



# Consumer Preferences in Purchasing Decisions for Mandar Coconut Cooking Oil in Majene Regency, West Sulawesi Province, Indonesia

S. Musafir<sup>1</sup>, Suryani Dewi<sup>2\*</sup>, Ikawati Karim<sup>3</sup>, and Nurmaranti Alim<sup>4</sup>

Faculty of Agriculture and Forestry, Universitas Sulawesi Barat, Talumung, Baurung,  
Kecamatan Banggae, 91412 Kabupaten Majene, Indonesia

\*suryanidewi@unsulbar.ac.id

**Abstract.** Mandar coconut oil is derived from the West Sulawesi Province. Mandar coconut oil, especially mandar cuisine, embodies the indigenous knowledge of the community. Despite challenging market conditions characterized by low conventional sales, inadequate packaging, insufficient labeling and branding, and limited promotional activities, Mandar coconut oil producers in the Majene Regency continue to operate while seeking strategies to enhance market competitiveness. This study examines the variables affecting Mandar coconut cooking oil purchases in the Majene Regency, based on consumer preferences. Multiple regression analysis was a quantitative method used in this study. This study employed a quantitative approach using multiple regression analysis. The empirical findings provide significant insights into consumer decision-making processes through social and personal factors. These findings provide valuable insights for Mandar coconut oil stakeholders to develop targeted marketing strategies that align with modern consumer preferences, while preserving traditional production methods and cultural authenticity in an increasingly competitive cooking oil market.

**Keywords:** consumer preferences; mandar coconut oil; millennials preferences; purchasing decisions; z generation preferences

## 1 Introduction

Growing consumer awareness of sustainability, cultural authenticity, and health is driving a major transition in the global food sector toward traditional and artisanal products [1]. Known as "Organic and Authentic food," this trend has gained popularity in both developed and developing nations, with consumers becoming more willing to pay higher prices for goods that claim to have cultural heritage value and health benefits [2]. According to recent research, people are more likely to look for foods that prioritize safety, sustainability, and authenticity during emergencies, such as the COVID-19 pandemic. These qualities are frequently linked to the locally produced goods. Consumer choices seem to be strongly influenced by the need for authenticity

and health consciousness, which is further reinforced by growing knowledge of sustainability [3].

Coconut oil is a vegetable oil that has become a potential source for this trend. Within this context, local coconut oil products have gained considerable attention from consumers who increasingly prioritize authentic, traditional products that offer both nutritional value and cultural significance [4]–[6]. In Indonesia, this global phenomenon intersects with the rich cultural traditions of coconut oil production, creating unique market opportunities where traditional processing methods meet modern consumer demands for authentic, health-conscious products [1]. Coconut oil has a lesser impact on the environment than other vegetable oils [7].

Majene Regency, West Sulawesi, widely cultivates coconuts due to their numerous benefits. One of the primary uses of coconuts is their flesh, which can be processed into various products such as cooking oil and virgin coconut oil. Coconut cooking oil is used by the West Sulawesi community as a part of their traditional rites and culinary culture. However, coconut cooking oil is considered a harmful product because of its high saturated fat content. However, according to several studies, coconut cooking oil also contains healthy nutrients, including vitamin E and medium-chain triglycerides (MCT) [5], [6], [8].

The coconut cooking oil in the West Sulawesi community is named *Mandar* coconut oil. The *Mandar* ethnic community takes great pleasure in this product, which is made from indigenous (tall) coconuts, symbolizes the depth of *Mandar* knowledge, and is acknowledged for its numerous advantages. The amount of coconut production equivalent to that of copra in West Sulawesi is 34,017 tons [9]. If this production is 100% converted into cooking oil processing, it has the potential to produce 14.967 million liters of cooking oil.

*Mandar* coconut oil production is supported by abundant and easy access to raw materials (24.5% of coconuts are produced in Majene). This makes it one of the leading commodities in Majene Regency. However, the rapid increase in palm oil production in Indonesia has gradually marginalized *Mandar* coconut oil. Sales of *Mandar* oil remain low, primarily catering to the needs of the local community for traditional *Mandar* dishes or souvenirs. The average annual sales volume of *Mandar* oil from micro enterprises is approximately 4,455 liters or 371.25 liters per month [10].

Several challenges faced by *Mandar* coconut oil entrepreneurs include limited product identity issues such as unclear labels and branding, leading to insufficient product information for consumers. Additionally, the perceived quality of the product is adversely affected when recycled bottles or jerries are used as product containers. *Mandar* coconut cooking oil has a relatively short shelf life, lasting only approximately 42 days at room temperature [11]. Furthermore, promotion and product awareness remain limited, as many entrepreneurs believe that *Mandar* oil is already well known within the community, thus perceiving no need for adequate marketing efforts. These challenges have caused the sales volume of *Mandar* coconut oil to decline over time, necessitating a better understanding of consumer preferences to improve the industry's competitiveness [12] – [13].

