

CHAPTER 1

INTRODUCTION

1.1 Research Background

Frozen chicken products now have various brands so that people can have various choices of instant chicken products. The types of frozen chicken products can be seen from the packaging, which are frozen chicken products without packaging known as processed bulk chicken products (which purchases are usually calculated per gram and per kilo) while frozen chicken products in packaging are known as packaged chicken products and have their respective brands that we know today which are Fiesta, SoGood, Belfoods, etc. And each brands have their own advantages. The number of frozen chicken product companies compete with each other to introduce their products from their respective companies, so that they can attract the enthusiasm of the community. Each company has its own strategy in building the strength of its brand. Brands vary in terms of strength and value in the market, companies must be able to develop a product that has a prestigious brand or is said to have strong brand equity.

Every consumer has different behavior in making purchases, including in deciding to buy beef. According to Hidayati and Yesi (2017) consumer behavior will be closely related to product attributes. Product attributes are characteristics of a product that are considered by consumers in buying a product (Tjiptono, 2018:103). The provision of Fiesta frozen chicken product with various attributes in traditional markets in Indonesia with various attributes will influence consumer purchasing decisions. In purchasing Fiesta frozen chicken product, consumers will always pay attention to the attributes attached to the frozen chicken products such as hygiene and nutritional value that will affect the consumer's health. Consumer attitude, subjective norms, and perceived behavioral control are the most critical factors in forming consumers intentions toward buying and consuming branded meat.

The number of purchases is one of the decisions of consumer behavior in the buying process. The basis for consumer considerations in making Fiesta frozen chicken products purchasing decisions is that there are considerations of price, economy, efficiency, based on needs, based on ability, and in accordance with the dose. This consideration is a rational consideration according to Damiani, et al (2017). Regarding the purchase of Fiesta frozen chicken products, especially in Indonesia, of course there are considerations for consumers in choosing, determining, and finally deciding whether to buy Fiesta frozen chicken products whether to repurchase and including determining the number of subsequent purchases. Basically, the purchase of Fiesta brand frozen chicken products should consider compliance with safe, hygienic, and healthy. However, not all consumers pay attention to this, especially in Indonesia, which is a developing country in Asia.

With the development of today's business world, consumers are faced with many decisions in everyday life. Not only do consumers have to choose between different brands of the same product, but they also have to consider simple issues related to purchasing decisions such as how much carbohydrates and fat are in food, whether to buy organically grown or conventionally grown products, avoiding fish with high mercury content, accept the risk of genetically modified food, and various other types of health-related considerations (Azjen, 2015).

Health warnings generate some impacts toward frozen chicken products. Despite that, in developing countries, traditional frozen chicken product buying has emerged tremendously—according to Marisa Ventura da Silva's (2016) research that unhygienic frozen chicken product (without brand) consumption has raised several health problems. They are particularly causing heart problems and have sparked government attention.

In this study, besides being influenced by health consciousness, attitude toward branded meat, subjective norms, perceived behavioral control, consumer purchase intention is influenced by brand trust. The formation of attitudes towards brands according to Burke and Edell (2019); Mackenzie, