attributes such as "Must Be Local Food" with a high relative standard deviation value (32.68%) indicate that views on the necessity of local food are more varied among respondents. Overall, respondents tend to have a positive view of local food, especially regarding health aspects and curiosity about new tastes, although there is variability in several other attributes.

After knowing the average value of each attribute and its distribution, the next step is to analyze consumer information search behavior. The step taken is factor analysis using Principal Components

with Varimax rotation to find the basic structure underlying the information search channel about chicken and consumer trust in these sources. The Kaiser-Meyer-Olkin (KMO) value (0.719) and Bartlett's test of sphericity are very significant, indicating that the data matrix is suitable for factor analysis.

Tabel 7. Principal Component Analysis

Attributes	Food Explorer	Local Food Enthusiasts	Practical Health Seekers
Happy Find New Food	0.879		
Happy Try New Food	0.860		
Curious New Taste	0.851		
Want to Know Local Food	0.614		
Local Food Is Health		0.791	
Local Food is Nutritious		0.756	
Has Long Tradition		0.671	
Belive its Origin		0.622	
Characteristics			0.905
Health Contains			0.889
Easy to Have			0.475
Variance explained (%)	24,837	20,650	18,235

Extraction method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalisation. Rotation converged in four iterations.

The total variance explained (TVE) is 63.721% (Table 7) and 3 components appear, namely food explorers, local food enthusiasts, and Practical Health Seekers. This figure is quite satisfactory because according to (Merenda, 1997; Peterson, 2000), 50% is the minimum limit. Each explains 23.837% for food explorers, 20.650% for Local Food Enthusiasts, and 18.235% for Practical Health Seekers.

In the first component (PC1) or food explores, it indicates that this component has a strong tendency in the culinary exploration aspect. The characteristics shown by the factors above indicate that they are consumers who are not only interested in new food products, but also motivated by experience, curiosity, and appreciation for local flavors.

The attributes in the second component (PC2) or Local Food Enthusiast indicate that this component has a strong preference for traditional/local food because of positive perceptions of health, nutritional value, long tradition, and authenticity of the origin of the food. These factors reflect consumer confidence in the quality and authenticity of local food, which makes them more motivated to choose local food products over other alternatives.

The attributes in PC3 or Practical Health Seekers tend to favor traditional/local food that is healthy, nutritious, and practical or easily accessible. In this component, they tend to choose products that not only offer health benefits but are also easily accessible, reflecting a combination of a healthy lifestyle and the need for convenience.

Segmentation

Before conducting segmentation, the suitability of the measuring instrument for further surveys must be tested with cluster analysis. Reliability is checked using the Cronbach alpha index and the composite reliability index (CR). Reliability cannot be improved by eliminating existing items. (Brunner & Süß, 2005; Cronbach, 1951). Based on the data in table 7, it is known that Cronbach's alpha, which is a measure of reliability or internal consistency for each dimension ranges from 0.715 to 0.835. This figure is said to be satisfactory because it is above 0.7.

Table 8. Reliability of measuring instruments

Attributes	No. of Items	Cronbach's Alpha Index	Composite Reliability
Food Explorer	4	0.835	0.88
Local Food Enthusiasts	4	0.715	0.8
Practical Health Seekers	3	0.734	0.82

Source: based on own calculation

The data that has been matched is then ready to undergo the segmentation process, so the next step is to determine the number of clusters using two-step cluster analysis (Asante-Addo & Weible, 2020; Wedel & Kamakura, 2000) based on the existing attributes. In this analysis, 2 consumer segments were determined. After determining the number of clusters, a K-Mean Cluster analysis was carried out. This method is often used in segmentation studies where segments will be compared (Asante-Addo & Weible, 2020). The clusters formed differ significantly from each other ($p < 0.01$) (Madarász et al., 2022) based on variance analysis, that is, the segmentation results are valid except for the "LocalFoodIsHealth" variable which has a significance of 0.95, which means that this variable/attribute does not affect cluster formation. The following is a detailed characterization of each cluster by the research objectives.

