

CONSUMER'S PERCEIVED OF THE IMPORTANCE OF FISH CONSUMPTION IN PALEMBANG CITY: A CONSUMER BEHAVIOR PERSPECTIVE

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CONSUMER'S PERCEIVED OF THE IMPORTANCE OF FISH CONSUMPTION IN PALEMBANG CITY: A CONSUMER BEHAVIOR PERSPECTIVE

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ABSTRACT

Indonesia as a maritime country has abundant fish product but has the lowest fish consumption among ASEAN country. FAO annual report describes that Indonesian consumption 29, 08 kg/person/year in 2009 and 30,48 kg/person/year in 2010. The lowest consumption of fish is caused by technical factors, such as the distance distribution of fish from fisherman to consumers takes time and fresh fish become expensive. Psychological factors, such as bones and smell of fish, time to cook and preparing fish, lack of consumer awareness about fish as a source of health proteins, make fish an unpleasant food. This research conducted to explain factors that influenced consumer's perceive importance of fish consumption of fish Palembang. From the traditional Theory of Planged Behavior (Ajzen, 1991) that attitude, subjective norms, perceived behavior can be implemented to predict how consumer's attitude in consumption of fish. The study was conducted by analyzing the consumer survey data that involved 100 respondents from traditional shop markets, analysis and multiple regressions analysis was used to obtain the importance factor that influence consumers to consume fish. Variables in this research were marketing mix (product, price, place, promotion), consumer involvement and decision making to consume fish product. The dominant factor affecting the decision making is consumer involvement, product and price. To change people's attitudes to rely more like fish can be used a functional approach, which can be enhanced by the effect of the benefits of fish consumption in consuming the fish and make a positive belief becomes more mainstream by extended the believed that fish a source of protein-rich nutrition to the fish consumption will make the brain more intelligent and avoid malnutrition.

keywords: marketing mix, attitude, consumer involvement

Background

Food is a major basic need for humans to meet all the times. Thus, the food has an important role in the life of a nation. The lower food availability than the needs can create the economic instability. Various social and political turmoil may also occur if food availability

compromised. This critical food situation could even endanger the economic and national stabilities (BULOG, 2012).

Indonesia is currently facing various severe malnutrition problems. In 2012, Indonesia had number 5 in the world of the malnutrition case which the number of malnourished children in Indonesia were around 900 thousand people or 4.5 percent of the Indonesian children. The mortality rate due to the malnutrition by the year 2013 remained high. The mortality rate was because of either malnutrition while still in the womb or infants under one year. Cases of malnutrition child faced by Indonesian children included anemia, vitamin A deficiency and lack of vitamin D (PERSAGI, 2012). The prevalence of malnutrition infants and lack of nutrition in Indonesia reached 19.6 percent. That number increased in comparison with the data of Riskesdas 2010 equal to 17.9 percent and Riskesdas 2007 was 18.4%. It was estimated that in 2014 the prevalence of malnourished children under five increased (RISKESDAS, 2013). Until today, Indonesia is still haunted by cases of malnutrition (indonesiafightpoverty.com, 2014).

Indonesia is a maritime country which is rich in fish production but the fish consumption is the lowest among the ASEAN countries. The FAO annual data showed that the fish consumption of Indonesian society was 29.08 kg / person / year in 2009 and 30.48 kg / person / year in 2010. This low consumption can be caused by the technical factors such as, the far distance distribution from fishermen to consumers, a long time, causing the price of fresh fish became expensive. The psychological factors such as, the fish bone, the stench of fish preparation and cooking time, a lack of public awareness of fish as a source of rich protein food makes the fish become less desirable.

