

Consumer Purchase Intentions and Behaviors for Local Food in East Nusa Tenggara Province

Dian Karolin Nipu^{1*}, Feryanto², Maryono³

¹Magister Sains Agribisnis Fakultas Ekonomi dan Manajemen, Institut Pertanian Bogor, Indonesia

^{2,3}Departemen Agribisnis, Fakultas Ekonomi dan Manajemen, Institut Pertanian Bogor, Indonesia

¹diankarolinnipu@apps.ipb.ac.id, ²feryanto.ipb@apps.ipb.ac.id, ³maryonomr@apps.ipb.ac.id

*Corresponding Author

Abstract

Local resource-based food security plays a strategic role in supporting sustainable economic development, food independence, and the preservation of regional culture. This study analyzes local food purchasing intentions and decisions in East Nusa Tenggara (NTT) Province, with *jagung bose* as a representative of local food. The study used the Extended Theory of Planned Behavior (E-TPB) approach by adding factors such as price, product availability, and concern for local food. The study obtained data through purposive sampling of 240 respondents and analyzed them using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 3. The results show that attitudes, subjective norms, behavioral control, price, product availability, and concern for local food positively and significantly affect purchase intentions. Furthermore, purchase intentions positively and significantly affect purchase decisions. The findings emphasize the importance of integrating economic, social, and cultural factors in strengthening sustainable local food consumption.

Keywords: Consumer behavior, Extended theory of planned behavior, Local food, Purchase intention

Intensi dan Perilaku Keputusan Pembelian Konsumen Terhadap Makanan Lokal di Provinsi Nusa Tenggara Timur

Abstrak

Ketahanan pangan berbasis sumber daya lokal memainkan peran strategis dalam mendukung pembangunan ekonomi berkelanjutan, kemandirian pangan, dan pelestarian budaya daerah. Studi ini menganalisis niat dan keputusan pembelian pangan lokal di Provinsi Nusa Tenggara Timur (NTT), dengan jagung bose sebagai perwakilan pangan lokal. Studi ini menggunakan pendekatan Extended Theory of Planned Behavior (E-TPB) dengan menambahkan faktor-faktor seperti harga, ketersediaan produk, dan kepedulian terhadap pangan lokal. Studi ini memperoleh data melalui pengambilan sampel bertujuan sebanyak 240 responden dan menganalisisnya menggunakan Partial Least Squares–Structural Equation Modeling (PLS-SEM) dengan SmartPLS 3. Hasil menunjukkan bahwa sikap, norma subjektif, kontrol perilaku, harga, ketersediaan produk, dan kepedulian terhadap pangan lokal secara positif dan signifikan memengaruhi niat pembelian. Lebih lanjut, niat pembelian secara positif dan signifikan memengaruhi keputusan pembelian. Temuan ini menekankan pentingnya mengintegrasikan faktor ekonomi, sosial, dan budaya dalam memperkuat konsumsi pangan lokal yang berkelanjutan.

Kata Kunci: Perilaku konsumen, Extended theory of planned behavior, Makanan lokal, Niat pembelian

History: Received: 16 November 2025 Revised: 21 April 2026 Accepted: 9 May 2026

Citation (APA 7th): Nipu, D. K., Feryanto, & Maryono. (2026). Consumer purchase intentions and behaviors for local food in East Nusa Tenggara Province. *Jurnal Economia*, 22(3), 406–421. <https://doi.org/10.21831/economia.v22i3.91449>

INTRODUCTION

Local Food Systems (LFS) have become a key issue in global discussions about food security, environmental sustainability, and local economic growth. LFS is defined as a system of food production, distribution, and consumption that is geographically, socially, and culturally integrated within a specific region (Enthoven & Van den Broeck, 2021). This system aims to maximize the potential of local resources, strengthen relationships between producers and consumers, and create resilient food security, particularly in the face of challenges such as climate change, the global food crisis, and supply chain disruptions (Cappelli, D'ascenzo, Ruggieri, & Gorelova, 2022; Wenzig & Gruchmann, 2018). In addition to improving food security, LFS also provides economic benefits by improving the welfare of smallholder farmers and micro, small, and medium enterprises (MSMEs).

Strengthening local food markets has been shown to increase incomes, expand employment opportunities, and foster consumer awareness of sustainability issues, thereby supporting local economies (Chambers, Lobb, Butler, Harvey, & Bruce Traill, 2007; USDA, 2015). Empirical evidence indicates that local food products are perceived as fresher, safer, and more environmentally friendly, and as possessing strong cultural values, thereby increasing consumer purchasing intentions, particularly when reinforced by social and moral norms (Jo, Shin, & Kim, 2021; Wenzig & Gruchmann, 2018). In line with this global trend, Indonesia has adopted the LFS approach as part of its national food security strategy, as outlined in Presidential Regulation Number 81 of 2024 concerning the Acceleration of Food Diversification Based on Local Resource Potential. The government is encouraging food diversification through programs that promote non-rice food ingredients such as corn, sago, moringa, sorghum, and tubers as more ecologically adaptive and economically inclusive alternatives (Perpres No. 81, 2024).