The food sector, including cooking oil, experiences rapid consolidation and responds to changes in consumer tastes and preferences. Today's consumers pay attention to various product attributes such as quality, price, service variety [14] and respondent beliefs about health, environmental, and social awareness [15]. Each consumer has a unique value when making purchasing decisions. Although competition in business is inevitable, many market opportunities must be explored. Marketers must understand consumers' perceptions of their products when positioning products and services. Therefore, understanding consumer psychology, perceptions, and changing consumption patterns is crucial to effective marketing. Consumer behavior involves a complex and dynamic process of deciding which products to buy, when and where to buy them, and how to use and dispose of them to meet individual or household needs [16]

This study differs from earlier studies that focus on tracking how the sociocultural context affects product usage and how to market the product sustainably for the millennial and Z generations that will dominate the market in the future. In this study, consumer preferences include decisions and attitudes toward products and factors influencing purchases. [17] – [19].

The purpose of this study was to determine the causes of the low level of consumer interest in Mandar coconut cooking oil. The results should give readers fresh perspectives and act as a guide for business owners looking to adapt their marketing tactics to suit the demands and preferences of today's consumers better. Based on the formulation of the problem, the objectives of this study are to describe how consumer preferences based on cultural, social, and personal factors influence the purchase of Mandar coconut oil in the Majene Regency and to analyze which factors significantly influence purchasing decisions for Mandar coconut cooking oil in the Majene Regency.

## 2 Research Method

This study was conducted in Majene Regency, West Sulawesi Province. The location was selected purposively, considering that the area is one of Mandar's coconut oil production centers, competing with the widespread sale of branded oils in the market. The research was conducted from November 9, 2023, to December 4, 2023.

### 2.1 Sample Determination Method

The study population included all consumers who had purchased mandar cooking oil at the age of 20 to 40 years. The selection of consumer age segments is based on the largest number of consumers currently in the millennial and Z generations. The number of research populations was uncertain; therefore, sampling was performed.

The samples used in this study were determined using *an accidental sampling technique*. Using accidental sampling, the sample is chosen by chance meetings; anyone who meets the researcher may be included in the sample if their opinions are thought

to be appropriate for responding. Researchers rely on whoever is available, because it is difficult to define the entire population in this situation. Convenience sampling frequently results in increased involvement because respondents are more approachable, have more faith in the researcher, or are already knowledgeable about the subject.

The sample size was determined using Lameshow's hypothesis-testing formula for an unknown population because the total number of consumers was unknown.

$$n = \frac{Z\alpha^2 \times P \times Q}{L^2} \quad (1)$$

Note:

- n : Minimum required sample size
- $Z\alpha$  : Standard value from the distribution corresponding to  $\alpha = 5\% = 1,96$
- P : Prevalence of the outcome; since data has not yet been obtained, 50% is used
- Q :  $1 - P$
- L : Margin of error at 10%

Based on the formula,  $n = (1.96)^2 \times 0.5 \times 0.5 = 96.04$ . Based on this calculation, a minimum of 96 respondents were required to represent the data for an unidentified population. To ensure data adequacy and allow for potential non-response or invalid entries, the sample was rounded to 100 respondents.

## 2.2 Data Analysis Method

The data analysis techniques used in this study included Likert-scale analysis, validity testing, reliability testing, multiple linear regression, and hypothesis testing, which encompassed t-tests and F-tests. All tests were conducted using SPSS software. The data obtained from this research were qualitative; thus, qualitative data were assigned scales to convert them into quantitative data. A Likert scale was used for the questionnaire. The Likert scale measures individuals' or groups' attitudes, opinions, and perceptions of social phenomena. Responses to each item in the instrument ranged from very positive to very negative, which can be represented by words such as Strongly Agree (SA) = 5, Agree (AG) = 4, Neutral (NT) = 3, Disagree (DA) = 2, and Strongly Disagree (SD) = 1.

Subsequently, ordinal data were transformed into interval data. The successive interval method was used as the transformation method to convert ordinal data into interval data. Generally, responses measured using the Likert scale are scored with numerical values of 1, 2, 3, 4, and 5, where each score represents an ordinal level of measurement. The validity test determines the effectiveness of a measurement instrument (in this case, a questionnaire) established to obtain data. A study can be considered valid if it can accurately measure what it intends to measure and effectively represent the data from the studied variables [20]. The reliability test assesses data consistency using Cronbach's alpha ( $\alpha$ ) where if  $\alpha > 0,60$ , indicating acceptable reliability. Multiple linear regression was used to test the significance level of relationships between variables, examining the influence of one dependent variable on multiple

independent variables [21]–[22]. The formula for calculating multiple linear regression is as follows:

$$Y = \alpha_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 \quad (2)$$

Where: Y = Purchase Decision;  $\alpha_0$  = Constant (intercept);  $\beta_{1-3}$  = Regression coefficient for  $X_{1-3}$ ;  $X_1$  = Cultural Factors;  $X_2$  = Social Factors; and  $X_3$  = Personal Factors

Hypothesis:

