

## **Segmentation of Organic and Inorganic Food Consumers at Kebonsari Village, Sukun District, Malang City**

### ***Segmentasi Konsumen Pangan Organik dan Anorganik Rumah Tangga di Kelurahan Kebonsari, Kecamatan Sukun, Kota Malang***

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#### **ABSTRACT**

Consumption of organic food is caused by a variety of factors including sustainability concern, health awareness, environmental considerations, and sensory satisfaction. The research carried out in Malang City - East Java, highlighting the underlying drivers of organic food consumption. This research studies a growing landscape of modern consumer segmentation that increasingly emphasizes food safety and health considerations. The aim of this study is to analyze consumer segmentation based on demographics, compare the value of organic and inorganic rice spending, and compare organic and inorganic vegetable spending. The study was conducted at Kebonsari village, Sukun district, Malang city, using primary data obtained from the distribution of questionnaires and interviews with 60 respondents. The sampling method used is multistage sampling. While data are analyzed with paired sample t-test. The results show that consumers with high income and education have a consciousness of the importance of health so have a willingness to consume organic food. The study results show that consumers with high income and education have awareness of the importance of health, so that they have the willingness to consume organic food. The volume and value of organic and inorganic rice purchase differ between education levels and income. Consumers prefer to consume organic rice and organic vegetables. The difference also occurs in the purchasing value of organic and inorganic vegetables. Consumers with higher incomes tend to buy organic vegetables for daily consumption.

**Keywords:** Consumers, inorganic\_food; organic\_rice; organic\_vegetables; purchasing\_value.

#### **ABSTRAK**

*Konsumsi pangan organik disebabkan oleh berbagai faktor termasuk kepedulian terhadap keberlanjutan, kesadaran kesehatan, pertimbangan lingkungan, dan kepuasan sensorik. Penelitian yang dilakukan di Kota Malang - Jawa Timur, menyoroti pendorong yang mendasari konsumsi pangan organik. Penelitian ini*

*mempelajari lanskap segmentasi konsumen modern yang berkembang yang semakin menekankan pertimbangan keamanan dan kesehatan pangan. Tujuan dari penelitian ini adalah untuk menganalisis segmentasi konsumen berdasarkan demografi, membandingkan nilai pengeluaran beras organik dan anorganik, dan membandingkan pengeluaran sayur organik dan anorganik. Penelitian dilakukan di kelurahan Kebonsari, kecamatan Sukun, kota Malang, dengan menggunakan data primer yang diperoleh dari penyebaran kuesioner dan wawancara dengan 60 responden. Metode pengambilan sampel yang digunakan adalah multistage sampling. Sementara data dianalisis dengan uji-t sampel berpasangan. Hasil penelitian menunjukkan bahwa konsumen dengan pendapatan dan pendidikan tinggi memiliki kesadaran akan pentingnya kesehatan sehingga memiliki kemauan untuk mengonsumsi pangan organik. Hasil penelitian menunjukkan bahwa konsumen dengan pendapatan dan pendidikan tinggi memiliki kesadaran akan pentingnya kesehatan, sehingga memiliki kemauan untuk mengonsumsi pangan organik. Volume dan nilai pembelian beras organik dan anorganik berbeda antara tingkat pendidikan dan pendapatan. Konsumen lebih memilih untuk mengonsumsi beras organik dan sayuran organik. Perbedaan juga terjadi pada nilai pembelian sayuran organik dan anorganik. Konsumen dengan pendapatan lebih tinggi cenderung membeli sayuran organik untuk konsumsi sehari-hari.*

**Kata kunci:** *Beras\_organik; konsumen; nilai\_pembelian; pangan\_anorganik; sayuran\_organik.*

## INTRODUCTION

The growth of the organic food market in Indonesia is getting rapid, as can be seen from the increasing number of organic farmers, supermarkets, and restaurants that sell organic food products. There is an increase in demand for agricultural products produced through environmentally friendly processes, such as organic rice and organic vegetables (Permana & Darwanto, 2016). The price of organic agricultural products is more expensive than inorganic, but people are willing to pay a high price because of their concern for health and the environment (Khorniawati, 2014).

Sukun District, Malang City, is one of the interesting urban areas to understand the trend of purchasing and consuming organic food at the household level, which is slowly starting to shift from inorganic to organic food consumption. Sukun District, Malang City, ranks third as the largest sub-district in Malang City. Many communities use the land as an organic vegetable garden. This is evidenced by the existence of organic vegetable gardens that contribute to increasing the

production of safe and nutritious food in several areas of Sukun District (Yuarini et al., 2015).

