

Understanding Value and Attitude of Generation Z on Indonesian Local Cuisine

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ABSTRACT

Indonesian local cuisines or local foods have tremendous varieties of ingredients and tastes. Despite its diversity, existing research on local cuisine consumption is developing but still limited. This study aims to scrutinize the value and attitude of generation Z on Indonesian local cuisines consumption. An online questionnaire was distributed and 288 valid responses were gathered for further analysis. Partial least square structural equation modeling (PLS-SEM) was employed to test the hypotheses. The results show that emotional, epistemic, and price values have significant effects on attitude. Theoretically, the results extend our understanding of the importance of customers' value in shaping their attitude in the local cuisine contexts. Practically, cuisine businesses should integrate the tested values factors in building customers' attitudes to achieve businesses competitiveness.

Keywords: local cuisine, value, attitude, generation Z, PLS-SEM.

1. INTRODUCTION

Food is an important thing in human life, from meeting fundamental physiological requirements to fostering social relationships and emotional development [1]. It has evolved as one of the most popular parts of cultural tourism as it has been recognized as a representation of identity and culture [2]. Culinary tourism is a potential competitive edge that can help drive destination development and, in turn, boost overall economic growth [3]. Further, because a country's cuisine reflects components of its culture and character, local cuisine can be used to distinguish a destination from the others in the competitive marketplace [4]. There are hundreds of Indonesian local cuisines that could serve as a great selling point for Indonesia as a tourist destination [5] since the desire to travel for cuisine or cuisine adventure has become one of the key factors in destination selection [1].

Literature review shows that the majority of published articles on Indonesian cuisines are dominated by popular cookery articles or books that offer recipes for preparing and serving the dishes [5, 6]. Literature has not yet appropriately exposed consumer behavior and its variables in relation to local cuisines consumption [7], especially in the Indonesian local cuisines consumption context [6]. Many previous studies have analyzed consumer value in the tourism context [8, 9]; however, despite the fact that culinary tourism is being actively

researched, there are still certain research gaps. This paucity needs further empirical examination to extend local cuisines consumption behavior-related theory and to improve local cuisines businesses [10]. There has been a minimal attempt to investigate the value and attitude of young consumers on local cuisine consumption [10, 11]. Thus, the current study attempts to bridge this gap.

Generation Z (Gen Z) are individuals born in 1995 or later [12]. Indonesian Gen Z occupies the largest percentage (27.94%) of the country's total population compared to Gen Millennial (25.87%), Gen X (21.88%), Gen Baby Boomer (11.56%), and Gen Alpha (10.88%) respectively [13]. This generation has the potential to contribute greatly to the country's economic development [10, 14]. Thus, logically, it is worthwhile to study Gen Z's behavior on local cuisines consumption, giving the fact that international cuisines businesses penetrate the local cuisines industry enormously which targets young consumers to create fierce competition. To be sustained, local cuisines businesses should understand young consumers' value and attitude toward local cuisines consumption. However, there is a scarcity of studies conducted on local cuisines consumption of young consumers [14]; the associations between their local cuisine consumption value and attitudes, in particular, remain unexplored [7, 10]. There is a great deal of scholarly consumer research concerning the cuisines purchasing behavior of other generations, but

Gen Z is relatively uninvestigated [14]. The current study attempts to bridge this gap.

Motivated by the research gaps, the purpose of this study seeks to measure the impact of local cuisines' consumption value on Gen Z's attitude. The contribution of this study is twofold. Theoretically, it extends our understanding of the cuisine consumption value theory. Practically, the results can be used by local cuisines businesses to improve and get sustained.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Consumer value and attitude are important variables to understand consumer behavior as these two are largely viewed as essential aspects that lead to intention or behavior [15]. Homer and Kahle [16] offer a hierarchical value-attitude-behavior model in which consumer values are indirectly influenced by attitudes. Further, [17] notes that consumers' attitudes toward a product would be more favorable if the product maintains positive values for them, which would lead to more positive consumption behaviors.

Consumer value and attitude can be explained further by the consumption value theory. This theory was developed to help researchers better understand the various value-oriented components that influence consumer behavior when it comes to products, services, or brands. This theory suggests that consumer decision behavior is predisposed by numerous consumption values, including functional, emotional, social, and epistemic values. Each value contributes differently to shape the circumstances [11, 18]. Despite being widely used, this theory is not adequately tested in the local cuisine contexts. Consumption value denotes the perceived usefulness gained from product usage [7, 18, 19]. Scholars [11, 18, 20] propose different consumer value model. Meanwhile, researchers mainly agree with the attitude model developed by Azjen [21].

2.1. Consumer Attitude

An attitude is an individual's inclination to react favorably or unfavorably towards an object, person, institution, or event – or any other discriminable feature of the individual's reality [21]. Although the majority of scholars agree on this key definition, more sophisticated versions of the attitude notion differ significantly [22].

2.2. Consumer Value

Consumer value is essential to influence consumer decision-making. Consumer preferences are situational intentions that serve as guiding factors in purchasing decisions [17]. Further, an overall perspective of the consuming action or attitude that leads to products or services might directly link to consumer value [17]. A multidimensional approach is commonly used to measure consumer values [19, 23]. Consumers' perception of cognitive and economic value is referred to as the

functional dimension, the emotional component. It is concerned with the feelings or emotions evoked by the products or services that customers purchase [17]. However, some scholars [18, 23, 24] propose different consumer value dimensions. Holbrook [23] proposes consumer value typology with eight distinct sets, i.e., efficiency, excellence, play, aesthetics, status, ethics, esteem, and spirituality. Sheth et al. [18] suggest five consumer value dimensions: conditional value, epistemic value, emotional value, social value, and functional value. Ha and Jang [17] recommend six dimensions of consumer value: economic value, quality value, social value, emotional value, epistemic value, and aesthetic value. The current study uses three dimensions of consumer value including emotional value, epistemic value, and price value. These three consumer value dimensions are suitable for the current study context which focuses on local cuisine consumption with regard to Gen Z consumers.

Emotional value comes from the ability of an alternative to elicit emotions or affective states. A description of feelings linked with the choice is used to identify emotional value [18]. This value also influences consumers' judgments on products and services [24, 25]. The bases of emotional value are identity or the story behind products or brands, experience, indulgence, and entertainment [26]. Customers who believe that they are getting emotional value from their meal, such as pleasure, enjoyment, excitement, or relaxation, after eating ethnic local cuisine are satisfied and eager to return to an ethnic restaurant [27]. Tourists purchase cuisine for both physical and psychological desires. When they prefer to eat local cuisine, they frequently assume to acquire positive emotional benefits [7]. A previous study in the context of tourists consuming local cuisines in Hong Kong indicates that tourists' emotional value influences their attitude [7]. Thus, the following hypothesis is developed.

H1: Gen Z's emotional value influences his/her attitude.

Epistemic value is the value derived from an option's ability to spark curiosity, give novelty, and/or fulfill a need for knowledge [18]. In the consumption context, epistemic value is the willingness to fulfill inquisitiveness, experience novelty, or learn something. Earlier researches indicate that epistemic value is a vital aspect in the tourism area, as it assists generate favorable attitudes [9, 24, 28]. Experiencing local cuisine arises epistemic value, as tourists often see it as novel and are likely to learn about another country's cuisine culture as a result of such encounters [17]. Centered on the previous argument of the link between local cuisine consumption value and overall attitudes to local cuisine, the following hypothesis is projected.

H2: Gen Z's epistemic value influences his/her attitude.

The last value is price value. It is one of the most important factors to consider when choosing a purchase.