- $H_0$  : Consumer preferences (Social ( $X_1$ ), Cultural ( $X_2$ ) and Personal Factors ( $X_3$ )) do not influence purchasing decisions for mandar coconut cooking oil
- $H_1$  : Social, cultural, and personal factors partially influence purchasing decisions for mandar coconut cooking oil
- $H_2$  : Social, cultural, and personal factors collectively influence purchasing decisions for mandar coconut cooking oil

### 3 Results and Discussion

#### 3.1 Local Values of Mandar Oil

In the 1890s. European nations began turning copra into coconut oil, which was then utilized as the primary raw material for the soap and margarine industries. This coconut narrative has a long history in Indonesia. The relief of a coconut tree on the Borobudur Temple serves as evidence of this reality. For the people of West Sulawesi, a coconut tree represents wealth, peace, and success. In the Mandar language, the coconut is called "Anjoro". Its symbolic meaning is nearly identical to that of the Sulawesi Island community [23].

One of the results for coconut fruit is vegetable oil. Generally, there are two types of coconut oil: virgin coconut oil (VCO), which is pure coconut oil, and coconut cooking oil, namely Mandar Coconut Oil, which is used in cooking. Mandar Coconut oil is a vital ingredient in cooking and a staple food item. The processing of coconut oil from coconut flesh has been practiced for a long time in household industries, particularly in coastal areas such as Majene Regency. This oil is still produced in home-based enterprises using conventional methods. The abundant growth of coconut trees is a primary raw material for Mandar cooking oil. In addition to its use in households, mandar-coconut oil production provides supplementary income to the local community. This association highlights the product as part of local wisdom and as a source of pride for the Mandar community.

The Mandar ethnic population, who live both inside and outside the province of Sulawesi Barat, is the main target of mandar-coconut oil because it is frequently used to prepare traditional Mandar dishes. Additionally, local values were introduced using this oil. During the *maccanring* and *metindor* rituals (the traditional engagement and wedding procedures), for example, it is necessary to bring coconuts and coconut cooking oil, since they are thought to have philosophical meaning [24]. Mandar coconut oil offers the following benefits: it smells well, can make newborns and toddlers heavier, and can be used with other oils for therapeutic or health purposes. It has sev-

eral health benefits, particularly for expectant mothers who drink VCO when they are seven months along [25].

Before the era of palm oil development, Mandar-coconut oil dominated the local market. However, with the increase in palm oil production in Indonesia, Mandar-coconut oil has gradually been replaced by packaged palm oil. This shift occurred because of changing consumer preferences regarding the satisfaction of cooking oil.

3.2 Respondent’s Profile

The sample for this study includes consumers who have used Mandar-coconut oil for cooking, and all respondents reside in Majene. Most respondents in this study were aged 20-25 years, accounting for 58%). This indicates that this age group was predominantly composed of productive students. Therefore, the 20-25 age range is the most represented due to the large number of students in Majene, an educational city in the West Sulawesi Province.

Table 1. Respondent’s Profile

| Characteristic | Item                               | Frequency |
|----------------|------------------------------------|-----------|
| Gender         | Male                               | 22        |
|                | Female                             | 78        |
| Age            | < 20 years                         | 2         |
|                | 20 – 25                            | 58        |
|                | 26 – 30                            | 14        |
|                | 31 – 35                            | 26        |
| Profession     | Housewife                          | 37        |
|                | Student                            | 63        |
| Income         | Rp1 – 2 Million<br>(60 - 124 USD)  | 67        |
|                | Rp2 – 3 Million<br>(125 – 185 USD) | 24        |
|                | > Rp3 Million<br>( >185 USD)       | 9         |
|                |                                    |           |

3.3 Descriptive Analysis

This descriptive analysis technique collects, processes, and presents data clearly. The analysis of the questionnaire results conducted on a sample of 100 respondents can be seen in the following graph (see Fig 1.)

**Cultural Factors (X<sub>1</sub>).** The results of the descriptive analysis of cultural factors (X<sub>1</sub>) consisted of five questionnaire items. The data revealed the following distributions: 12% strongly agree, 24% agree, 41% neutral, 21% disagree, and 2% strongly disagree. The highest number of data points were found in the neutral category (41%). The study found strong agreement on the enhanced taste and aroma of food cooked with Mandar-coconut oil, but uncertainty about purchasing to preserve local wisdom and social class influence.

**Social Factors (X<sub>2</sub>).** The results of the descriptive analysis of social factors (X<sub>2</sub>) consisted of 5 questionnaire items. The data obtained showed the following distribution: 1% strongly agreed, 7% agreed, 44% neutral, 36% disagreed, and 14% strongly disagreed. The highest number of data points was found in the neutral category (44%).

**Personal Factors (X<sub>3</sub>).** The results of the descriptive analysis of personal factors (X<sub>3</sub>) consisted of five questionnaires. The data obtained revealed the following distributions: 7% strongly agree, 21% agree, 25% neutral, 35% disagree, and 11% strongly disagree. The highest proportion of responses fell within the disagree category (35%).

