

# Consumer Purchasing Decision Towards Chicken Eggs in Yogyakarta Province

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**Abstract.** Affordable food accessible to the community is an essential need, especially for people who live in areas with relatively low minimum wages, such as the province of Yogyakarta. This study examines consumer decisions regarding egg purchasing in the Special Region of Yogyakarta Province. Primary data from 100 respondents spread across Kulon Progo, Sleman, Bantul, Gunung Kidul and Yogyakarta City were collected through interviews based on structured questionnaires. The data analysis applied in this study uses descriptive statistics. The results of the analysis show a tendency for consumers to buy eggs as a side dish, with rice as the primary motivation for purchasing eggs. In addition, the attributes consumers consider when purchasing eggs are the price and type of eggs, which are only distinguished between broiler chicken eggs and kampung chicken eggs. Post-purchase evaluation of eggs shows that most consumers are satisfied with their purchases. **Keywords:** consumer behaviour, decision making, chicken egg, food

## 1 Introduction

Eggs is one of the strategic commodities known to have high sustainability and economic value with low production costs. In addition, eggs are known to contain high nutritional value and bioactive nutrients that are beneficial for health [1]. Research from [2] found that someone who consumed more than five eggs per week had a healthier body composition, especially when looking at the protein content absorbed into the body. For toddlers, eggs are a source of animal protein that can support optimal growth. Moreover, [3] stated that consuming one egg daily can reduce the risk of stunting in toddlers. Currently, the eggs sold

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on the market are increasingly varied. The variations that emerge are eggs with added value related to health and sustainability aspects.

According to researchers, consumer purchasing decisions are significantly influenced by product quality [4]. This aligns with the research results of [5] that price is also a determinant of consumer purchasing decisions. Attributes attached to egg products, such as packaging size and egg color, are crucial attributes to pay attention to. On the other hand, egg products do not only have one type of product. Various types of egg products, such as organic eggs, are being developed with additional functional value. Egg products with added value have a target market, especially consumers with a higher concern for health [6].

Yogyakarta Special Region (DIY) is a relatively low minimum wage province with dense industrial activity. In terms of meeting people's food needs, one source of animal protein is affordable for all groups of society. Therefore, research on the consumer purchasing decision process for egg products must be investigated. This will ultimately result in development recommendations for eggs with sustainable claims. These recommendations can be helpful for marketers of these products so that they determine promotional strategies that are following the behaviour of consumers who are their target market.

## **2 Methods**

This research was conducted in the Special Region of Yogyakarta, including Yogyakarta City, Bantul Regency, Sleman Regency, Kulon Progo Regency, and Gunung Kidul Regency. The type of data used is primary data. Data was taken online and offline with a total of 200 respondents. Respondents in this study were consumers who met the criteria: 1) aged more than 17 years, 2) domiciled in the Special Region of Yogyakarta, 3) had bought eggs at least in the last month, and 4) were not allergic to eggs. Data collection was carried out in July 2024. The sampling methods used were snowball (online) and random sampling (offline). Data collection in this research was carried out by distributing questionnaires to research respondents.

The analysis of the first objective in this research was carried out descriptively. Descriptive analysis explains the characteristics of related variables such as consumers, sales, organizations or market areas. The variables analyzed in the consumer decision process include (1) recognition of the need for purchase, (2) source of information, (3) evaluation of alternatives, (4) purchase decision, and (5) post-purchase evaluation. The data obtained is in the form of primary data which is compiled, simplified and presented in data tabulation. The data was analyzed descriptively to identify and present an overview of the various variables studied based on the data obtained. The dominant factor of the variable is seen from the most significant percentage of each variable analyzed.

## **3 Result and Discussion**

The consumer purchasing decision process is a process that a consumer goes through, starting from the emergence of a sense of need and recognising consumer feelings after making a purchase [7]. The egg consumer, purchasing decision process, needs recognition, information source, alternatives evaluation, purchase decision, and post-purchase evaluation.

### 3.1 Consumer needs for recognition

**Table 1.** Reason to Purchase

Reason to purchase	%
As a side dish to accompany rice	74,75
Fulfillment of nutritional intake of animal protein	12,12
Maintain health	5,05
Tastes good	4,04
Affordable food (low price)	4,04

The consumer purchasing decision process in choosing eggs begins when consumers feel and recognize the need for an egg product and try to meet these needs. The demand for eggs in Yogyakarta Special Region is high. The recognition of consumer needs in purchasing eggs is very diverse as can be seen in Table 1. Most of them consume eggs for the reason of being a side dish for rice at 74.75%. There are 12.12% of consumers buying eggs to fulfill protein nutrition and 5.05% for health reasons. This is because eggs contain complete protein with essential amino acids needed by the body, making them a good choice to support growth, tissue repair, and overall body function. Meanwhile, 4.04% of consumers buy eggs because they taste good and 4.04 percent because they are cheap. This shows that people make eggs as a side dish for rice because of their nutrition rather than taste and price. The results of this study are in line with [8] which states that generally people use eggs as a side dish for rice. [9] stated that eggs are one of the daily side dishes that are favored by many people.