Consumer perceived value would be positive when the comparative assessment of price is high. Further, if a price is considered acceptable, customers are more likely to purchase [29]. Studies indicate that consumers are looking for three areas of functional value, including quality, pricing, and health value, when they consume local cuisine at a destination [11, 30]. Several previous studies show a significant link between price value and attitude. Kim and Eves [30] find that tourists' enthusiasm to try local cuisine is raised by their sensory appeal, health concerns, pricing, and taste quality. Yee [31] analyses best-known cuisine bloggers' remarks and finds that most tourists have a constructive attitude to local cuisine when their perceived value for money and price is less expensive than anticipated. Thus, the following hypothesis can be formulated.

H3: Gen Z's price value influences his/her attitude.

3. RESEARCH METHODS

The aim of the current research is to understand Gen Z's value and attitude on Indonesian local cuisine consumption. Thus, the study was designed with a descriptive research approach to describe the phenomenon. An online questionnaire was distributed to targeted respondents with a purposive sampling technique. The criteria for the respondents are young Gen Z, age between 18 and 24 or born between 1997 and 2003, and have consumed Indonesian local cuisines at least once in the last six months. Those under 18 years old cannot be selected as a respondent. A total of 288 responses were gathered and used for further analysis. The questionnaire was developed from previous studies. Emotional value, price value, and epistemic value indicators were adapted from Choe and Kim [7] while attitude items were adjusted from Ajzen [32].

To achieve the research objectives, this study used the quantitative approach, and to test the hypotheses, it employed a two-stage of PLS-SEM. The first stage is to measure constructs' reliability and validity. The reliability was measured using factor loading, Cronbach's alpha, construct reliability, and average variance extracted. Meanwhile, the discriminant validity was detected using the Fornell-Larcker criterion. The second stage is to test the structural model. This test was carried out using Goodness of Fit (GoF), coefficient of determination (R^2), cross-validated redundancy (Q^2), and effect size (f^2) as recommended [33-36].

4. RESULTS

The respondents of this study are 288 generation Z with 33.2% male and 66.8% female. They had consumed Indonesian local cuisine in the last one up to three weeks (96.2%), one up to three months (3.5%), and four up to six months (0.3%) prior to data collection. The levels of their education are high school (60.8%), diploma degree (12.8%), bachelor degree (19.8%), and others (0.7%). The occupations are students (75.7%), private employees

(16%), government employees (1.7%), businessmen (1.4%), and others (5.2%). Table 1 shows the respondents' demographic characteristics.

Table 1. The respondents' profile

Characteristics	Frequency	Percentage
Lastly eat local cuisines		
1-3 weeks ago	277	96.2
1-3 months ago	10	3.5
3-6 months ago	1	0.3
Gender		
Male	169	33.2
Female	340	66.8
Year of Born		
1997-2003 (Gen Z)	288	100
Last Education		
Junior school	175	60.8
High school	175	60.8
Diploma	37	12.8
Bachelor	57	19.8
Master degree	2	0.7
Occupation		
Students	218	75.7
Government employees	5	1.7
Businessmen	4	1.4
Private employees	46	16.0
Others	15	5.2
Monthly Income (in IDR)		
< 500,000	164	56.9
500,000- 2,000,000	58	20.1
2,000,000-Rp 3,500,000	21	7.3
3,500,000-Rp,5,000,000	25	8.7
> 5,000,000	164	56.9

The result of the descriptive variables is provided in Table 2. It shows that the customer attitude variable has the greatest mean scores (4.335) and the standard deviation of 0.522 while the epistemic value has the lowest mean scores (4.179) and the standard deviation of 0.679.

Table 2. Descriptive result

Construct	N	Mean	Std. Deviation
Emotional Value	288	4.297	0.577
Epistemic Value	288	4.179	0.679
Price Value	288	4.475	0.561
Attitude	288	4.335	0.522
Valid N	288		

This study used two-stage PLS-SEM to test the hypotheses. The first stage assessed the outer model evaluation. It contains validity and reliability test. Table 3 presents the outer model evaluation result. It shows that the loading factors of all items are above the cut-off value of 0.60 [37]. The Cronbach's alpha of all constructs is also above the cut-off value of 0.60 [37]. The construct validity (CR) and the average variance extracted (AVE) are also above the cut-off values of 0.70 and 0.50 respectively [37]. These results indicate that all the indicators and variables are valid and reliable. Thus, this study fulfills all the requirements for the evaluation of outer model measurements.