Organic rice is one of the alternative staples to maintain health in household life (Santoso & Fitriani, 2016). Organic rice cultivation uses rice seeds that are free from genetic engineering, fertilizers are processed from animal manure and compost (Sari et al., 2020). Organic vegetables are very environmentally friendly and are known for the concept of “back to nature” so that they are suitable for consumption (Timisela et al., 2021). Sustainable food consumption behavior has important value to improve individual well-being and environmental sustainability (Wang et al., 2018).

Increasing consumer interest in organic food has prompted producers to understand consumer behavior and provide effective strategies (Nasir, 2023). Financial ability and cost are the main factors that influence the decision to buy organic food (Ravindran & Janaki Priya, 2023). The desire to own a product arises when it has been affected by the promised quality and excellence in organic food (Relawati, Ariadi, et al., 2022). *Segmentation* has a significant impact on purchasing decisions. Market segmentation is thinking about marketing strategies to achieve their marketing goals (Gea, 2022).

Several previous studies have highlighted the value of shopping and consumption of organic food in the community. The level of consumer education greatly affects the consumption of organic food, consumers positive attitudes towards organic food need to be improved with consumer education about organic food (Muzayyanah et al., 2017). According to Sayekti’s research (2021), decision-making in vegetable consumption, food intake patterns, and household vegetable consumption behavior among rice farmers. Previous studies have focused more on organic food consumption in general where it focuses more on the national or regional scale and has not specifically examined the local household level. A number of previous research efforts have underlined the implications of using organic rice and vegetables at a general level. The novelty of this research fills the gap in comprehensive research on organic and inorganic consumer segmentation that focuses on household-scale consumption.

This study aims to: 1) analyze consumer segmentation based on demographics; 2) comparing the value of organic and inorganic rice spending; 3) Compare the shopping value of organic and inorganic vegetables. This research can provide a more comprehensive insight into consumer consumption behavior and preferences for organic food in Sukun District, as well as provide useful recommendations for organic agribusiness actors in developing more effective and targeted marketing strategies.

## RESEARCH METHOD

The research was conducted in Kebonsari Village, Sukun District, Malang City, East Java. The location selection was carried out deliberately with consideration of the location of organic and inorganic food development and focused on the difference in shopping value between consumers. The research period starts from August to December 2023. The data used was primary data conducted by distributing questionnaires to 60 respondents. The sampling used is *multistage sampling* which divides the population into several groups consisting of two RTs (Rukun Tetangga) from six RTs, namely RT one and six in one RW (Rukun Warga) in Sukun District.

The first objective was analyzed by quantitative descriptive. The second and third objectives were analyzed using *the paired sample t-test* method. Quantitative descriptive research is a method used to research, describe, and explain something that has been obtained, and draw conclusions from the description using numerical data that has been analyzed (Klasik & Zahran, 2022). This approach critically analyzes and presents data to build a theory-driven story about data (Miksza et al., 2023).

The second objective uses *paired sample t-test analysis*. The *paired sample t-test*, which is a method of testing the average difference between treatments (in this case organic and inorganic rice consumption), and makes it easier to analyze using SPSS software (Sugiyono, 2020). The analysis of the paired sample t-test can be described with the following hypothetical results: H<sub>0</sub> is accepted if the probability value or sig (2-tailed) > 0.05 then there is no significant difference

between organic and inorganic consumption. In contrast,  $H_0$  is rejected if the probability value or sig. (2-tailed)  $< 0.05$ , there is a significant difference between organic and inorganic consumption.

## RESULTS AND DISCUSSION

### *Consumer Segmentation of Organic Rice and Vegetables*

The purpose of segmentation is to find out the relationship between the target market, which is expected to have different needs that are matched to the character of the product. Market segmentation on organic rice and vegetable consumption is divided into three categories, namely: 1) non-consumers, 2) rare consumers, and 3) regular consumers. The non-consumer category is respondents who have never consumed organic rice and vegetables. Consumers are rarely respondents who consume organic rice and/or organic vegetables but not regularly. Regular consumers are respondents who have consumed rice and/or organic vegetables routinely as their daily household consumption. Table 1 presents the distribution of respondents based on the segmentation of consumers.