East Nusa Tenggara (NTT) possesses a rich culinary heritage, characterized by a variety of distinctive dishes, including "*jagung bose*" (a traditional corn porridge), a culinary icon that reflects the community's cultural identity and economic potential. The selection of *jagung bose* as the research object was informed by four key considerations: its cultural aspects, processing technology, nutritional value, and its development potential. *Jagung bose* is a traditional food typical of the people of NTT and is still widely consumed today, both in daily life and in traditional ceremonies. This demonstrates that *jagung bose* is closely linked to local social and cultural systems, making it relevant to the study of local wisdom-based food. In terms of processing technology, *jagung bose* has distinct characteristics compared to other corn products commonly processed in Indonesia. The processing process, which includes soaking, pounding to remove the husk, and cooking for a relatively long time with the addition of nuts and coconut milk, reflects a traditional technique that is still maintained.

This distinctive processing method renders *jagung bose* a significant subject of inquiry in traditional food technology. Furthermore, in terms of nutritional value, *jagung bose* has the potential to be a highly nutritious food source. The complex carbohydrate content of corn, combined with the vegetable protein from nuts, makes this food potentially support food diversification and local food security. This aligns with efforts to utilize local food resources as a sustainable food alternative. Furthermore, *jagung bose* presents considerable potential for development into a high-value regional commodity. In recent years, this food

has been introduced in various promotional activities, such as culinary festivals and regional tourism development, indicating increasing public acceptance (Dinas Pertanian dan Ketahanan Pangan Provinsi NTT, 2024).

Local food is an integral part of the local food system, and its study is important not only for cultural and economic reasons but also for food security. However, local food consumption in NTT province remains largely subsistence-based, with food production and processing carried out independently at the household level. This pattern indicates that local food has not yet fully transformed into a high-value economic commodity. Limited production and processing capacity result in relatively low public access to local food in markets, thus limiting its contribution to the regional economy. BPS (2025) shows that the harvested rice area in 2022 reached 183.09 thousand hectares, with a production of 756.05 thousand tons. However, this figure decreased in 2024 to 707.79 thousand tons, as the harvested area shrank to 168.73 thousand hectares. With a standard rice field area of approximately 176,690 hectares, rice production capacity in NTT province remains below public consumption levels (Dinas Pertanian dan Ketahanan Pangan Provinsi NTT, 2024). Meanwhile, per capita rice consumption increased from 104.16 kg/year in 2022 to 117.19 kg/year in 2024, equivalent to 9.77 kg per capita per month.

The comparison between production capacity and consumption levels reveals a significant gap. Declining rice production amid rising consumer demand has led NTT to rely more on rice imports from outside the region. This dependence affects rice price fluctuations at the consumer level and impacts public purchasing power. This situation demonstrates that local food diversification is a strategic necessity to reduce dependence on rice and strengthen regional food security. In recent years, there have been indications of a shift in the orientation of local food production from subsistence to more commercial patterns. This transition is evidenced by the increasing involvement of MSMEs in producing and marketing local foods in convenient, ready-to-eat forms. The regional government's efforts to revitalize local food through local food consumption programs have also supported this transformation.

BPS (2023) recorded 43,843 food industry units in NTT province, employing 84,799 people, indicating significant economic potential if optimally managed. However, the consumption behavior of the NTT community is still in transition between traditional and modern consumption patterns. On the one hand, local food has high nutritional, cultural, and ecological value; on the other hand, a segment of the population continues to associate it with backwardness or low socioeconomic status. This perception presents a major challenge in efforts to increase local food consumption. As public knowledge and awareness of the importance of health, cultural identity, and environmental sustainability increase, local food is no longer viewed as a symbol of backwardness but as part of local wisdom that needs to be preserved. Therefore, consumer perception is a key factor influencing attitudes, preferences, intentions, and purchasing decisions for local food. This study aims to analyze the influence of consumer perceptions on intentions and purchasing decisions for local food, specifically jagung boso, in East Nusa Tenggara Province.

Conceptual Model and Hypothesis

Consumer perceptions of local food can be explained through the Theory of Planned Behavior (TPB), proposed by Ajzen (1991). The TPB explains that a person's behavior is influenced by three main constructs: attitude toward the behavior, subjective norms, and behavioral control, which collectively shape the intention to act. Several studies have demonstrated that these three constructs significantly influence the intention and decision to purchase organic, sustainable, and local food products (Alam & Sayuti, 2011; Vermeir & Verbeke, 2008). However, the TPB model demonstrates limited explanatory capacity for consumer behavior in regions characterized by constrained economic conditions and underdeveloped infrastructure, such as East Nusa Tenggara. Therefore, this study uses the extended TPB (E-TPB) model, which adds three contextual variables: price, product availability, and concern for local food (Castillo, Díaz Armas, & Gutiérrez Taño, 2021; Ulker & Karamustafa, 2023).

The price variable operationalizes low purchasing power, product availability reflects easy access to products, and concern for local food encompasses the social and moral dimensions of consumers' support for cultural and environmental sustainability. These three variables are positioned as exogenous latent variables in the E-TPB model and are measured based on consumer perceptions of local food produced by MSMEs. This approach aligns with previous research emphasizing the importance of contextual factors and social values in explaining local food consumption behavior (Aprile, Caputo, & Nayga, 2016; Li & Jaharuddin, 2021; Su, Tsai, Chen, & Lv, 2019; Veronica & Kusdibyo, 2021).