- Cluster 1: Moderate Enthusiasts
  The proportion of cluster 1 is 45.32% of all respondents (58 people). Consisting of individuals who have a moderate interest in local food, but not as strong as cluster 2. They appreciate the aspects of local food but not as extreme as cluster 2. Based on socio-demographics clusters 1 and 2 as a whole are almost the same. In cluster 1 is dominated by women 65.52% with an age range of 26-45 years (65.52%). Education level Most are in high school (68.97%) and married (77.59%). In terms of occupation, it is dominated by entrepreneurs/traders (27.59%) but not a few also work as private employees (22.41%), housewives (18.97%), and not/not yet working (18.97%). Most of the income in cluster 1 is in the range of ≤Rp 1,500,000/month, which is 48.28% with the number of family dependents of 63.79% supporting > 3 people. The majority come from Banyumas Regency who have lived there for more than 10 years.
- Cluster 2: Passionate Foodies
  The proportion of cluster 1 is 54.69% of all respondents (70 people). Members of this cluster are very enthusiastic and have a very positive view of local food. All values for this cluster are higher than cluster 1, indicating high interest, enthusiasm, and trust in local food. They are very interested in the health, tradition, and accessibility aspects of local food, and are very enthusiastic about trying and discovering new foods.
  As in the discussion of cluster 1, based on socio-demographics clusters 1 and 2 as a whole are almost the same. Cluster 2 is also dominated by women 70% with an age range of 26-45 years (82.86%). Education level Most are in high school (58.57%) and married (87.14%). In terms of occupation, it is dominated by entrepreneurs/traders (44.29%) and some private employees 28.57%). In terms of income, cluster 2 is more evenly distributed, although it is still dominated by income in the range of ≤Rp 1,500,000/month (31.43%). Some are in the income range of > Rp 1,500,000/month to Rp 2,500,000/month (30%) and > Rp 2,500,000/month to Rp 3,500,000/month (20%). The number of family dependents is also dominated by those who support >3 people (64.29%). The majority come from Banyumas Regency who have lived there for more than 10 years.

DISCUSSION

This study aims to identify consumer preferences for traditional/local food, determine the attributes/variables that most influence purchasing decisions, and group consumer segments in the BARLINGMASCAKEB area. The use of descriptive statistical analysis of consumer characteristics is explained in detail. In studies on behavioral analysis, demographic variables are very important to know, especially to see their relationship to the analysis procedures used (Jones et al., 2020). Moreover, this research is very focused on behavioral analysis of purchasing traditional/local food.

For example, in choosing food, women are usually more responsible for food choices for their families (Little et al., 2009) or marital status that has a positive relationship with food purchases (Imtiyaz et al., 2022). This is in accordance with this study where married women dominate the sample of consumer respondents in purchasing traditional/local foods. This shows that the roles and responsibilities in household spending decision-making differ between men and women, with the majority of these responsibilities falling on women. Not only that, married individuals tend to have different purchasing patterns compared to unmarried individuals or those in different life phases (Murphy & Staples, 1979).

In the preference analysis, it shows that the attributes of price, packaging, location, and taste have a significant influence on consumer decisions in purchasing traditional/local food in the BARLINGMASCAKEB area, while size/portion has no significant influence. This is in line with research conducted by Campbell et al., (2014) and Toukabri, (2021) which states that price awareness and transparency significantly affect consumers' desire to buy local food both directly and indirectly. The same goes for packaging. Packaging plays an important and positive role in food purchasing behavior (Silayoi & Speece, 2004; Waseem, 2016). Although most research on packaging focuses on packaged foods sold in supermarkets, it also has an impact on traditional/local foods in this study. The location that represents the distance between the place of sale and the consumer's location is also a determinant of food purchases in general. Most people will be reluctant to buy food if the distance traveled is further (Grebitus et al., 2013), while proximity to food stores will lead to more frequent shopping (McGuirt et al., 2022). Then the taste attribute is an important consideration in choosing food. Most individuals tend to choose foods that are high in fat, sugar, and salt (Kourouniotis et al., 2016). Especially in Asia, such as Indonesia, which prefers savory foods. As for the size and portion, there are some differences between several studies. Zlatevska et al., (2014) stated that each additional portion of food will increase the average consumption by 35% but this is curvilinear and the effect will decrease as the portion increases. Some prefer food with small portions as an addition to existing food and choose to replace large meals with small meals. (Vermeer et al., 2011). Indeed, this preference depends on each type of food and the characteristics of the consumer itself. Overall, the preference for traditional/local food in the BARLINGMASCAKEB area prefers affordable food with environmentally friendly leaf packaging and a savory taste. It can be said that consumer preference for leaf packaging indicates cultural awareness and perhaps a desire to be closer to traditional nuances. Moreover, the favorite food is mendoan tempeh, where it is widely known that tempeh itself is a traditional fermented food typical of Indonesia that provides an affordable source of protein and is considered a superfood because it contains nutrients and bioactive compounds (Romulo & Surya, 2021). This is in line with (Siregar et al., 2019) which states that mendoan tempeh is very popular among people in some parts of Indonesia.