Table 1. Segmentation of Rice and Vegetable Consumers

Category	Household number	Household percentage	Average income (IDR/month)
Non-Consumer	31	51.7	3,580,645
Rare consumption Consumer	17	28.3	5,405,882
Routine consumption Consumer	12	20.0	4,875,000

Source: Analyzed primary data (2023)

Table 1 shows the results of segmentation of organic rice and vegetable consumers in Sukun District, Malang City based on consumer categories, including non-consumers, consumers with infrequent consumption intensity, and consumers with routine consumption intensity. Each category is presented in the form of a distribution of the number of households, as well as the percentage and level of household income. There are three categories of consumers identified, namely non-consumer-non-consumer, infrequent consumer, and routine consumer. The diagram of the number of households can be seen in Figure 1.

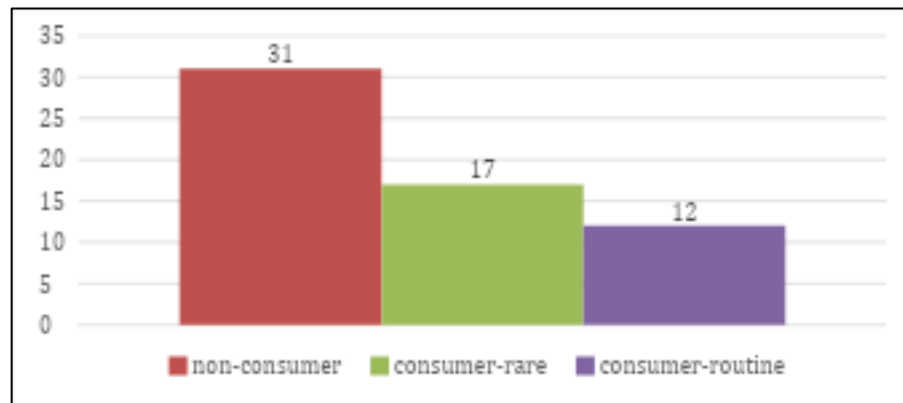


Figure 1. Household Number  
Source: Primary data (2023)

Based on Figure 1, the number of non-organic consumer households is 31 households, while sparse organic consumption and routine organic consumption are 17 and 12 households, respectively. The high number of non-consumer households is due to the involvement of consumer categories in the consumption of organic food varies and different demographics. Consumer behavior does not regularly buy organic food because of low involvement in shopping activities (Lezhebokov et al., 2020).

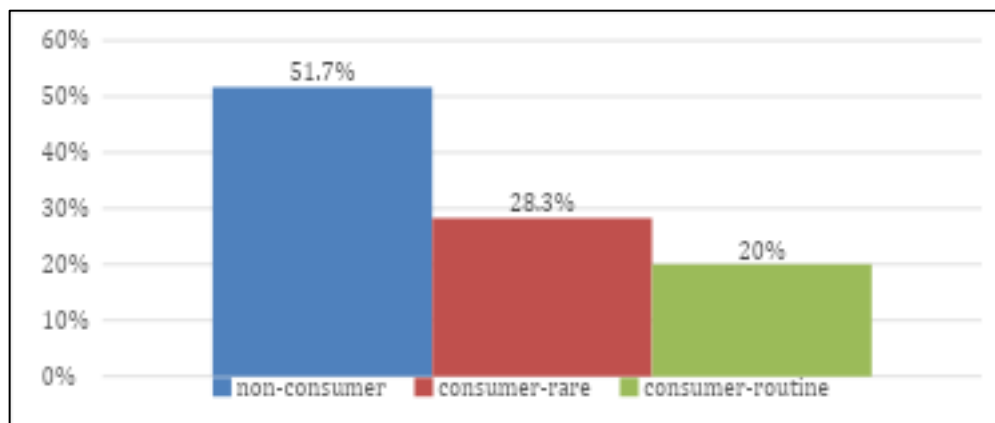


Figure 2. Percentage of Household  
Source: Primary data (2023)

Figure 2 presents the highest percentage of non-organic consumers. The data showed the difference in average monthly household income between the three categories of consumers, the involvement of the consumer level in the consumption of organic products and household income. Consumers with higher incomes tend to consume organic food. Consumer segmentation data on organic rice and

vegetables provides a comprehensive overview of consumer characteristics in Sukun District, Malang City. Factors that affect organic food consumers include higher prices, awareness, and organic food knowledge (Ariadi et al., 2021).

Organic products tend to have a higher price. This is due to higher production costs (Gea, 2022). The data that has been presented by consumers who are less aware of organic products do not look at it from a health perspective and tend to have a mindset if organic and inorganic food is the same, they also feel that they do not need to consume organic food.