Research on local food consumption in eastern Indonesia remains limited, particularly regarding perceptions, intentions, and purchasing decisions in NTT Province. This gap highlights the need for a more comprehensive understanding of how attitudes, subjective norms, behavioral control, price, availability, and concern for local food shape consumer purchasing intentions and decisions. The hypotheses in this study are formulated based on the relationships between latent variables described in the theoretical framework. The selection of latent variables and indicators was based on previous research. Each latent variable was assigned a unique code to facilitate identification and statistical analysis. The coding aimed to make the research results more concise and structured. The latent variables and indicators are presented in Table 1.

Table 1. *Latent Variables and Indicators*

Latent Variable	Definition	Indicator
Attitude Toward Behavior (ATT)	Feelings, general evaluations, and individual tendencies towards an object (Arsil, Li, & Bruwer, 2014; Wenzig & Gruchmann, 2018)	ATT1. Buying local food is a good decision ATT2. Buying local food offers health benefits ATT3. Buying local food helps the local economy
Subjective Norm (SN)	Behavioral guidelines that arise from views or self-perceptions about something that are formed due to social pressure that	SN1. People close to me support me in buying local food. SN2. My social circle values buying local food.

Latent Variable	Definition	Indicator
	influences someone to carry out certain behavior related to the influence of those closest to them (Arsil et al., 2014; Chambers et al., 2007)	SN3. Friends' recommendations encourage me to buy local food.
Perceived Behavioral Control (PBC)	An individual's beliefs and trust in the factors that encourage or inhibit them from carrying out a behavior (Arsil et al., 2014; Ulker & Karamustafa, 2023; Zhou, Thogersen, Ruan, & Huang, 2013)	PBC1. I can afford to buy local food whenever I want. PBC2. I feel confident buying local food even if I'm not familiar with the product. PBC3. I have complete control over my decision to buy local food.
Price (PRC)	Quality signals and awareness measures that influence purchasing (Arsil et al., 2014; Gao, Mittal, & Zhang, 2020; Kotler & Keller, 2012)	PRC 1. Local food prices are affordable for me PRC 2. Local food prices are commensurate with their quality PRC 3. I buy more local food when there are promotions
Availability (AVL)	Ease and consistency in getting the desired product (Castillo et al., 2021; Grubor and Milicevic, 2015)	AVL1. Local food is available in many places. AVL2. I can find local food easily. AVL3. There is a wide variety of local food products on the market.
Concern on local food (CLF)	Consumer attention to the importance of consuming, preserving, and supporting food that comes from local food sources and is processed in a way that reflects regional culture, traditions, and identity. (Baby & George, 2024)	CLF1. Local food is part of the region's cultural identity CLF2. I am proud of the local food in my area CLF3. I feel a responsibility to preserve local food
Purchase Intention (PI)	Reflects the individual's behavioral disposition to act at the appropriate time and under appropriate conditions (Alam & Sayuti, 2011)	PI1. I intend to purchase local food in the near future PI 2. I would recommend local food to others PI3. I am willing to pay more for quality local food
Actual buying behavior (AB)	Consumers' real actions in choosing and purchasing products based on previous intentions and considerations (Ajzen, 1991)	AB1. I regularly buy local food. AB2. I feel satisfied every time I buy local food. AB3. I intend to repurchase local food that I have consumed.

These relationships are depicted conceptually in the research model shown in Figure 1. Based on this description and research model, the research hypotheses are formulated as follows:

- H1 : Attitude influences purchase intention
- H2 : Subjective norms influence purchase intention
- H3 : Behavioral control influences purchase intention
- H4 : Price influences purchase intention
- H5 : Product availability influences purchase intention
- H6 : Concern for local food influences purchase intention
- H7 : Intention influences purchase decisions

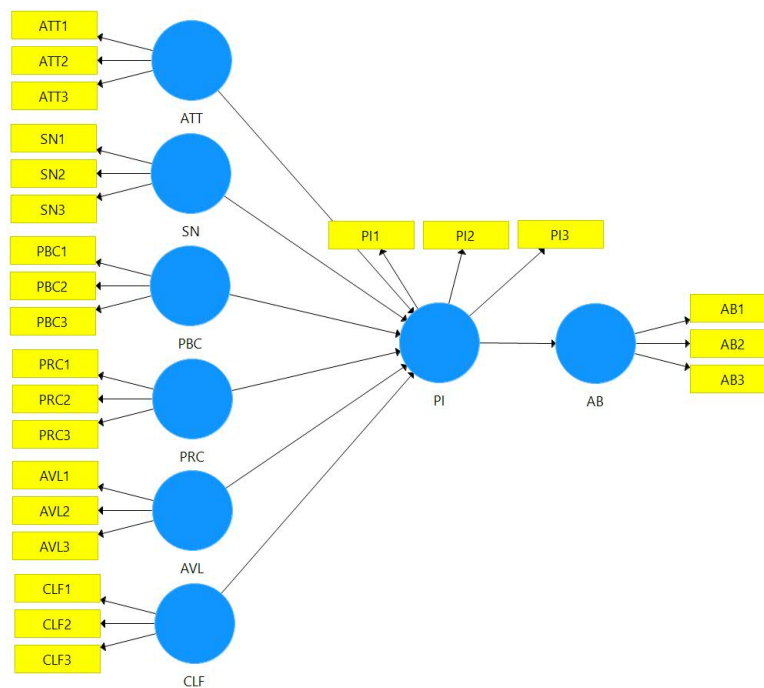


Figure 1. PLS-SEM Model

METHOD

This research was conducted in NTT Province, which was purposively selected for its geographical characteristics: an archipelago, a dry climate, and abundant local food diversity. Data collection took place from August to September 2025. The data used were primary data collected via online questionnaires distributed via social media. Each indicator was measured using a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree), as suggested by (De Toni, Tormen, Milan, Eberle, & Lazzari, 2021; Yuan & Xiao, 2021), to capture variations in consumer attitudes in greater detail and to provide stable statistical analysis.

