



Consumer Buying Intention : Food Choice Preferences Based on Cultural Orientation

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Abstract. *This research investigates consumers' decisions in buying food preferences in regard to cultural orientation, which shall establish how cultural factors reflect consumers' decisions on food consumption. Culture orientation includes collectivism, long-term orientation, masculinity and uncertainty avoidance by Hofstede. Using a quantitative research approach, the research employed structured questionnaire surveys that help gain overall view from participants of diversified cultural backgrounds. From 107 respondents of an online survey, key findings reveal that there are significant relationships between culture orientation, i.e., long-term orientation and purchase intention. However, two other culture dimensions of Hofstede do not show association with purchase intention. The findings show that long-term orientation, i.e., long-term benefits are very crucial when they decide to buy their food.*

Keywords: *consumer purchase intention, cultural identity, cultural orientation, food preference*

1. BACKGROUND

Every living being needs food, including humans. Since prehistoric times until now, humans' ability to process food has developed significantly, creating a variety of distinctive flavors. In Indonesia each region has its way of processing food each with its own taste, this is what ultimately makes food part of the culture and cultural habits and traditions of the community (Gunawan & Indrianto, 2021). For example, dishes in Sumatra are generally known for their rich taste of spices with spicy dishes. Meanwhile, in Java, the food served tends to have a sweet taste with subtle spices, giving a soft and soothing sensation when eaten. Furthermore, typical Balinese food often combines sweet, savory, and spicy elements using special spices such as Base Genep to create a unique blend of flavors. In Sulawesi, especially South Sulawesi, dishes such as Coto Makassar are famous for their rich and fatty taste, achieved by using strong spices such as coriander and shallots. Meanwhile, in Papua, staple foods such as sago are often combined with seafood, providing a simple but delicious natural taste (Wijaya, 2019). This diversity of flavors not only reflects the wealth of natural resources in each region in Indonesia but also reflects a strong cultural identity that will continue to be passed down from generation to generation.

The food preferences are not only determined by the availability of food but also by cultural values, beliefs, religions, and habits that have been ingrained for a long time (Jeong & Lee, 2021). These food preferences continue to develop over time, but most of them are still influenced by strong cultural roots, especially in Indonesia which is rich in diversity. However, several studies state that cultural background is not included in the factors that influence a person's food preferences, because cultural backgrounds that tend to be traditional have been eroded by globalization and the influence of Western culture (Hafizah, 2023). Furthermore, another study also reveals that there are other factors such as economic factors (Bartkiene, 2019) and health awareness (Paul, 2015). This then causes many people to prefer to prioritize personal health rather than following preferences based on cultural background.

This study is essential in order to understand how cultural backgrounds, especially cultural orientation affect consumers purchase intention (Ray & Sahney, 2021). In their study, cultural orientation refers to four out of six cultural dimensions by Hofstede (2011), which consists of uncertainty avoidance, collectivism, masculinity, and long-term orientation. They found that collectivism, masculinity, and long-term orientation are related to purchase intention of green purchase intention of electric bikes in India, while uncertainty avoidance does not affect purchase intention (Ray & Sahney, 2021). The purpose of this study is to investigate whether the consumers' cultural orientation influences their purchase decision of food products. It gives a different perspective by focusing specifically on Indonesia's cultural diversity and its effect on food-buying behavior. Through an analysis of the relationship between culture orientation, this research will yield significant insights for marketers and food retailers, equipping them with the ability to formulate targeted strategies that align with Indonesia's multifaceted consumer demographic.

2. LITERATURE REVIEW

Anthropologists suggest that culture is associated to tribes, ethnic groups or nations in which the individuals in the same culture have the same collective programming of their mind that differentiate individuals of one group to individuals from others (Hofstede, 2011). The author said that the concept of culture can be applied to different collectives of people such as organizations or communities. Thus, culture indicates a collective phenomenon, and it is attached to different collectives. Cultural background also encompasses traditions, language, religion, and history that influence how an individual

interacts with their environment (Agosto, 2001). In this study, culture includes 4 dimensions, uncertainty avoidance, collectivism, masculinity, and long-term orientation. These dimensions are presumed to be substantial factors influencing consumer behavior in buying various products (Ray & Sahne, 2021).