### 3.2 Consumer's source of information

**Table 2.** Source of Information

Source of information	%
Traders	81,25
Consumer experiecnce	8,33
Social media	6,25
Family	4,17

### 3.3 Evaluation of Alternatives

At this point, consumers will search for information about the advantages and disadvantages of eggs that will be consumed daily. Consumer perceptions, in this case their beliefs, will be influenced by the information obtained at the egg information search stage so that it will also affect consumer decisions in buying eggs.

Based on the results of the study, the most influential source of information for egg consumers is traders at 81.25%, while the source of information from consumer experience itself is 8.33%, sources of information from social media are 6.25%, and sources of information from family are 4.17%. Sources of information originating from traders are the most trusted source of information for consumers because traders have a direct connection to the market who know the availability, price and quality of eggs. This is in accordance with the research of [10], most of the sources of information obtained by the community in finding healthy products come from traders. [11] state that, in general, consumers get information about products from commercial sources, namely sources dominated by marketers.

**Table 3.** Most Concerned Attribute

Most concerned attribute	%
Price	31,96
Expiration date	20,62
Size	3,09
Egg type	20,62
Nutritional content	10,31
Availability and access	13,40

At this point consumers evaluate and make the best considerations that must be determined to meet their needs. Considerations adjust certain criteria that are relevant to the needs and desires for egg purchasing decisions. Based on the results of the study, there are several types of eggs circulating in Yogyakarta Province.

Factors that are considered by consumers in purchasing eggs are mostly influenced by price. Other factors include expiry information and egg type. 31.96% of egg consumers mentioned that they buy eggs by considering price. This is because it is adjusted to income, if the price of eggs is expensive then some consumers prefer not to buy eggs. [12] state that price is the main factor for consumers in determining what to buy. Consumers usually prefer eggs at affordable prices [13]. This is also in accordance with research conducted by [14] that price is an attribute that is considered in making purchases. Price also affects demand, if the price of eggs increases, the number of egg purchases will decrease.

Expired attributes and types of eggs by 20.62%, this is because egg consumers can choose their own eggs sold by traders so that they can choose eggs that are in good condition or eggs that are still fresh. The results of research by [15] state that egg quality affects purchasing decisions. This shows that consumers will decide to buy eggs that are still of good quality or fresh. There are 13.40% of consumers who are concerned with availability and access information, egg consumers get information from traders directly so that some consumers buy eggs based on available stock. Consumers also complained that it was difficult to get several types of eggs other than domestic chicken eggs and free-range chicken eggs because there were no local traders selling them. Only 10.31% of consumers were concerned with nutritional content. However, only a small number of consumers are concerned with egg size, namely 3.09%, this is because most egg consumers do not care about egg size.

### 3.4 Consumer's purchase decision

**Table 4.** Store where consumer purchase chicken egg

Store	%
Traditional market	60,00
Grocery store	23,00
Farmer	14,00
Retailer	3,00

At this point, consumers make decisions about where to buy and the type of eggs to buy. Based on the results of the study, it shows that egg consumers mostly make purchases in traditional markets and types of domestic chicken eggs. Egg consumers made purchases in traditional markets by 60.00% because prices were cheaper than supermarkets and access and availability were the easiest to reach. Traditional markets are also considered by the community as a complete place to provide needs. This is in accordance with research conducted by [14] that egg consumers prefer traditional markets because of the location and affordable prices of goods. Some consumers buy eggs at grocery stores, namely 23% because consumers buy at certain times so they choose the store closest to their residence. This is in accordance with research by [16] that people choose to shop at grocery stores because they are close to their homes. Only 14% of consumers buy at farmers, this is done by some consumers who buy eggs with free-range chicken eggs. However, few consumers make purchases at retailers, namely 3%, this is because consumers are not used to buying eggs

there. Research by [17] explains that location is a consideration with purchasing decisions, if access to the location is easy to reach, it is increasingly sought after by consumers.