This study employed purposive sampling, a non-probability method that selects respondents based on specific criteria relevant to the research objectives. The criteria included being a resident of NTT Province, having purchased and consumed local food, and being 17 years or older. Data collection was conducted on a voluntary basis, ensuring that respondents participated willingly (Murairwa, 2015). The sample size was determined according to (Hair, Risher, Sarstedt, & Ringle, 2019) by multiplying the number of

indicators by a value between 5 and 10. This study included 24 indicators in the latent variables. The sample size was determined using the highest recommended ratio, resulting in 240 respondents.

A pilot test of the questionnaire was conducted with 20 respondents to verify the clarity of the questions. Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 3 software. This method was chosen because it is suitable for complex models and medium-sized samples (Henseler, Ringle, & Sarstedt, 2015). Model evaluation was conducted in two stages (Hair et al., 2019):

- a) Outer Model: testing convergent validity (loading factor ≥ 0.7 ; AVE ≥ 0.5), discriminant validity (HTMT < 0.90), and reliability (composite reliability ≥ 0.7 ; Cronbach's alpha ≥ 0.7)
- b) Inner Model: testing the coefficient of determination (R^2), path coefficients, and significance ($t > 1.96$; p -value < 0.05).

FINDING AND DISCUSSION

Respondent Characteristics

The results in Table 2 show that the majority of respondents were female (61.7%), with the 26–35 age group (41.3%) dominating, followed by the 17–25 age group (37.5%). The high proportion of female respondents indicates their strategic role in household consumption decision-making, including food selection (Suryantoro, 2025). Meanwhile, the dominance of the younger age group reflects the characteristics of the productive generation, who are active in consumption activities, have fluctuating purchasing power, and tend to be more responsive to food issues and modern lifestyles (Yudha, Setiani, Huda, Maksum, & Sugiyanto, 2023). Most respondents had a bachelor's degree (64.6%), indicating that education contributes to increased awareness of the value and desirability of local food. A total of 38% of respondents worked as civil servants, while income characteristics were dominated by IDR 1,000,000–IDR 3,000,000 (40%), followed by IDR 3,000,000–IDR 5,000,000 (27.1%), and $< \text{IDR } 1,000,000$ (19.6%), indicating low to middle income.

This condition reflects the involvement of groups with relatively high levels of education but in the low- to middle-income category, where food expenditure remains a top household priority (BPS, 2023). Based on purchase frequency, 181 respondents made purchases within the past 3 months, indicating that most are active consumers. More routine purchasing patterns were observed among productive-age groups, those with higher education, and those with fixed incomes. Conversely, students and respondents with lower incomes showed greater variation in purchasing frequency. This finding is consistent with Engel's Law, which states that low-income groups continue to prioritize food expenditures.

Table 2. *Profile Respondent*

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	92	38,3
	Female	148	61,7
Age	17–25 years old	90	37,5
	26–35 years old	99	41,3
	36–45 years old	33	13,8
	46–55 years old	14	5,8
	56–65 years old	4	1,7

Characteristics	Category	Frequency	Percentage (%)
Education	High school	43	17,9
	Diploma	22	9,2
	Bachelor	155	64,6
	Postgraduate	20	8,3
Employee Status	Students	50	20,8
	Civil Servants	91	38,0
	Private Sector Employees	36	15,0
	Entrepreneurs	16	6,7
	Farmers	4	1,7
	Others	43	17,9
Income Per Month	< Rp1.000.000	47	19,6
	Rp1.000.000 – Rp3.000.000	96	40,0
	Rp3.000.000 – Rp5.000.000	65	27,1
	> Rp5.000.000 – Rp10.000.000	29	12,1
	> Rp10.000.000	3	1,3
Purchase frequency	< 3 months	181	75,4
	> 3 months	28	11,7
	> 6 months	31	12,9

Measurement Model Evaluation (Outer Model)

The test results in Table 3 show that all indicators have factor loadings above 0.7, indicating that the indicators validly represent their constructs (Hair et al., 2019). The AVE values for all variables are above 0.5, and the Composite Reliability and Cronbach's Alpha values are greater than 0.7, thus meeting the reliability criteria (Henseler et al., 2015). The HTMT values in Table 3 are also below the threshold of 0.90, indicating that each construct has good discriminant validity. Therefore, all constructs are deemed to meet the convergent, discriminant, and reliability criteria, allowing the inner model testing phase to proceed.

Table 3. *Convergent Validity and Construct Reliability*

Variables & Indicators	LF (>0,7)	AVE (>0,5)	Cronbach Alpha (>0,7)	Composite Reliability (>0,7)
Attitude Toward Behavior (ATT)				
ATT1	0,814			
ATT2	0,815	0,635	0,712	0,839
ATT3	0,761			
Subjective Norm (SN)				
SN1	0,805			
SN2	0,844	0,698	0,785	0,874
SN3	0,855			
Perceived Behavioral Control (PBC)				
PBC1	0,773			
PBC2	0,851	0,643	0,722	0,844
PBC3	0,780			
Price (PRC)				
PRC1	0,747			
PRC2	0,856	0,641	0,721	0,843
PRC3	0,796			

Variables & Indicators	LF (>0,7)	AVE (>0,5)	Cronbach Alpha (>0,7)	Composite Reliability (>0,7)
Availability (AVL)				
AVL1	0,823	0,641	0,729	0,842
AVL2	0,780			
AVL3	0,797			
Concern on Local Food (CLF)				
CLF1	0,831	0,735	0,820	0,893
CLF2	0,843			
CLF3	0,897			
Purchase Intention (PI)				
PI1	0,820	0,661	0,743	0,854
PI2	0,742			
PI3	0,872			
Actual Buying Behavior (AB)				
AB1	0,736	0,670	0,750	0,858
AB2	0,876			
AB3	0,837			

Table 4. *Discriminant Validity*

	AB	ATT	AVL	CLF	PBC	PI	PRC	SN
AB								
ATT	0,492							
AVL	0,791	0,347						
CLF	0,304	0,623	0,314					
PBC	0,740	0,228	0,424	0,134				
PI	0,832	0,787	0,660	0,726	0,412			
PRC	0,416	0,328	0,315	0,212	0,185	0,484		
SN	0,526	0,657	0,409	0,493	0,260	0,669	0,361	

Structural Model Evaluation (Inner Model)

The R^2 value for the purchase intention (PI) variable is 0.604, which is considered moderate. This indicates that 60.4% of the variance in purchase intention is explained by the variables attitude (ATT), subjective norm (SN), behavioral control (PBC), price (PRC), product availability (AVL), and concern for local food (CLF). Meanwhile, the R^2 value for the purchase decision (AB) is 0.386, meaning 38.6% of the variance in purchase decision is explained by purchase intention. The path coefficient test results indicate that all hypotheses are accepted at the 95% significance level ($p < 0.05$). A summary of the test results is presented in Table 4.

The findings presented in Table 5 demonstrate that purchase intention for local food in NTT is significantly influenced by six key variables: attitude, subjective norm, behavioral control, price, product availability, and concern for local food. This finding aligns with the TPB framework Ajzen (1991), which posits that intention predicts actual behavior. Attitude toward local food has a positive and significant effect on purchase intention. Consumers who perceive local food as healthy, natural, and representative of their cultural identity are

more likely to have higher purchase intentions. Positive attitudes are shaped not only by rational assessments of product quality but also by emotional and social values such as cultural pride and attachment to regional identity (Moreno & Malone, 2021; Singh et al., 2024).

This finding is consistent with studies by Diana (2017); Shahtahmasbi & Rooch (2019); Lim & An (2021), which confirmed that positive attitudes are a key predictor of purchase intentions for local food across diverse cultural contexts. Subjective norms have been shown to influence purchase intentions positively. Social influence from family, friends, and the community motivates consumers to purchase local food. Subjective norms also include a moral dimension, in which supporting local products is seen as a socially appropriate and sustainable action (Conoly, von Massow, & Lee, 2023). In collectivist cultural contexts such as Indonesia, social norms strongly influence consumption behavior (Dudziak, Stoma, & Osmólska, 2023; Veronica & Kusdibyo, 2021).

Behavioral control has a significant positive effect on purchase intention. Greater consumer-perceived ease of access, acquisitions, and payment for local food products is positively associated with higher purchase intention. (Skallerud, Armbrrecht, & Tuu, 2021; Yadav & Pathak, 2016). However, this influence is contextual, depending on the availability of infrastructure and distribution channels. In areas with limited access, perceived control tends to decrease despite positive attitudes and social norms (Davidson, Khanal, & Messer, 2024). Price has a positive effect on purchase intention. Perceptions of fair and equitable prices increase consumer interest in local food (Arsil et al., 2014; Rahmanigtyas et al., 2017).

The relationship between price and purchase intention is nonlinear. Prices perceived as disproportionately high without quality justification decrease purchase intention, whereas excessively low prices raise doubts about product quality (Davidson et al., 2024; Peulić et al., 2023). Similar to price, product availability also has a significant positive effect on purchase intention. Product accessibility in the market increases purchase propensity (Rptiono, Irma Anggraeni, Suroso, & Nur Azizah, 2020). Saputra et al. (2024) while concern for local food is a moral and emotional factor that strengthens purchase intention. Consumers with ethnocentric awareness and concern for MSMEs and cultural sustainability demonstrate stronger purchase intentions (Cappelli et al., 2022; Zhang, Grunert, & Zhou, 2020). This finding underscores the importance of promoting local food that highlights its cultural value, desirability, and social contribution.

Furthermore, purchase intention was shown to have a significant positive effect on purchase decisions with a path coefficient of 0.621 (t-statistic 12.142; $p < 0.000$). This indicates that the stronger a consumer's intention, the greater the likelihood of a purchase. The intention variable also serves as a key mediator linking psychological and social factors to actual behavior. Thus, intention bridges consumer perceptions and actions in the consumption of local food. However, the transformation of intention into actual behavior is still influenced by external factors such as the supply chain, distribution, and product promotion. Limited access in some areas suggests that strong purchase intentions do not always translate into purchases. Therefore, strengthening distribution infrastructure and local value-based marketing strategies are essential prerequisites for intentions to translate into consumption behavior.