Collectivism as a cultural dimension refers to the extent to which an individual would want to prioritize group goals over personal interests. It influences consumer behavior, especially in communal societies where purchasing decisions often consider the welfare of the group. According to Hofstede (2011), collectivist societies tend to value harmony and conformity, which may shape preferences for products that align with group norms. According to the study of Zici et al. (2021), collectivism exerts a positive effect on the intentions of purchase, especially those culturally endorsed products or services. This is also supported by Roseira et al. (2022), who establish that a collectivist disposition improves trust and perceived value, therefore increasing purchase intentions. On their part, Nguyen (2023) recorded that collectivist values indeed significantly influence consumer behavior towards sustainable and ethically sourced products.

H1: Collectivism positively influences purchase intention

Long-term orientation is about the future-directed behaviors of planning and perseverance. This dimension of culture influences consumer preference for products or services that offer value on a long-term basis. As Hofstede (2011) have stated, people with long-term orientation would be more conscious of the long-term benefits of their purchases, since they have a forward-thinking mentality. Empirical evidence by Wang et al. (2005) suggests that long-term orientation has a positive effect on purchase intention due to the emphasis of durability and value for money. Research by Fang et al. (2024) shows a similar trend: long-term orientation is aimed at sustaining and being eco-friendly in products, since these match future-oriented values.

H2: Long-term orientation positively influences purchase intention.

Masculinity as a cultural dimension reflects a society's preference for achievement, competition, and material success. In consumer behavior, masculine values often reflect in the preference for products signifying status, power, or performance. According to Hofstede (2011), masculinity is the driver of being assertive and goal-oriented in decisions, which may help increase the purchase intention of products symbolizing success. For instance, Farina (2022) notes that masculinity has a significant effect on the purchase intention of luxury and high-performance products. In addition, Pinna (2020) states that

masculine traits drive a preference for innovative and state-of-the-art products, underlining their usefulness in achieving self-objectives.

H3: Masculinity positively influences purchase intention.

Uncertainty avoidance refers to a cultural tendency to avoid ambiguity and risk. In purchase situations, high uncertainty avoidance is often characterized by a search for detailed information, clear guarantees, and established brand reputations. According to Hofstede (2011), uncertainty-avoidant consumers prefer structured and predictable options. Sohaib (2019) notes that uncertainty avoidance positively influences purchase intention through reduced perceived risks and increased trust in the product. Similarly, Al-Adwan et al. (2022) established that consumers with high uncertainty avoidance show a strong preference for well-established brands with clearly stated policies.

H4: Uncertainty avoidance positively influences purchase intention.

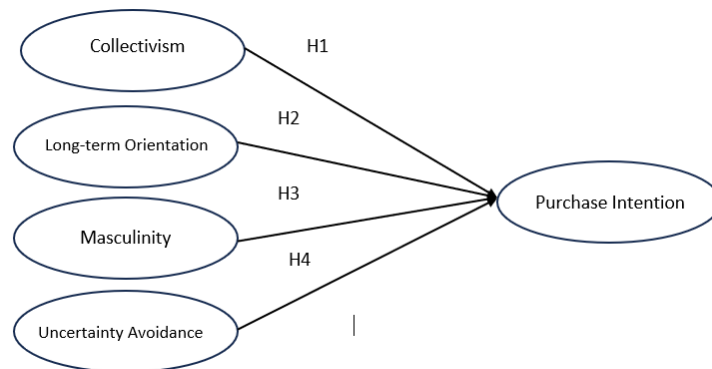


Figure 1. Research Framework

Figure 1 illustrates the relationship between the four independent variables – collectivism, long-term orientation, masculinity and uncertainty avoidance – and the dependent variables, purchase intention.

3. METHODOLOGY

The data collection for this quantitative study used an online questionnaire which consists of three parts, screening questions, respondent profiles, and measurement items. The questionnaire's measurement elements were adapted from previous research. The questionnaire comprised five constructs, collectivism (CT), long-term orientation (LO), masculinity (MC), uncertainty avoidance (UA), and purchase intention (PI). Each construct consists of six indicators or measurement items (Table 1), hence there are thirty questions in total. The items were assessed using a 5-point Likert scale ranging from 1 (strongly