**Factors Influencing Purchase Decision-Making (Y).** The descriptive analysis of the factors influencing purchase decision-making (Y) comprised four questionnaire statements. The results indicate that none of the respondents strongly agreed (0%), 16% agreed, 37% were undecided, 45% disagreed, and 3% strongly disagreed. The highest percentage was found in the “disagree” category (45%). Respondents disagreed that they purchased mandar-coconut oil due to urgent needs, stating that their decision was based on careful consideration, and they did not receive recommendations from others. They disagreed with the statement that mandar-oil purchases are influenced by distribution proximity because they are difficult to find in stores and are primarily available in local markets or production centers. Finally, they expressed uncertainty about whether purchasing Mandar-oil aligns with price and quality, as it is generally more expensive than palm oil, offering better quality and shelf life.



Fig. 1. Results for analyzed factors

3.4 Regression Analysis Results

**Validity Test.** In this study, validity testing was conducted using the product-moment technique, where the score of each item was correlated with the total score. If the calculated value of  $r\text{-Stat} > r\text{-Critical}$ , the item is considered valid. After conducting the validity test, the correlation values for all items across variables  $X_1$ ,  $X_2$ ,  $X_3$ , and  $Y$  were  $> 0.195$ . Therefore, it can be concluded that all items met the validity criteria, indicating that each statement in the questionnaire was suitable for measuring the intended constructs. This proves that the research proceeded (Table 2).

Table 2. Consumer Preference Validity Test

| Variable | Correlation | Indicator | Decision |
|----------|-------------|-----------|----------|
| $X_1$    | $X_{1.1}$   | 0.658     | Valid    |
|          | $X_{1.2}$   | 0.629     | Valid    |
|          | $X_{1.3}$   | 0.694     | Valid    |
|          | $X_{1.4}$   | 0.693     | Valid    |
|          | $X_{1.5}$   | 0.430     | Valid    |
| $X_2$    | $X_{2.1}$   | 0.401     | Valid    |
|          | $X_{2.2}$   | 0.518     | Valid    |
|          | $X_{2.3}$   | 0.314     | Valid    |
|          | $X_{2.4}$   | 0.450     | Valid    |
|          | $X_{2.5}$   | 0.408     | Valid    |
| $X_3$    | $X_{3.1}$   | 0.272     | Valid    |
|          | $X_{3.2}$   | 0.252     | Valid    |
|          | $X_{3.3}$   | 0.213     | Valid    |
|          | $X_{3.4}$   | 0.382     | Valid    |
|          | $X_{3.5}$   | 0.336     | Valid    |
| $Y$      | $Y_1$       | 0.335     | Valid    |
|          | $Y_2$       | 0.387     | Valid    |
|          | $Y_3$       | 0.230     | Valid    |
|          | $Y_4$       | 0.287     | Valid    |

**Reliability Test.** In this test, the cut-off value for reliability was set at 0.60. If the reliability value is less than 0.60, the measurement is considered inadequate. The reliability value of this test can be found in the reliability statistics column (Cronbach's alpha). The reliability values for all four variables exceeded 0.60, which means that the measurement tools used in this study are reliable and trustworthy. The results of the reliability tests are listed in Table 3.

Table 3. Consumer Preference Reliability Test

| Variable  | Cronbach's Alpha if Item Deleted | Variable  | Cronbach's Alpha if Item Deleted |
|-----------|----------------------------------|-----------|----------------------------------|
| $X_{1.1}$ | 0.774                            | $X_{3.1}$ | 0.776                            |



|                  |       |                  |       |
|------------------|-------|------------------|-------|
| X <sub>1.2</sub> | 0.771 | X <sub>3.2</sub> | 0.756 |
| X <sub>1.3</sub> | 0.779 | X <sub>3.3</sub> | 0.786 |
| X <sub>1.4</sub> | 0.770 | X <sub>3.4</sub> | 0.791 |
| X <sub>1.5</sub> | 0.778 | X <sub>3.5</sub> | 0.810 |
| X <sub>2.1</sub> | 0.781 | Y <sub>1.1</sub> | 0.786 |
| X <sub>2.2</sub> | 0.751 | Y <sub>1.2</sub> | 0.777 |
| X <sub>2.3</sub> | 0.777 | Y <sub>1.3</sub> | 0.782 |
| X <sub>2.4</sub> | 0.788 | Y <sub>1.4</sub> | 0.798 |
| X <sub>2.5</sub> | 0.776 |                  |       |

**Multiple Linear Regression Analysis.** This study utilizes multiple linear regression performed using the enter method, where all variables are included to examine the effect of independent variables on the dependent variable by regressing the purchasing decision (Y) as the dependent variable and culture (X<sub>1</sub>), social (X<sub>2</sub>), and personal (X<sub>3</sub>) factors as independent variables.

**F-test (simultaneously).** The F-test fundamentally demonstrates whether all the independent variables collectively influence the dependent variable. To validate this, an F test was conducted. This was done by comparing the F-Stat value with the F-Critical value. If the F-Stat > F-Critical, then the null hypothesis H<sub>0</sub> is accepted, and the alternative hypothesis (H<sub>1</sub>) is rejected. The results of the simultaneous regression and F-test are shown in Table 4.