After analyzing the factors using Principal Component Analysis, 3 main components were found that influence consumers in purchasing traditional/local food from the BARLINGMASCAKEB area. The three components are Food Explorers, Local Food Enthusiasts, and Practical Health Seekers. The Food Explorers group shows an interest in exploring new foods motivated by curiosity and local tastes. This is usually experienced by tourists as in the study Björk & Kauppinen-Räisänen, (2016) which states that local food for tourists can enhance their travel experience and become an attraction for certain destinations. However, this also happens to people who live long in an area where many people, especially young people, like traditional food. (Hanemaayer et al., 2020). The Local Food Enthusiast group is more inclined towards traditional/local food from the perception of Health, nutrition, and tradition which reflects the belief in the quality of local products. This is in line with research from Kovács et al., (2022c) which states that young consumers in Hungary consider local products as healthy and nutritious. While the Practical Health Seekers group prefers healthy, nutritious and easily accessible food. This group emphasizes the balance between Health and practicality in consuming traditional/local food.

In the segmentation analysis, only two segments were produced that were not too different in characteristics, namely Moderate Enthusiasts and Passionate Foodies. These two segments have demographic similarities but differ in their level of interest in traditional/local food. This segmentation shows that not all consumers have a high interest in local food, but some have a strong interest and loyalty (Passionate Foodies) who are potential targets for more personalized marketing

campaigns. The results of this study are different from other studies which usually have striking differences between one segment and another. As in Arsil et al., (2018)'s study which divides the local food consumer segment in Indonesia into two, "value for money" and "health benefits" when buying local food, with the last "value for money" segment being the dominant segment. However, there is also research from Vanhonacker et al., (2010) which is similar to this study with a sample of consumer research in Europe on traditional food. In this study, 4 consumer segments were found with 1 segment having a broad conceptualization without clear differentiation.

CONCLUSION

The study provides important value in understanding consumer preferences and segmentation towards traditional/local food in Indonesia especially in the BARLINGMASCAKEB area (Banjarnegara, Purbalingga, Banyumas, Cilacap and Kebumen). The results of this study indicate that attributes such as price, packaging, location, and taste are important factors in influencing purchasing decisions, while the size/portion attribute does not have a significant effect. This finding indicates that consumers tend to prefer traditional/local food like mendoan tempeh with affordable prices that are served in traditional packaging (leaves) and have easily accessible locations. In the factor analysis using Principal Component Analysis and identified 3 groups: Food Explorers, Local Food Enthusiasts, and Practical Health Seekers, each of which has a unique motivation. Furthermore, consumer segmentation is divided into two segments, namely Moderate Enthusiasts and Passionate Foodies, who have different interests in traditional/local food. The results of this study provide a useful overview for business actors and other stakeholders to develop more effective marketing strategies that are in accordance with local consumer preferences.

LIMITATIONS AND FUTURE RESEARCH

This study has limitations in data collection. In the early stages of distributing questionnaires through advertising campaigns, it should focus on consumer targets based on age, gender and place of residence in order to obtain a more representative sample as was done by Madarász et al., (2022). As a result, the data obtained is skewed towards one demographic category, which may not be fully representative of the overall local food consumer population in the BARLINGMASCAKEB area. This limitation has the potential to affect the generalization of the findings, especially regarding preferences and segmentation that may be more diverse if the demographic scope is expanded.

Further research can cover a wider area and try to include variables/attributes that are currently trending such as cultural values, environmental aspects or healthy lifestyles. Future research can also explore the potential of traditional/local food products that emphasize health and environmentally friendly attributes. This step can increase the possibility of broader consumer segmentation findings by considering shifts in consumer preferences and allowing for more applicable and relevant findings for business actors, stakeholders and the wider community. In addition, further research can adopt a more specific data collection strategy and target certain demographic characteristics in campaigns, such as age, gender and location, so that the results are more representative.

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