disagree) to 5 (strongly agree) (Adelson & McCoach, 2010). Furthermore, the questionnaire was translated into Bahasa Indonesia to broaden the study's reach as most of the respondents are Indonesian consumers. This study employed a convenience sampling approach to collect data from 107 individuals who frequently purchase food for daily consumption. The sample size was taken based on the Cohen's Table (Cohen et al., 2002). This non-probability sampling technique was chosen for its practicality and efficiency, allowing researchers to gather data quickly and easily (Sedgwick, 2013). The survey was conducted online from November to December 2024, utilizing digital platforms such as WhatsApp, Instagram, X (formerly Twitter), and other online channels to efficiently reach the target population. To align respondents with the study's objectives, a single screening question was used: "Do you often purchase food for daily consumption?" Only participants who answered "Yes" were included in the final analysis. A total of 107 valid responses were used for further analysis. To mitigate potential biases associated with online surveys (Murdoch et al., 2014), all participants were assured of anonymity and confidentiality during the data collection process. Smart PLS was utilized to perform statistical analyses to examine the proposed research model and test the hypotheses. The analytical process included the assessment of reliability and validity of the measurement model, and path analysis to evaluate relationships between variables. The use of SmartPLS provided a robust framework for handling the data and conducting these analyses effectively (Hair et al., 2019).

Table 1. Measurement Items

Variables	Items	Measurement	Author(s)
Purchase Intention	PI1	If given the opportunity, I would like to purchase foods that align with my cultural background and values	Pavlou (2003)
	PI2	I intend to purchase culturally traditional foods in the near future.	Taylor & Todd (1995)
	PI3	There is a strong likelihood that I will choose culturally specific foods in the future.	Sweeney et al. (1999)
	PI4	I would prefer to purchase foods that reflect my cultural background rather than more widely available options.	Schwepker & Cornwell (1991)
	PI5	In the future, I will consider buying foods that are culturally relevant because they reflect my heritage and values.	Chan (2001)
	PI6	I intend to purchase culturally traditional foods in the near future.	Lin (2007)
Collectivism	CT1	I believe that family members should share similar	Sharma

Variables	Items	Measurement	Author(s)
		food preferences, even if their tastes differ.	(2010)
	CT2	I respect the majority's food preferences when dining in a group	Gudykunst & Lee (2001)
	CT3	I feel positive about choosing food that aligns with my family or group's preferences.	Sharma (2010)
	CT4	I value decisions made collectively about food choices when eating with others.	Kashima et al. (1995)
	CT5	The well-being of those I dine with matters to me when making food choices.	Sharma (2010)
	CT6	I am willing to select food options that satisfy most people in my group, even if they are not my top preference.	McCarty & Shrum (2001)
Long-term Orientation	LO1	I believe in making thoughtful choices about the foods I buy, considering long-term impacts.	Yoo et al. (2011)
	LO2	Managing my spending on food carefully is important to me.	Yoo et al. (2011)
	LO3	I am willing to forego immediate convenience in food choices to benefit my long-term well-being.	Yoo et al. (2011)
	LO4	I don't give up easily on finding culturally relevant food options, even if they're not readily available.	Sharma (2010)
	LO5	I am determined to choose foods that are culturally significant, even when it requires extra effort.	Yoo et al. (2011)
	LO6	I value consistency and stability when making food choices, especially those connected to my cultural background.	Yoo et al. (2011)
Masculinity	MC1	I believe that women tend to show more consideration in making food choices compared to men.	Sharma (2010)
	MC2	I think that men generally prefer more substantial or physically nourishing food options than women.	Sharma (2010)
	MC3	I feel that women are usually more modest in their food choices compared to men.	Sharma (2010)
	MC4	I think it's more common for men to prioritize the nutritional value of food for physical strength.	Yoo & Donthu (2002)
	MC5	In my view, there are some types of food choices that men may naturally prioritize over women.	Yoo & Donthu (2002)
	MC6	I think men often choose food based on logical considerations, while women may choose based on personal or intuitive preferences.	Yoo & Donthu (2002)
Uncertainty Avoidance	UA1	I believe guidelines about food choices can be helpful to make informed decisions.	Yoo et al. (2011)
	UA2	It's important to follow familiar traditions and practices when choosing foods.	Yoo et al. (2011)
	UA3	Clear information about food ingredients and	Yoo et al.