**Table 4.** ANOVA of the regression model

| Model      | Sum of Squares | df | Mean Square | F-Stat | Sig.  |
|------------|----------------|----|-------------|--------|-------|
| Regression | 105.550        | 3  | 35.183      | 46.294 | 0.000 |
| Residual   | 72.960         | 96 | 0.760       |        |       |
| Total      | 178.510        | 99 |             |        |       |

Table 4. shows that the F-Stat value of 46.294 is greater than the F-Critical value of 2.698, and the significance (0.000) is less than 0.05. This indicates that consumer preferences, which consist of cultural, social, and personal factors, have a significant influence on the purchasing decisions of coconut oil in the Majene District.

**Table 5.** Model validation

| Variable | Unstandardized Coefficients |            | Standardized Coefficients (Beta) | t-Stat | Sig.  |
|----------|-----------------------------|------------|----------------------------------|--------|-------|
|          | Beta                        | Std. Error |                                  |        |       |
| Constant | 1.651                       | 0.781      |                                  | 2.114  | 0.037 |
| Culture  | 0.065                       | 0.053      | 0.111                            | 1.220  | 0.225 |
| Social   | 0.119                       | 0.054      | 0.197                            | 2.221  | 0.029 |
| Personal | 0.461                       | 0.058      | 0.594                            | 7.974  | 0.000 |

**Partial t-test.** A t-test was used to examine the relationship of the regression coefficients separately for each independent variable, determining whether each independent variable affects the dependent variable. This is done by comparing the calculated t-Stat value with the critical value,  $t$ . If  $t\text{-Stat} > t\text{-Critical}$ , the null hypothesis ( $H_0$ ) is accepted, and the alternative hypothesis ( $H_1$ ) is rejected. Based on the regression test, the following results were obtained:

1. Cultural variable, the  $t\text{-Stat}$  ( $1.220$ )  $< t\text{-Critical}$  ( $1.984$ ) dan sig. ( $0.225$ )  $> 0.05$ . This indicates that cultural variables had no significant effect on purchasing decisions. This means that the cultural factor ( $X_1$ ) indicators, namely, culture and social class indicators, do not significantly affect purchasing decisions.
2. Social variables,  $t\text{-Stat}$  ( $2.221$ )  $> t\text{-Critical}$  ( $1.984$ ), and Sig. ( $0.029$ )  $< 0.05$ . This indicates that the social variables have a significant effect on purchasing decisions. Therefore, from the phenomenon occurring in Majene Regency, all indicators of the social variable ( $X_2$ ), namely group, family, promotion, and location, significantly influence the purchasing decision of coconut oil in Majene Regency.
3. Personal variables,  $t\text{-Stat}$  ( $7.974$ )  $> t\text{-Critical}$  ( $1.984$ ), and Sig. ( $0.000$ )  $< 0.05$ . This indicates that personal variables have a significant effect on purchasing decisions ( $H_1$  is accepted and  $H_0$  is rejected). Thus, from the phenomena occurring in Majene Regency, all indicators of the personal variable ( $X_3$ ), namely needs, experience, product price, product quality, and taste, positively influence purchasing decisions.

### 3.5 Discussion

The findings of this study indicate that cultural factors have simultaneous or collective effects on purchasing decisions. However, cultural variables do not have a significant partial effect on purchasing decisions. This implies that cultural indicators, including healthy lifestyle, cultural practices, and social class, do not influence consumers' purchasing decisions for Mandar coconut oil in Majene Regency.

The issues surrounding healthy living and environmentally friendly products have become essential considerations for consumers. However, many cooking oil products fail to provide sufficient information to convince consumers of their benefits [15]. Research on the relationship between oil consumption and health has also been inadequately explored, leading to skepticism among consumers about incorporating Mandar coconut oil into a healthy lifestyle. The cultural indicators did not show any influence because young respondents were unaffected by ancestral traditions or a desire to preserve local products. Supporting this finding, previous research has noted that cultural factors do not significantly influence students' decisions to buy traditional cakes [26]. However, this finding differs from the results of other studies that cultural considerations play a significant role in customer choices, particularly considering the increased availability of alternative product options. In addition to price and functionality, consumers also consider how a product aligns with its cultural values and way

of life [27]. Knowing how to choose cooking oil is essential for consumers to avoid both immediate and long-term health consequences [28].

Social factors simultaneously influence purchasing decisions. This means that social factors, which include group influence, family, promotion, and location, positively affect purchasing decisions for Mandar coconut oil in Majene Regency. Regarding the group indicator, the findings of this study indicate that 44% of respondents often observe others or specific groups using Mandar-coconut oil. This aligns with research that states that the positive and substantial impact of social factors implies that friends, family, and social settings all have an impact on purchasing decisions [19], [27], which is consistent with the finding that individuals are typically influenced by their family's habits of frequently purchasing the same products [29], [30].