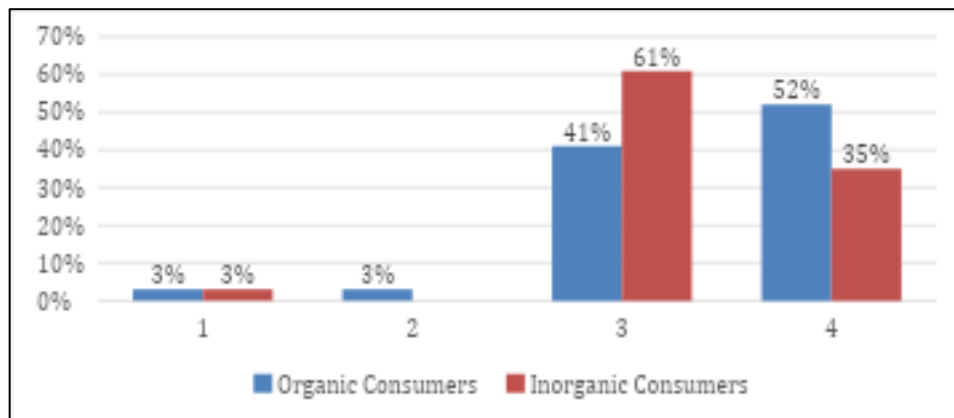
In addition, there are also factors that affect consumers with high incomes to become organic food consumers, both in the "rare" and "routine" categories. Consumers with higher incomes become consumers of inorganic food influenced by factors such as education, knowledge, financial ability, and health awareness (Sumarwan et al., 2013). Consumers with higher incomes also have higher levels of education (Shawky et al., 2023).



Figure 3. Consumer's Education  
Spurce: Primary data (2023)

Based on Figure 3, the analysis of consumer education shows that there is an influence of education level on product purchases. This indicates a significant increase in awareness and preference for organic food compared to the lower education category. The highest organic consumers are S1 educated, because they have better knowledge about health benefits. Data shows that education levels have a significant effect on consumer preferences for organic and inorganic foods.

Consumers with education levels (high school/equivalent and S1) show higher awareness compared to educator consumers (Zhuravleva et al., 2023). Higher education relates to environmental awareness about the health benefits of organic products and influencing their purchasing decisions (Devi & Hartono, 2016).



**Figure 4. Percentage of Education Level**

Source: Primary Data (2023)

Figure 4 shows the percentage of consumer segmentation based on education demographics in the Sukun District area. High school and S1 educated consumers have the highest percentage in organic food consumption. This indicates that higher education levels are positively correlated with awareness and preference for organic food.

Consumers with higher education backgrounds are willing to pay a higher price. A positive relationship occurs between education level and willingness to consume organic food can be attributed to consumer awareness and knowledge with secondary to higher education (Nasir, 2023; Tokal, 2023). Education is associated with higher consumption of healthy foods and lower consumption of unhealthy foods. Therefore, expanding education is essential, especially at the higher secondary levels (Pais et al., 2023).



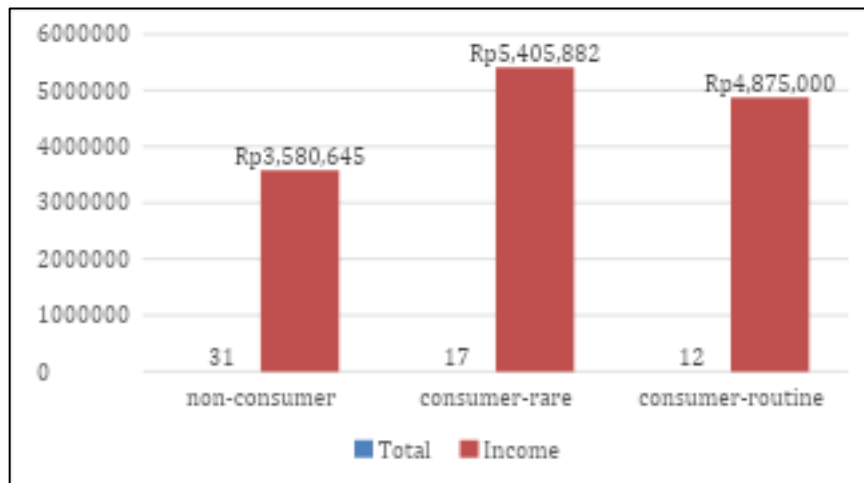


Figure 5. Consumer's Income

Source: Primary data (2023)

Figure 5 shows a significant relationship between household income levels and organic product consumption behavior. Consumer-rare has the highest percentage. This shows that income is a factor that limits the ability to buy organic food which is more expensive compared to inorganic food. The average income of this group is the highest among the three groups. Routine consumer groups consume more organic food. The average income of this group is higher compared to non-consumers.