Variables	Items	Measurement	Author(s)
		preparation methods is valuable in making food choices.	(2011)
	UA4	Established food preparation methods are helpful in ensuring quality and taste.	Lam et.al (2009)
	UA5	I prefer detailed information about a dish, so I know exactly what to expect in terms of flavor and quality.	Yoo et al. (2011)
	UA6	I think it's best to stick to familiar recipes and cooking methods rather than trying new variations, as this helps avoid disappointing results.	Thatcher et al. (2003)

To assess the measurement model, the first step is to examine the indicator loadings with a threshold higher than 0.7. However, the outer loadings are acceptable when they are higher than 0.5, if measurement model pass the threshold of internal consistency and convergent validity criteria (Hair et al., 2019), with the value of Cronbach's alpha, composite reliability (CR), and rho-A should be higher than 0.7 to establish internal consistency (Ali et al., 2018). Furthermore, to establish convergent validity, the average variance extracted (AVE) should be greater than 0.5. Another assessment is to establish discriminant validity using Fornell and Larcker approach (Ali et al., 2018) or more conservative heterotrait-monotrait (HTMT) with threshold of 0.85 and 0.9 (Henseler et al., 2015). Finally, the variance inflation factor (VIF) is often used to evaluate collinearity, VIF values which are less than 3 shows there is no issue of collinearity (Becker et al., 2015). Structural model then analyzed using path analysis or multiple regression analysis.

4. RESULTS AND DISCUSSION

Table 2 shows the results of the analysis that some indicators of each construct were deleted and left items which are higher than the thresholds of the outer loadings (> 0.5), composite reliability higher than 0.7, and the AVE higher than 0.5. It was decided to delete construct collectivism, although the reliability and AVE is higher than 0.5, but the outer loading of CT3 is less than 0.5, which indicates poor validity. Then the remaining culture constructs are long-term orientation, masculinity and uncertainty avoidance. The results of convergent validity and reliability assessment of these three constructs are acceptable. Moreover, VIF value of each indicator is less than 3, showing that there is no multicollinearity issue.

Table 2. Results of Measurement Model Assessment

Variable	Measurement Items	Outer Loadings	Composite Reliability	Average Variance Extracted (AVE)	VIF
Collectivism	CT1	0.959	0.708	0.574	1.046
	CT3	0.479			1.046
Long-term Orientation	LO4	0.843	0.844	0.646	1.679
	LO5	0.877			1.706
	LO6	0.677			1.232
Masculinity	MC3	0.772	0.807	0.512	1.634
	MC4	0.725			1.489
	MC5	0.734			1.369
	MC6	0.624			1.231
Uncertainty Avoidance	UA2	0.810	0.750	0.503	1.605
	UA3	0.634			1.581
	UA6	0.673			1.857
Purchase Intention	PI1	0.710	0.874	0.581	1.832
	PI2	0.741			1.609
	PI3	0.797			1.181
	PI4	0.814			1.117
	PI5	0.743			1.096

The Fornell and Larcker approach was employed to examine the discriminant validity, and the results depicts that the square root of each AVE in the diagonal compared to the correlation coefficients (off-diagonal) for each construct in the relevant rows and columns is higher which reflects that discriminant validity of each construct is established (Table 3).

Table 3. Discriminant Validity using Fornell & Larcker Criterion

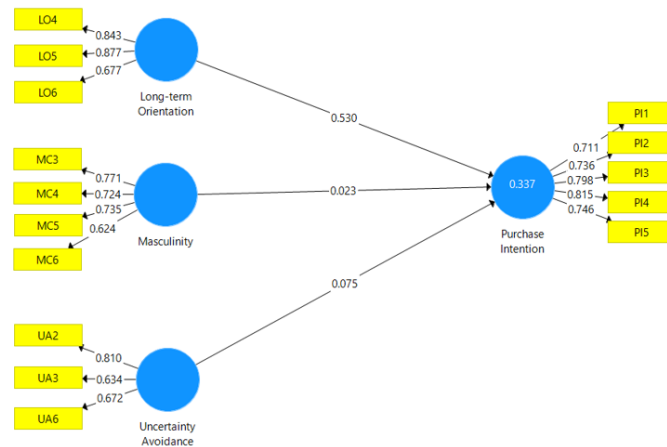
Variable	Long-term Orientation	Masculinity	Purchase Intention	Uncertainty Avoidance
Long-term Orientation	0.804			
Masculinity	0.323	0.716		
Purchase Intention	0.577	0.226	0.762	
Uncertainty Avoidance	0.518	0.400	0.360	0.709

Table 4 illustrates the profile of the respondents of this study. Most of respondents are people with the age between 21-27 years old (47.7) representing that they are Gen Z. Furthermore, many of the respondents are female (60.9%) and have the occupation of being undergraduate students (45.3%).