Consumers rarely receive promotions on digital media for mandarin-coconut oil because the marketing of this product relies on word-of-mouth. Producers believe that the product is already well known because of its long-standing presence. Prior to the development of the Internet, word-of-mouth (WOM) was the most effective marketing research technique and the most significant source of information sharing. WOM is widely recognized to have a greater impact on consumer behavior than advertising campaign [31]. Business will find it increasingly crucial to manage WOM [32] and educate and attract young customers to generate word-of-mouth referrals [33], which can help the company get new clients [34].

Consumer decisions to select and buy cooking oil are influenced by personal factors, such as need-driven motivation, benefit comprehension, and favorable evaluations of product quality. Customers are more inclined to buy a product when they have faith in its quality and advantages. Customers' trust in their purchasing decisions is increased by their understanding of goods, which reinforces this belief [27].

Customers purchase Mandarin-cooking oil goods to prepare traditional Mandarin cuisines and to infuse their food with a pleasant aroma. Many customers ignore some of Mandarin cooking oil's quality issues, notably its short shelf life, because the consumer enjoys the pleasant aroma of the oil. Consumers prefer tiny packaging and purchase the product in small quantities to prevent losses because of its rapid expiration [35], which indicates that consumers are willing to pay a reasonable price for its packaging quality. Customers agreed to pay a maximum of Rp2,930 more for the new Mandarin oil package. Mandarin oil quality and shelf life can be preserved with new packaging such as dark glass bottle packaging and antioxidant packaging. Consequently, housewives' decisions to buy are not influenced by a somewhat higher price. In contrast to the younger generations, the primary concern is price. Customers' experiences have a significant influence on what people decide to buy. Customers always consider aspects including a product's quality, price, and packaging [34], [36]–[38].

This study has several limitations that provide opportunities for future academic improvements. The geographical scope limitation to Majene Regency and demographic focus on Generation Z and Millennials may restrict generalizability to other regions and consumer segments. The cross-sectional research design captures preferences at a single point in time, potentially missing evolving patterns and seasonal variations. Future research should expand geographical coverage across multiple In-

Indonesian regions, employ longitudinal and mixed methods approaches, and develop culturally specific theoretical frameworks that better explain the intersection of tradition, modernity, and consumer choice in developing country contexts

## 4 Conclusion

This study addresses the primary research objective of identifying the key determinants of consumer preferences for mandarin-coconut cooking oil in the Majene Regency. These findings reveal that, while cultural heritage remains important, younger consumers prioritize functional attributes such as product quality, price competitiveness, and accessibility over traditional social influences, providing valuable insights into the evolving market dynamics of traditional food products in Indonesia.

Several tactical suggestions are put forth for Mandarin-coconut oil producers and stakeholders, considering this empirical discovery. Prioritizing the improvement in product quality through standardization and better production procedures while maintaining authenticity is important. The implementation of competitive pricing strategies and the expansion of distribution channels through partnerships with contemporary retail outlets and online platforms are necessary to enhance accessibility. Younger consumers can only be successfully achieved through integrated marketing and communication strategies that combine traditional and digital methods. These strategies include influencer partnerships, social media marketing, and educational campaigns regarding traditional production methods and health benefits.

**Acknowledgments.** This study was funded by the Directorate of Research, Technology, and Community Service, Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia.

**Disclosure of Interests.** The authors have no competing interests to declare that are relevant to the content of this article.

## References

- [1] J. Iqbal, D. Yu, M. Zubair, M. I. Rasheed, H. M. U. Khizar, and M. Imran, "Health Consciousness, Food Safety Concern, and Consumer Purchase Intentions Toward Organic Food: The Role of Consumer Involvement and Ecological Motives," *Sage Open*, vol. 11, no. 2, 2021, doi: 10.1177/21582440211015727.
- [2] K. F. X. Ho, F. Liu, and L. Tarabashkina, "A closer look at geographical indicators: how food labels influence product values, authenticity and willingness to pay premium prices," *Asia Pacific Journal of Marketing and Logistics*, vol. 36, no. 4, pp. 837–861, Apr. 2024, doi: 10.1108/APJML-11-2022-0926.
- [3] V. Marozzo, M. Meleddu, and T. Abbate, "Sustainability and authenticity: are they food risk relievers during the COVID-19 pandemic?," *British Food Journal*, vol. 124, no. 12, pp. 4234–4249, Nov. 2022, doi: 10.1108/BFJ-05-2021-0495.