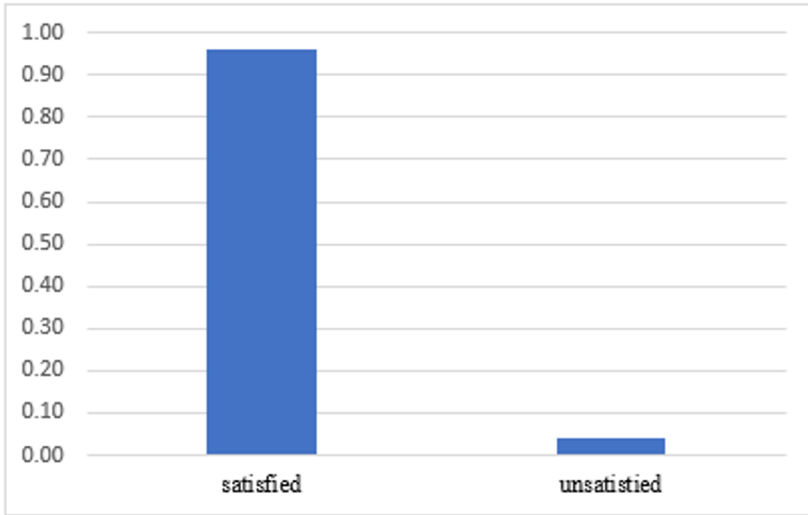
**Table 5.** Purchase Alternatives

Purchase alternatives	%
Telur ayam negeri	41,49
Telur ayam kampung	41,08
Telur omega-3	14,94
Telur ayam bahagia (happy egg)	2,49

Purchasing decisions made by egg consumers are also influenced by the type of egg. Based on the results of the study, it shows that 41.49% of egg consumers choose the type of domestic chicken eggs. This is because the availability of domestic chicken eggs is easier to obtain and the price is more affordable than other types of eggs. This is in accordance with research conducted by [14] that domestic chicken eggs are one of the most popular products because they are easily available and affordable prices for most consumers according to income levels. Research by [18] explained that the demand for domestic chicken eggs is influenced by several factors, namely the price of the egg itself, the price of tempeh, the price of tofu, income, the number of family members, and consumer tastes. A total of 41.08% of egg consumers choose native chicken eggs because they are used to consuming native chicken eggs and tend to like them. While 14.94% choose omega-3 eggs and the remaining 2.49% choose happy eggs, this is due to access and availability that is difficult to reach and even some consumers do not know about these types of eggs.

### 3.5 Post-Purchase Evaluation

The final stage in consumer purchasing decision making is post-purchase evaluation. The post-purchase evaluation process of eggs in this study can be seen from what consumers feel after buying and consuming eggs. After consumers buy and consume eggs, they will evaluate the eggs. Post-purchase behavior is the feeling that arises in individual consumers after buying a product. Consumers will feel two feelings between satisfaction and dissatisfaction from the products they have consumed [7]. Figure 1 shows the level of consumer satisfaction after purchasing eggs.



**Fig 1.** Purchase Evaluation

Figure 1 shows that 96% of egg consumer respondents in the post-purchase evaluation stage were satisfied with their egg purchase. However, 4% of egg consumer respondents were dissatisfied with the eggs they purchased. The results show that most egg consumers in the Special Region of Yogyakarta are satisfied with their egg purchases. Based on the results of the study, consumers feel satisfied after buying and consuming eggs because the eggs are still fresh. This is in line with the results of research by [19] that the higher the quality of eggs, the higher the satisfaction felt by consumers. This means that the fresher the egg product, the more satisfied consumers feel. In addition, eggs are a side dish choice by consumers that is affordable and practical for consumption and nutritious. The results of this study are in line with the results of research by [20] that egg consumers are satisfied with product attributes in the form of prices that are affordable to consumers. Wulandari et al. (2019) state that eggs are one of the poultry products that have complete nutritional content and are easily digested and are a source of protein other than meat, fish and milk. The nutritional content of chicken eggs is 12.80 grams of protein, 162 cal of energy, 11.50 grams of fat, 0.70 carbohydrates and much more.

Consumers who feel dissatisfied because egg products are not fresh so they cannot be consumed. Consumers also feel dissatisfied when egg prices are high. [13] stated that consumers usually prefer high-quality eggs at affordable prices. Therefore, if consumers buy eggs at a high price but the eggs are not fresh, consumers are not satisfied. This is also in line with the results of research by [19] that the higher the price of eggs, the lower the satisfaction felt by consumers.

## 4 Conclusion and recommendation

Based on the results and discussion, it can be concluded that the consumer decision-making process for chicken eggs in the Special Region of Yogyakarta Province is need recognition, where most consumers choose with consideration as a side dish for rice. Information search, mostly from traders. Evaluation of alternatives, most of them buy because of the price factor.

Purchasing decisions, most consumers make purchases in traditional markets and types of domestic chicken eggs. Post-purchase behavior, most expressed satisfaction with purchasing eggs. The suggestions that can be given in connection with the research results are regarding with product marketers who should always pay attention to ease the access and product availability as well as product quality to maintain customer satisfaction.

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