Table 5. *Results of Research Hypothesis Testing*

Hypothesis	Relationship	Original sample	T-statistics	P-values	Description
H1	ATT → PI	0,254	4,740	0,000	Accepted
H2	SN → PI	0,134	2,315	0,021	Accepted
H3	PBC → PI	0,104	2,117	0,035	Accepted
H4	PRC → PI	0,138	2,633	0,009	Accepted
H5	AVL → PI	0,263	4,817	0,000	Accepted
H6	CLF → PI	0,296	6,082	0,000	Accepted
H7	PI → AB	0,621	12,142	0,000	Accepted

Implementation

Based on the research results, attitudes, subjective norms, behavioral control, price, product availability, and concern for local food significantly influence purchase intention, and purchase intention plays a key mediator role in purchasing decisions. First, strengthening product quality and symbolic value is a top priority. The significant influence of attitude on purchase intention indicates that consumption decisions are not solely driven by functional attributes, but also by consumers' cognitive and affective evaluations of the product (Ajzen, 1991). In this context, MSMEs need not simply maintain the physical quality of their products but also build symbolic value through cultural identity-based branding. This is particularly significant given that concern for local food is the strongest determinant in the model, reflecting the dominant role of moral dimensions and collective identity in shaping purchase intention (Moreno & Malone, 2021; Zhang et al., 2020). Therefore, marketing strategies that fail to integrate cultural narratives could potentially miss key drivers of demand.

Second, pricing strategies need to be positioned adaptively, not simply competitively. The finding that price significantly influences purchase intention indicates that consumers are sensitive to perceived value. Therefore, pricing must consider the balance between affordability and perceived quality. Providing a variety of sizes and product differentiation are relevant strategies to accommodate the heterogeneity of consumer purchasing power (Arsil et al., 2014; Rahmaningtyas et al., 2017). Failure to manage price perceptions risks lowering purchase intentions, even when attitude and concern variables are high.

Third, distribution is a major limiting factor in translating intention into actual behavior. Although purchase intention has been shown to significantly influence purchasing decisions, the relatively low coefficient of determination suggests a gap between intention and behavior. This finding indicates that high intention does not automatically translate into purchase unless supported by product availability and accessibility. Therefore, expanding distribution channels, both through conventional and digital channels, is a key intervention to strengthen consumer behavioral control (Riptiono et al., 2020; Yadav & Pathak, 2016). In the absence of structural improvements to distribution systems, heightened purchase intentions may fail to translate into significant economic impact.

Fourth, the government's role should focus on structural interventions, not merely facilitative ones. The significant impact on product availability and behavioral control indicates that limited infrastructure and distribution remain systemic constraints. Therefore,

policies aimed at improving interregional connectivity, enhancing logistics efficiency, and strengthening supply chains are prerequisites for improving the effectiveness of local food markets. Furthermore, strengthening MSME capacity through technical assistance and access to financing should focus on increasing production scale and supply consistency, not just administrative aspects.

Finally, strengthening the local food ecosystem requires a collaborative approach that integrates economic, social, and cultural factors, as emphasized in the Extended Theory of Planned Behavior. Collaboration among policymakers, industry stakeholders, and academic researchers is crucial to ensure that interventions are not partial but address the complexity of consumer behavior holistically (Castillo et al., 2021; Ulker & Karamustafa, 2023).

Therefore, effective managerial implementation must be based on the understanding that local food consumption behavior is determined not only by individual preferences but also by the interaction between cultural values, market structure, and product accessibility.

CONCLUSION

This study shows that consumer purchase intentions for local food in East Nusa Tenggara (NTT) are significantly influenced by six main factors: attitude, subjective norms, behavioral control, price, product availability, and concern for local food, with concern being the most dominant determinant. These findings confirm that consumption behavior is not solely based on rational considerations but is also strongly influenced by moral dimensions, cultural values, and social identities inherent in local food products. Purchase intentions are a key predictor of actual purchase decisions, as explained by the Theory of Planned Behavior (TPB). However, this influence is not yet fully optimal, as reflected in the gap between intentions and actual behavior. This indicates that external factors, particularly product availability and distribution accessibility, continue to impede the translation of purchase intentions into actual buying behavior.

The results of this study extend the TPB framework by emphasizing the importance of integrating contextual factors, particularly economic and sociocultural aspects, in explaining local food consumption behavior. Thus, the Extended Theory of Planned Behavior (E-TPB) model is more relevant for capturing the complexity of consumer behavior in regions with structural limitations, such as NTT. Theoretically, this study contributes by substantiating the role of concern for local food as a salient determinant within consumer behavior frameworks, while also showing that the integration of contextual factors can increase the explanatory power of the TPB model in the context of developing markets and local food systems.

Suggestion

Based on the findings that attitude, price, and product availability significantly influence purchase intentions, coupled with the persistent limitations of access and distribution within the local food system, MSMEs need to strengthen culturally based branding, improve product quality and innovation, set prices that align with purchasing power, and expand distribution, including through digital platforms. The influence of behavioral control and

the gap between purchase intentions and decisions indicate that structural constraints still play a role, necessitating that local governments strengthen the agribusiness value chain through improved distribution infrastructure, financing support, product certification, and local food education. The study's reliance on online data collection and its focus on a single product necessitating further research using a mixed-method approach, broader product coverage, and the development of variables within the E-TPB model to gain a more comprehensive understanding.

REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Alam, S. S., & Sayuti, N. M. (2011). Applying the theory of planned behavior (TPB) in halal food purchasing. *International Journal of Commerce and Management*, 21(1), 8–20. <https://doi.org/10.1108/10569211111111676>
- Aprile, M. C., Caputo, V., & Nayga, R. M. (2016). Consumers' preferences and attitudes toward local food products. *Journal of Food Products Marketing*, 22(1), 19–42. <https://doi.org/10.1080/10454446.2014.949990>
- Arsil, P., Li, E., & Bruwer, J. (2014). Perspectives on consumer perceptions of local foods: A view from Indonesia. *Journal of International Food & Agribusiness Marketing*, 26(2), 107–124. <https://doi.org/10.1080/08974438.2012.755725>
- Baby, J., & George, A. G. (2024). Applying the theory of planned behavior in local food purchasing.
- Badan Pusat Statistik Provinsi Nusa Tenggara Timur. (2023). *Statistik daerah Provinsi Nusa Tenggara Timur 2023*. <https://ntt.bps.go.id/id/publication>
- Badan Pusat Statistik Provinsi Nusa Tenggara Timur. (2025). *Provinsi Nusa Tenggara Timur dalam angka 2025*. <https://ntt.bps.go.id/id/publication>
- Cappelli, L., D'Ascenzo, F., Ruggieri, R., & Gorelova, I. (2022). Is buying local food a sustainable practice? A scoping review of consumers' preference for local food. *Sustainability*, 14(2), Article 772. <https://doi.org/10.3390/su14020772>
- Castillo, E. J., Díaz Armas, R. J., & Gutiérrez Taño, D. (2021). An extended model of the theory of planned behaviour to predict local wine consumption intention and behaviour. *Foods*, 10(9), Article 2187. <https://doi.org/10.3390/foods10092187>
- Chambers, S., Lobb, A., Butler, L., Harvey, K., & Traill, W. B. (2007). Local, national and imported foods: A qualitative study. *Appetite*, 49(1), 208–213. <https://doi.org/10.1016/j.appet.2007.02.003>
- Conoly, Y. K., von Massow, M., & Lee, Y. M. (2023). Predicting locally grown food purchase intention of domestic and international undergraduate hospitality management students at a Canadian university. *International Hospitality Review*, 37(1), 8–27. <https://doi.org/10.1108/IHR-02-2021-0007>
- Davidson, K. A., Khanal, B., & Messer, K. D. (2024). Are consumers no longer willing to pay more for local foods? A field experiment. *Agricultural and Resource Economics Review*, 53(1), 45–65. <https://doi.org/10.1017/age.2023.27>

- De Toni, D., Tormen, A., Milan, G. S., Eberle, L., & Lazzari, F. (2021). Price level and brand knowledge and its effects on purchase behavior. *Revista de Administração da UFSM*, 14(3), 632–654. <https://doi.org/10.5902/1983465944193>
- Diana, N. (2017). *Perilaku mengonsumsi pangan lokal: Aplikasi theory of planned behavior (TPB) [Skripsi, Universitas Brawijaya]*.
- Dinas Pertanian dan Ketahanan Pangan Provinsi Nusa Tenggara Timur. (2024). *Laporan kinerja instansi pemerintah (LKIP) 2024*.
- Dudziak, A., Stoma, M., & Osmólska, E. (2023). Analysis of consumer behaviour in the context of the place of purchasing food products with particular emphasis on local products. *International Journal of Environmental Research and Public Health*, 20(3), Article 2413. <https://doi.org/10.3390/ijerph20032413>
- Enthoven, L., & Van den Broeck, G. (2021). Local food systems: Reviewing two decades of research. *Agricultural Systems*, 193, Article 103226. <https://doi.org/10.1016/j.agsy.2021.103226>
- Gao, H., Mittal, V., & Zhang, Y. (2020). The differential effect of local–global identity among males and females: The case of price sensitivity. *Journal of Marketing Research*, 57(1), 173–191. <https://doi.org/10.1177/0022243719889028>
- Grubor, A., & Milicevic, N. (2015). Measuring on-shelf availability of FMCG products. *Industrija*, 43(1), 53–71. <https://doi.org/10.5937/industrija43-6683>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Jo, H., Shin, E., & Kim, H. (2021). Changes in consumer behaviour in the post-COVID-19 era in Seoul, South Korea. *Sustainability*, 13(1), Article 136. <https://doi.org/10.3390/su13010136>
- Kotler, P., & Keller, K. L. (2012). *Marketing management (14th ed.)*. Prentice Hall.
- Li, S., & Jaharuddin, N. S. (2021). Influences of background factors on consumers' purchase intention in China's organic food market: Assessing moderating role of word-of-mouth (WOM). *Cogent Business & Management*, 8(1), Article 1876296. <https://doi.org/10.1080/23311975.2021.1876296>
- Lim, H. R., & An, S. (2021). Intention to purchase wellbeing food among Korean consumers: An application of the theory of planned behavior. *Food Quality and Preference*, 88, Article 104101. <https://doi.org/10.1016/j.foodqual.2020.104101>
- Moreno, F., & Malone, T. (2021). The role of collective food identity in local food demand. *Agricultural and Resource Economics Review*, 50(1), 22–42. <https://doi.org/10.1017/age.2020.9>
- Murairwa, S. (2015). Voluntary sampling design. *International Journal of Advanced Research in Management and Social Sciences*, 4(2).