The high malnutrition cases in Indonesia would not occur if people wanted to eat the rich nutrient fish, which contain 18 grams of protein / 100 g of fresh fish and dried fish contain high levels of protein 40 grams / 100 grams. Fish contain complete essential amino acids which is needed by the human body and equivalent of meat protein. Marine fish is rich in iodine so it can prevent iodine deficiency diseases. Fish is also rich in minerals such as, calcium and phosphorus, and it is a source of good nutrition due to the fat content in fish 70% composed of unsaturated fatty acids (Unsaturated Fatty Acid). Fish is a high protein food, which is needed by humans because of easily digestible, and also contains the same pattern of amino acids as found in the human body. Fish also contains DHA (Docosa-hexaenoic-acid) which is important in creating level of intelligence. DHA is unsaturated fatty acids that are beneficial to prevent the narrowing

and blockage of blood vessels of the brain. Pregnant women who consume enough fish will prevent the baby from the risk of malnutrition, disability and below normal birth weight. Fish consumption over a long period may reduce the risk of decline in cognitive function.

The high benefits of fish consumption must be understood by people of Indonesia. This understanding can be developed through of consumer behavior viewpoint as a study of what, how, when, and how often people make purchases. By mapping the behavior of fish consumption and fish products, it can improve the nutritional status of the community. For the long-term, it can increase the fish consumption and fish products which can also increase the demand for marine products industry, in this case the fish and processed fish products.

Based on previous explanation, the formulation of the problem in this research was to determine the relationship between the marketing mix, the psychological aspects, the involvement of consumers' attitudes and decision-making in consuming fish and fish production and to develop a model of the relationship between the marketing mix variables, psychological aspects, the consumer engagement attitudes and the decision-making in consuming fish and the fish production.

Review of Literature

The behavior of the customer purchasing decision is influenced by many factors; external and internal factors. The external factors may include the stimulus marketing (marketing mix) and other factors such as, cultural, social, personal and psychological factors. These factors will affect all processes involved in decision-making including engagement, perceptions and attitudes (Fadila & Ridho, 2013).

There are descriptions of various theories are bound by the research variables: The theory of the Marketing Strategy, according to Peter & Olson (2013) the marketing strategy is the design, implementation, and control plans to influence the exchange in order to achieve organizational goals. The marketing strategy is usually designed to improve the possibility of consumers' loyalty to products, services, and certain brands, and consumers will try, buy, then buy the products repeatedly. Referring in McCarthy (2000) in marketing plan there are four controllable elements that terms as 4P's: product, price, place and promotion.

The theory of attitude, the consumer attitude is a combination of beliefs, feelings, and the tendency to behave towards an object (Fadila & Ridho, 2013). The theory of Perception is the

process of selecting, arranging, and interpret information received by a person (consumer) through the five senses - see, taste, hear, smell, and touch (Fadila & Ridho, 2013). Several strategies that the marketers can use in order to change the attitude of consumers, namely: adding a new trust, changing the strength of the main trust, changing the aspect of the trust evaluation that has been believed this time, and making a positive belief becomes the mainstream.

The theory of consumer involvement, the consumer decision process is divided into several types of consumer decisions. Schiffman & Kanuk (2008) states that there are three types of consumers making processes: the decision-making process by extended solving problems (extended search decisions), the decision-making process by a limited problem solving (limited search decision), and the decision-making process is a habit or regular (habitual or routine decisions). The third categories are differentiated based on several categories, namely: the need to be met, consumer engagement, information search, the possibility of dissatisfaction and opposition, the availability of substitution products.

The Previous Studies

This study differs from the previous studies because this study used a combination of different variables. The research on consumers' decision to consume fish have been conducted by several researchers, including by Verbeke, et al. (2006: 121-136), Gaviglio and Demartini (2009:), and by Polanco, Luna, and Sanchez (2008: 1-12). Verbeke, et al. (2007: 121-136), conducted a research on consumers' perceptions by exploring and comparing the scientific evidence of farmed fish and wild fish. The study used primary data and Focus Group Discussions on consumers in Belgium. The result from this study indicated that the majority of consumers did not taste the differences between farmed fish and unfarmed ones. Herawati, Fadila and Rasyid (2012) used the marketing mix to analyse the market potential preference of cracker that made from by product from traditional food product. The result show that consumer has an high preference on flavor of product, that the highest preference are rich in calcium and nutrient content.