This data shows that income plays an important role in determining the ability and frequency of organic food consumption. Non-consumers with low incomes limit the purchase of organic food. It is in accordance with the literature that income level is a factor that influences the decision to consume organic products (Susanti et al., 2018). Consumers with higher incomes have an awareness of the importance of health and environmental aspects, so they are willing to pay higher prices (Dewi et al., 2023).

Rarely-Consumers have the highest incomes, they choose to consume organic food only occasionally. This, due to the higher price of organic food, they choose organic food for certain occasions. Consumers with higher incomes tend to have a higher awareness of health and the environment. They are more looking for organic products that are safer, healthier, and environmentally friendly. On the other hand, marketers need to consider strategies to reach low-income consumers,

such as affordable pricing or education on the long-term benefits of organic products (Relawati et al., 2022)

***Spending Value Comparison of Organic and Inorganic Rice***

Table 2. Comparison of Organic and Inorganic Rice

Description	Organic rice	Inorganic rice	Sig
Volume	10 Kg	7.85 Kg	0.003
Purchase	Rp 328,138	Rp 225,517	0.001

Source: Primary Data (2023)

Table 2 explains that the volume of organic rice consumption is higher than the volume of inorganic rice consumption. The significance value is  $0.003 < 0.05$  which means that there is a difference between the volume of organic rice consumption and the volume of inorganic rice consumption. The average value of the variable of the value of organic rice expenditure is smaller than the value of inorganic rice expenditure. The significance value of 0.001 is less than 0.05, indicating that there is a difference between the value of organic and inorganic rice expenditure.

The difference between organic and inorganic rice is due to factors namely price, product availability and income. The price of organic rice products is more expensive compared to inorganic rice products due to more expensive production costs. In addition, the price and quality of organic rice can be adjusted by setting prices according to product quality (Riyandani et al., 2021). Another factor is the availability and access to goods also affects if organic rice is more difficult to find and available in special places such as supermarkets, it also affects the price and consumption volume of organic rice while inorganic rice is easier to access and available in various traditional markets at low prices (Xie et al., 2015).

***Comparison of Organic and Inorganic Vegetable Shopping Value.***

Table 3. Comparison of Organic and Inorganic Vegetable Purchasing Value.

Description	Organic vegetables	Inorganic vegetables	Sig
Volume	1.28 Kg	6.45 Kg	0.000
Purchase	Rp 86,103	Rp 206,896	0.000

Source: Primary Data (2023)

Table 3 shows that the consumption volume of organic vegetables is lower than that of inorganic vegetables influenced by price, availability and income. The price of organic vegetables is higher than that of inorganic vegetables. This is due to the higher cost of production. Based on observations in the field, some consumers consider the price before making a decision in purchasing organic vegetables. Some consumers think that they are willing to pay a high price if they have the appropriate criteria. Consumers' decisions in buying organic vegetables are influenced by the quality of the products and the prices offered (Hariadi et al., 2021). In addition, the availability of organic vegetables in all markets is not available compared to inorganic vegetables, making it difficult for consumers to buy them (Rofiatin & Bariska, 2018).

Other factors that affect the consumption of organic and inorganic vegetables are income and education level. The size or size of a person's income affects the decision to buy or consume organic vegetables. They tend to look in terms of quality and price, this makes small and large revenues can influence purchase decisions. The level of education also affects the purchase decision. The importance of public education regarding the positive impact of consuming organic vegetables needs to be classified, this aims to increase the volume of consumption and the mindset of the community (Widyastuti, 2018).

## **CONCLUSION**

Organic food consumers in Kebonsari Village can be divided into three categories, namely non-consumers, infrequent consumption consumers, and routine consumption consumers. Higher education levels and household incomes have an important role to play in encouraging organic food consumption. The volume and value of organic rice expenditure is greater than the volume and value of inorganic rice expenditure. The volume and value of inorganic vegetable spending is greater than the volume and value of organic vegetable spending.

Consumers in the research site need to be given knowledge about the importance of consuming organic food. Organic vegetable cultivation activities at the research site must be increased so that people can consume regularly. For

organic actors, it is necessary to provide labels to increase knowledge for consumers who want to consume organic food.

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