Table 4. Respondents' Profile

Demographic Variable	Category	Frequency (n)	Percentage (%)
Age	15 – 20	34	26.6%
	21 – 27	61	47.7%
	> 27	33	25.8%
Gender	Female	78	60.9%
	Male	50	39.1%
Occupation	Student	6	4.7%
	Undergraduate	58	45.3%
	Employed	53	41.4%
	Others	11	8.6%

As has been explained in measurement model assessment, Collectivism does not reach the minimum limit of validity and reliability assessment, hence this variable has been deleted. As a consequence, hypothesis 1 (H1) is also eliminated. The results of the regression analysis for hypotheses H2, H3 and H4 are presented in Figure 1 and Table 5. Figure 1 shows that the R² which resulted from three independent variables, i.e., long-term orientation, masculinity and uncertainty avoidance show that 33,7% of the variance of purchase intention is explained by those three independent variables. In conclusion, the culture orientation of respondents significantly influences their purchase intention when they spend their money to buy food.

**Figure 1.** Path Analysis Results

The results of path analysis are presented in Table 5. It was found that long-term orientation positively and significantly affects purchase intention (H2) with coefficient regression (β) 0.53 and t statistics of 5.098 (p value < 0.05). However, masculinity and uncertainty avoidance do not relate to purchase intention. Therefore, H3 and H4 are rejected.

Table 5. Path Coefficients

Hypothesis	Original Sample	Sample Mean	Standard Deviation	t-statistics	p-value
H2: Long-term Orientation → Purchase Intention	0.530	0.532	0.104	5.098	0.000
H3: Masculinity → Purchase Intention	0.023	0.056	0.101	0.232	0.816
H4: Uncertainty Avoidance → Purchase Intention	0.075	0.085	0.117	0.639	0.523

As stated by Wang et al. (2005) long-term orientation positively relate to purchase intention due to long-term benefit of what they buy and value for money of the product. It was explained that people with long-term orientation are more concerns of the long-term benefit of their purchases as they have forward-thinking mentality (Hofstede, 2011). Empirical evidence by Wang et al. (2005) suggests that long-term orientation has a positive effect on purchase intention due to the emphasis of durability and value for money. The long-term benefit of food might be related to their health and social relationships. Masculinity and uncertainty avoidance were found to not relate to purchase intention. Perhaps this is related to the character of traditional food products that do not show significant preference for achievement, competition and material success, since traditional food is something related to the people taste and not to status, power or performance. Similarly, uncertainty avoidance is not associated with purchase intention, because food products are assumed as low risk or low-involvement products. Food products are necessary products, and people buy food every day almost in the same outlets, so they know the risk of what they buy as they have long experience buying the products.

5. CONCLUSION

This study examines the relationship between cultural orientation and purchase intentions within Indonesia's multicultural society. The findings show that long-term orientation positively and significantly influences the customer purchase decision. However, masculinity and uncertainty avoidance are not associated with purchase intention. Furthermore, collectivism is deleted as the predictor of customers purchase intention of food products, since the indicators of this construct do not show good validity and reliability.

The managerial implications of these findings suggest that businesses in the food industry should adopt culturally sensitive marketing strategies that emphasize the long-term benefits of culturally relevant foods, which can help build consumer loyalty.

Although the results show that masculinity and uncertainty avoidance do not influence people's decision when they buy food products, for certain reasons, food products are also related to masculinity, especially when the food is sold in the prestigious restaurant or food chain retailer. Uncertainty avoidance can be an important aspect of a customer's intention to buy, especially when the customer is not familiar with the food, or the food outlet is somewhat a brand-new outlet.

While the study offers valuable insights, its limitations, such as a small sample size and limited group respondents, may affect the generalizability of the results. Future research could expand the sample size and coverage of place of data collection, such as different provinces and or geographic areas in which they show different culture orientation. Another issue such as globalization and healthy lifestyle may also be interesting factors which are related to culture orientation and purchase intention.

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