Table 3. Outer model measurements

Constructs/ Items	Loading factors	Cronbach's Alpha	CR	AVE
Emotional Value		0.770	0.853	0.592
– positive mood	0.741			
– fascinated	0.800			
– crave	0.775			
– more than other	0.761			
Epistemic Value		0.761	0.863	0.678
– seek more info	0.804			
– learn new cuisines	0.886			
– try more diverse	0.776			
Price Value		0.718	0.839	0.635
– reasonable price	0.780			
– value for money	0.820			
– cheaper	0.791			
Attitude		0.781	0.850	0.534
– good	0.637			
– pleasant	0.813			
– important	0.651			
– desirable	0.788			
– favorable	0.749			

Next, this study employed the Fornell-Larcker criterion to examine construct discriminant validity. As displayed in Table 4, the discriminant validity requirement is satisfied as no inter-construct correlation values are higher than the intra-construct values (along the diagonal) [37].

Table 4. Fornell-Larcker criterion

Variable	1	2	3	4
(1) Attitude	0.731			
(2) Emotional Value	0.631	0.769		
(3) Epistemic Value	0.474	0.555	0.823	
(4) Price Value	0.459	0.439	0.338	0.797

The second stage tested the inner model evaluation or the structural model evaluation. This measurement is to assess the model quality. Table 5 presents the result.

Table 5. Inner model analysis results

Constructs	AVE	R ²	Q ²
Attitude	0.534	0.449	0.251
Emotional Value	0.592		
Epistemic Value	0.678		
Price Value	0.635		
Average score	0.610	0.449	
AVE x R ²		0.304	
GoF = √(AVE x R ²)		0.551	

The GoF value as shown in Table 4 is 0.551, this means that the GoF result is in the great value category [33] and the proposed model can be considered as fit [34]. Thus, this research has a good quality and accurate model to illustrate the hypotheses. The coefficient of determination (R²) is 0.449 indicating a moderate value [36]. The cross-validated redundancy (Q²) is 0.251, greater than 0, which indicates that the model has excellent predictive relevance and the variable is well-reconstructed [35]. The variables effect size (f²) as shown in Table 6 has the values of 0.029, 0.063, and 0.236 which can be categorized into small and medium values [37].

Table 6. The effect size

Constructs	Attitude
Attitude	
Emotional Value	0.236
Epistemic Value	0.029
Price Value	0.063

The bootstrapping method was carried out to observe the path coefficient value. This study used a 5,000 iteration bootstrapping procedure to assess the coefficient paths and indicator significance as recommended by [36]. The result of the path analysis is shown in Table 7. It shows that all tested hypotheses are accepted. Customer emotional value significantly influences customer attitude ($\beta=0.455$, $p<0.00$) with the t-value of 7.411. Thus, H1 is supported. Next, customer epistemic value has a significant effect on customer attitude ($\beta=0.152$, $p<0.01$) with the t-value of 2.542; this supports H2. Last, price value influences customer attitude ($\beta=0.208$, $p<0.00$) with the t-value of 4.098; thus, H3 is accepted.

Table 7. Path analysis results

Hypotheses	β	t-value	p-value	Result
H1 Emotional Value → Attitude	0.455	7.411	0.000**	Accepted
H2 Epistemic Value → Attitude	0.152	2.542	0.011*	Accepted
H3 Price Value → Attitude	0.208	4.098	0.000**	Accepted

Significant at $p<0.01$ **, $p<0.05$ *

The estimated model result is shown in Figure 1. It shows the path relationship of each variable and contains the effect value (β) of the local cuisine consumption model of this study.