Gaviglio and Demartini (2009: 34-40), analyzed the consumers' buying behavior for farmed fish and unfarmed fish in Milan, with the results that consumers could distinguish differences in the fish products, and consumers' perceptions were influenced by traditional customs. Polanco, Luna, and Sanchez (2008: 1-12), conducted a research on the behavior of the

customer purchasing decision by examining the key factors that influenced consumers' behavior in purchasing decisions of fishery products (aquaculture). Polanco, Luna, and Sanchez (2008: 1-12) used four factor groups: demographic, situational, personal and marketing influence factors. The results showed that the consumer involvement was one of the most influential factors in purchasing decisions of aquaculture products.

Research Methodology

The study was conducted by using the following steps:

1. Literature Review, conducted by reviewing the literature relating to the consumer behavior (consumer behavior), marketing mix, level of involvement, psychological aspect and decision making. The review of literature obtained from books, journals, official data from the government, especially from the Central Bureau of Statistics, Department of Food Security and other data from newspapers and the Internet.
2. Survey (observation and interview), is the primary method of data collection conducted to collect primary data from consumers who made purchases of fish and fish products in traditional markets using a questionnaire.
3. Coding and data entry, where the results of data collection were included in the statistical data processing program.
4. Focus group discussion, is an effort to collect data deeper about the critical factors that influenced the decision to eat fish, reason, frequency and quantity of purchasing fish.
5. Processing data, where the data collected was processed to determine the relationship among variables.

The study was conducted in Palembang to the people who make purchasing fish at traditional markets. The sampling technique used was the Slovin formula with the standard error of 5%, the samples taken were 100 people. This study aimed to provide a picture of how consumers' behavior in consuming the fish. In the early stage, it would be carried out the literature studies of the measured variables, namely: the demographic factors, reasons and consumption behavior. The measurements used were the frequency analysis and cross tabulation and regression equation.

Data Description

The regression equation is

$$Y = 4.520 + 0,729 X_1 + 0,554 X_2 + 0,418 X_3 + 0,296 X_4 + 0,035 X_5 + 0,725 X_6$$

Y = decision to choose fish product

X₁ = product

X₂ = price

X₃ = place

X₄ = promotion

X₅ = psychology

X₆ = involvement

The dominant factor affecting the decision making is the product. People eat fish because it tastes delicious and rich in protein. People eat fish because it is healthy and good for the body. For Southeast Asia, fish is an important staple food and trade in addition to rice and salt (Reid, 2011). This puts fish as food ingredient that is Often Compared to other animal protein eaten in Southeast Asia.

Also Palembang famous of traditional culinary food as empek-empek, so Palembang City is well known as the City of Empek-Empek (Herawati, Fadila and Rasyid, 2012). All the fish can be used as raw material for making traditional foods in the form empek-empek and so people in Palembang City resident fish consumed frequently and familiar taste of the fish. People think of fish as the groceries are easily processed and has been used to process the fish into a variety of food to be consumed.

Abundant raw fish due to the Palembang City Because The presence of the Musi River divides the city center into Seberang Ulu and Ilir. Musi river rich in fish as raw material for a variety of typical regional food so fish Easily to find to Palembang, distribute from traditional market, and many modern market place. Because of the chain of the market is simply, so fish can be found in cheap price.

Conclusion

To change people's attitudes to rely more like fish can be used a functional approach, which can be enhanced by the effect of the benefits of fish consumption in consuming the fish. Fish are rich in protein, calcium, good for the health of the body can be communicated by a government institution.

Another strategy that can be used is to make a positive belief becomes more mainstream. The fish is believed to be a source of protein-rich nutrition, can be increased to the fish consumption will make the brain more intelligent and avoid malnutrition. Where data showed majority country consumes an average high fish then the level of the higher intelligence of its citizens and has a longer lifespan than the countries that its citizens consuming less fish.

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