- [4] L. Boateng, R. Ansong, W. B. Owusu, and M. Steiner-Asiedu, "Coconut oil and palm oil's role in nutrition, health and national development: A review," *Ghana Med J*, vol. 50, no. 3, pp. 189–196, 2016, doi: 10.4314/gmj.v50i3.11.
- [5] T. C. Wallace, "Health Effects of Coconut Oil—A Narrative Review of Current Evidence," *J Am Coll Nutr*, vol. 38, no. 2, pp. 97–107, 2019, doi: 10.1080/07315724.2018.1497562.
- [6] A. Deen *et al.*, "Chemical composition and health benefits of coconut oil: an overview," *J Sci Food Agric*, vol. 101, no. 6, pp. 2182–2193, 2021, doi: 10.1002/jsfa.10870.
- [7] A. K. Das, D. Ch Shill, and S. Chatterjee, "Coconut oil for utility transformers – Environmental safety and sustainability perspectives," Aug. 01, 2022, *Elsevier Ltd*. doi: 10.1016/j.rser.2022.112572.
- [8] R. da Silva Lima and J. M. Block, "Coconut oil: What do we really know about it so far?," *Food Quality and Safety*, vol. 3, no. 2, pp. 61–72, 2019, doi: 10.1093/fqsafe/fyz004.
- [9] BPS Sulbar, *Sulawesi barat dalam angka 2023*. Mamuju: Badan Pusat Statistik Provinsi Sulawesi Barat, 2023.
- [10] D. Dahniar, S. Dewi, and N. Masita, "Produksi dan Pendapatan Industri Rumah Tangga Minyak Kelapa Mandar di Kabupaten Majene," *AGROVITAL: Jurnal Ilmu Pertanian*, vol. 9, no. 1, p. 42, 2024, doi: 10.35329/agrovital.v9i1.5021.
- [11] Musafira, Dzulkifli, Hikmah, and Nizar, "Pengaruh penambahan abu sekam padi terhadap peningkatan kualitas minyak mandar," *KOVALEN: Jurnal Riset Kimia*, vol. 7, no. 1, 2021, doi: 10.22487/kovalen.2021.v7.i1.15494.
- [12] N. K. S. Guntari, I. D. Putu Oka Suardi, and N. Parining, "Business development strategy on traditional coconut oil (lengis tanusan) production during the covid-19 outbreak," *SOCA: Jurnal Sosial, Ekonomi Pertanian*, vol. 15, no. 2, p. 357, 2021, doi: 10.24843/soca.2021.v15.i02.p11.
- [13] L. Fudjaja, Mahyuddin, A. N. Tenriawaru, H. K. Mukarrama, D. Salman, and R. Bakri, "Competitiveness of mandar coconut oil industry," *IOP Conf Ser Earth Environ Sci*, vol. 575, no. 1, 2020, doi: 10.1088/1755-1315/575/1/012106.
- [14] B. R. Pratama, D. Tooy, and J. Kim, "Price Competition and Shifting Demand: The Relation between Palm and Coconut Oil Exports," *Sustainability (Switzerland)*, vol. 16, no. 1, pp. 1–24, 2024, doi: 10.3390/su16010101.
- [15] M. Borrello, A. Annunziata, and R. Vecchio, "Sustainability of Palm Oil : Drivers of Consumers ' Preferences," *Sustainability*, vol. 11, pp. 1–12, 2019.
- [16] S. Z. John and K. N. Ushadevi, "Value addition in coconut: Consumer profile, awareness and consumption pattern of desiccated coconut," *J Trop Agric*, vol. 58, no. 1, pp. 53–59, 2020.
- [17] A. Karimah, "Analisis Faktor - faktor yang Mempengaruhi Keputusan Pembelian Konsumen Terhadap Pembelian Minyak Goreng Kemasan di Kota Medan," Universitas Sumatera Utara, 2019.
- [18] L. W. Tumorang, D. Zargustin, and A. Putri, "Pengaruh Faktor Budaya Terhadap Pembelian Minyak Goreng Kemasan (Studi Kasus Di Toko Dilka) Kota Pekanbaru," *Jurnal Agribisnis*, vol. 24, no. 2, pp. 266–273, 2022, doi: 10.31849/agr.v24i2.12320.