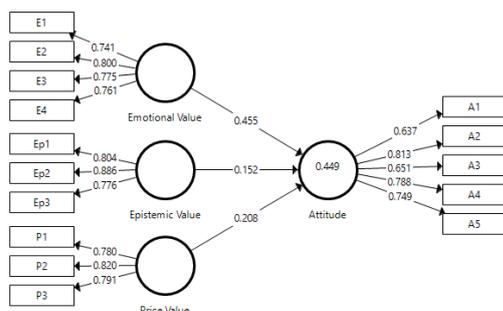


Figure 1 The estimated model result

5. DISCUSSION AND IMPLICATION

The aim of the current study is to understand the value and attitude of Gen Z towards local cuisine consumption. It has important implications with regards to the relationship between Gen Z's value towards his/her attitude on Indonesian local cuisines consumption. First, the result of this study shows that, in general, Gen Z consumers have a good attitude toward Indonesian local cuisines. This good attitude is reflected by high factor loadings which are above the cut-off value. They perceive local cuisine as good, pleasant, important, desirable, and favorable.

Second, it is shown that Gen Z's emotional value has a significant influence on their attitude in consuming local cuisines. The results of this study are consistent with previous research on other local cuisines [7, 17, 38]. This finding implies that Indonesian Gen Z emotionally has positive value toward local cuisine. They are also fascinated with local cuisines and have a desire to consume them more than any other cuisines. However, the result differs from the previous study by [7] in the context of tourists consumed local cuisines in Hong Kong due to the difference in the generation of the respondents.

Third, this study's results show that Gen Z's epistemic value has a significant influence on his/her attitude. This result is supported by findings of previous research that epistemic value is an important factor in forming positive attitudes towards local cuisine and cuisine tourism [7, 17]. Consumers' desire to taste various kinds of Indonesian local cuisines and to increase their knowledge of Indonesian local cuisine can create a positive attitude. It is because there are various types of Indonesian local cuisines from various regions with distinctive tastes so these young customers want to explore and learn about them.

Fourth, the result of this study shows that Gen Z's price value impacts his/her attitude toward local cuisine. This result is consistent with several previous studies, which show that consumers who have a good perception of the value for money tend to produce positive attitudes towards cuisine or restaurants [24, 38, 39]. This finding implies that Indonesian Gen Z perceives local cuisine as a reasonable price compared to other cuisines. They also consider that local cuisine has better value for money and is even cheaper than others. It can happen because the consumers surveyed are young people from medium financial backgrounds. However, [7] reports that the price value does not positively affect attitude towards local cuisine in Hong Kong because consumers perceive local cuisine as expensive.

Fifth, the current study's results support the value-attitude-behavior model, in which consumer values indirectly influence behaviors through attitudes [16]. This study also supports the consumption value theory [7, 18], in which the value components of the current

research (emotional, epistemic, and price) explain Gen Z consumers' attitude towards local cuisines. Thus, theoretically, this study enhances our understanding of both the consumption value theory and the value-attitude-behavior model.

Sixth, practically, the results of this study can be beneficial for local cuisines businesses to better understand what factors influence Gen Z consumers' attitudes in consuming Indonesian local cuisines. They can use the findings to develop better marketing strategies to attract more consumers. They can promote their products by creating an emotional sense and indulge consumers' curiosity by providing cuisine products that are good value for money.

6. CONCLUSION

The current study has successfully examined the value and attitude of Gen Z consumers on Indonesian local cuisine. Their attitude towards Indonesian local cuisine is good, pleasant, important, desirable, and favorable. This attitude is positively and significantly influenced by their value. Emotional value, epistemic value, and price value influence Gen Z's attitude towards Indonesian local cuisine. This study supports both the value-attitude-behavior model and the consumption value theory. Thus, this study adds our knowledge on these two and can be implemented in local cuisines businesses.

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