- Pemerintah Republik Indonesia. (2024). *Peraturan Presiden Republik Indonesia Nomor 81 Tahun 2024 tentang percepatan penganekaragaman pangan berbasis potensi sumber daya lokal. Lembaran Negara Republik Indonesia Tahun 2024 Nomor 171.*
- Peulić, T., Marić, A., Maravić, N., Novaković, A., Kalenjuk Pivarski, B., Čabarkapa, I., . . . Ikonić, P. (2023). Consumer attitudes and preferences towards traditional food products in Vojvodina. *Sustainability*, 15(16), Article 12420. <https://doi.org/10.3390/su151612420>
- Rahmaningtyas, A., Hartono, S., & Suryantini, A. (2017). Factors affecting online purchasing of local food. *Agro Ekonomi*, 28(2), 189–204.
- Riptiono, S., Anggraeni, A. I., Suroso, A., & Azizah, S. N. (2020). Intention to purchase local food products among Indonesian young consumers. *Humanities & Social Sciences Reviews*, 8(4), 1285–1294. <https://doi.org/10.18510/hssr.2020.84121>
- Shahtahmasbi, E., & Rooch, A. B. (2019). Investigating the effect of planned behavior model dimensions on the intention of local food purchase (Case: Honey product). *Journal of Business Management*, 11(2). <https://doi.org/10.22059/jibm.2019.259239.3078>
- Singh, R., Mir, M. A., & Nazki, A. A. (2024). Evaluation of tourist behaviour towards traditional food consumption: Validation of the extended theory of planned behaviour. *Cogent Social Sciences*, 10(1), Article 2298893. <https://doi.org/10.1080/23311886.2023.2298893>
- Skallerud, K., Armbrecht, J., & Tuu, H. H. (2021). Intentions to consume sustainably produced fish: The moderator effects of involvement and environmental awareness. *Sustainability*, 13(2), Article 946. <https://doi.org/10.3390/su13020946>
- Su, C. H., Tsai, C. H., Chen, M. H., & Lv, W. Q. (2019). U.S. sustainable food market generation Z consumer segments. *Sustainability*, 11(13), Article 3607. <https://doi.org/10.3390/su11133607>
- Suryantoro, D. D. (2025). Penguatan pendidikan perempuan (Peran perempuan dalam agama, keluarga dan kehidupan sosial di masa modern). *Jurnal Hukum Keluarga Islam*, 6(1), 38–51. <https://doi.org/10.46773/usrah.v6i1.1688>
- Ulker, M., & Karamustafa, K. (2023). Understanding the use of local food through the extended theory of planned behaviour. *Deturope*, 15(1), 66–94. <https://doi.org/10.32725/det.2023.004>
- United States Department of Agriculture. (2015). *Local food systems: Concepts, impacts, and issues.*
- Vermeir, I., & Verbeke, W. (2008). Sustainable food consumption among young adults in Belgium: Theory of planned behaviour and the role of confidence and values. *Ecological Economics*, 64(3), 542–553. <https://doi.org/10.1016/j.ecolecon.2007.03.007>
- Veronica, E., & Kusdibyo, L. (2021). Understanding value and attitude of generation Z on Indonesian local cuisine. In Proceedings of the 5th Global Conference on Business, Management and Entrepreneurship (GCBME 2020) (pp. 565–571). Atlantis Press. <https://doi.org/10.2991/aer.k.211106.088>

- Wenzig, J., & Gruchmann, T. (2018). Consumer preferences for local food: Testing an extended norm taxonomy. *Sustainability*, 10(5), Article 1313. <https://doi.org/10.3390/su10051313>
- Yadav, R., & Pathak, G. S. (2016). Intention to purchase organic food among young consumers: Evidence from a developing nation. *Appetite*, 96, 122–128. <https://doi.org/10.1016/j.appet.2015.09.017>
- Yuan, X., & Xiao, Y. (2021). Cognition, value perception and purchase intention of organic food: Evidence from China's organic milk market. *Sustainability*, 13(2), Article 910. <https://doi.org/10.3390/su13020910>
- Yudha, A. T. R. C., Setiani, S. Y., Huda, N., Maksum, & Sugiyanto. (2023). Eksistensi generasi muda dalam menjaga ketahanan pangan untuk pembangunan berkelanjutan: Studi di Desa Kadungrembug, Kabupaten Sidoarjo. *Journal of Economics Development Issues*, 6(2), 106–116. <https://doi.org/10.33005/jedi.v6i2.157>
- Zhang, T., Grunert, K. G., & Zhou, Y. (2020). A values–beliefs–attitude model of local food consumption: An empirical study in China and Denmark. *Food Quality and Preference*, 83, Article 103916. <https://doi.org/10.1016/j.foodqual.2020.103916>
- Zhou, Y., Thøgersen, J., Ruan, Y., & Huang, G. (2013). The moderating role of human values in planned behavior: The case of Chinese consumers' intention to buy organic food. *Journal of Consumer Marketing*. <https://doi.org/10.1108/JCM-02-2013-0482>