- [19] Y. R. Bahari, B. Bahari, and R. M. Iswandi, "Preferensi Konsumen Terhadap Minyak Kelapa Murni (Virgin Coconut Oil) di Kabupaten Konawe," *Jurnal Sosio Agribisnis (JSA)*, vol. 3, no. 1, pp. 1–6, 2019, doi: 10.33772/jsa.v3i1.7295.
- [20] M. M. Sanaky, "Analisis Faktor-Faktor Keterlambatan Pada Proyek Pembangunan Gedung Asrama Man 1 Tulehu Maluku Tengah," *Jurnal Simetrik*, vol. 11, no. 1, pp. 432–439, 2021, doi: 10.31959/js.v11i1.615.
- [21] N. M. Janna and Herianto, "Artikel Statistik yang Benar," *Jurnal Darul Dakwah Wal-Irsyad (DDI)*, no. 18210047, pp. 1–12, 2021.
- [22] Sudariana and Yoedani, "Analisis Statistik Regresi Linier Berganda," *Seniman Transaction*, vol. 2, no. 2, pp. 1–11, 2022.
- [23] A. R. Asba, A. L. Evita, F. Rahman, and N. Nur, "The globalizing of copra and coconut oil industry of Makassar before the second world war," *IOP Conf Ser Earth Environ Sci*, vol. 575, no. 1, pp. 1–12, 2020, doi: 10.1088/1755-1315/575/1/012094.
- [24] M. Musmawati, I. Irmawati, and A. A. Ambar, "Introduksi nilai-nilai lokal pada pemasaran minyak kelapa khas mandar," *Jurnal Ilmiah Ecosystem*, vol. 21, no. 2, 2021, doi: 10.35965/eco.v21i2.1072.
- [25] E. Sari, H. Paserangi, Marwah, A. Zulfikar, Irmawati, and E. Rasyid, "Intellectual property rights protection of Mandar coconut oil through geographical indications," *J Phys Conf Ser*, vol. 1363, no. 1, 2019, doi: 10.1088/1742-6596/1363/1/012052.
- [26] M. S. Giantara and J. Santoso, "Pengaruh Budaya, Sub Budaya, Kelas Sosial, Dan Persepsi Kualitas Terhadap Perilaku Keputusan Pembelian Kue Tradisional Oleh Mahasiswa Di Surabaya," *Jurnal Hospitality dan Manajemen Jasa*, vol. 2, no. 1, pp. 111–126, 2014.
- [27] H. Pratiwi, S. Novrini, M. I. Riyadh, M. F. Wafi, E. C. Pane, and I. Sina, "Analysis of Consumer Decision Factors on Purchasing Packaged Cooking Oil at Simpang Limun Market, Medan," *Arch Sci*, vol. 74, no. 5, pp. 01–06, 2024, doi: 10.62227/as/74501.
- [28] C. S. Gamage, K. P. D. A. Pathirage, and E. R. J. Samarakoon, "A Survey on Consumer Awareness on Proper Usage of Edible Oils in North-Western and Western Provinces in Sri Lanka," *Journal of Agricultural Sciences - Sri Lanka*, vol. 18, no. 1, pp. 129–139, 2023, doi: 10.4038/jas.v18i1.10103.
- [29] P. Šedík, M. Hudecová, and K. Predanócyová, "Exploring Consumers' Preferences and Attitudes to Honey: Generation Approach in Slovakia," *Foods*, vol. 12, no. 10, 2023, doi: 10.3390/foods12101941.
- [30] S. Z. John and K. N. Ushadevi, "Value addition in coconut: Consumer profile, awareness and consumption pattern of desiccated coconut," *J Trop Agric*, vol. 58, no. 1, pp. 53–59, 2020.
- [31] S. Hussain, W. Guangju, R. M. S. Jafar, Z. Ilyas, G. Mustafa, and Y. Jianzhou, "Consumers' online information adoption behavior: Motives and antecedents of electronic word of mouth communications," *Comput Human Behav*, vol. 80, pp. 22–32, 2018, doi: 10.1016/j.chb.2017.09.019.
- [32] M. Ali, C. H. Puah, N. Ayob, and S. A. Raza, "Factors influencing tourist's satisfaction, loyalty and word of mouth in selection of local foods in Pakistan," *British Food Journal*, vol. 122, no. 6, pp. 2021–2043, 2020, doi: 10.1108/BFJ-11-2018-0728.
- [33] M. W. Allen and M. L. Spialek, "Young millennials, environmental orientation, food company sustainability, and green word-of-mouth recommendations," *Journal of Food*

- Products Marketing*, vol. 24, no. 7, pp. 803–829, 2018, doi: 10.1080/10454446.2017.1415827.
- [34] F. A. Konuk, “The influence of perceived food quality, price fairness, perceived value and satisfaction on customers’ revisit and word-of-mouth intentions towards organic food restaurants,” *Journal of Retailing and Consumer Services*, vol. 50, no. May, pp. 103–110, 2019, doi: 10.1016/j.jretconser.2019.05.005.
- [35] Nurmayani, N. A. Bahmid, and Kasmianti, “Analisis Persepsi dan Daya Terima Konsumen Terhadap Jenis Kemasan Minyak Mandar,” Sulawesi Barat University, 2023.
- [36] R. Rukmayanti and F. Fitriana, “Pengaruh Kualitas Produk, Harga, Dan Promosi Terhadap Keputusan Pembelian,” *Jurnal Fokus Manajemen Bisnis*, vol. 12, no. 2, pp. 206–217, 2022, doi: 10.12928/fokus.v12i2.6671.
- [37] P. Chrysochou, A. Tiganis, I. Trabelsi Trigui, and K. G. Grunert, “A cross-cultural study on consumer preferences for olive oil,” *Food Qual Prefer*, vol. 97, no. November 2021, p. 104460, 2022, doi: 10.1016/j.foodqual.2021.104460.
- [38] M. F. Abimanyu, Y. Azis, and N. D. Yanti, “Analisis Preferensi Konsumen dalam Membeli Minyak Goreng Kemasan Bermerek di Kecamatan Pelaihari,” *Frontier Agribisnis*, vol. 8, no. 1, pp. 119–128, 2024, [Online]. Available: <https://ppjp.ulm.ac.id/journals/index.php/fag>

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

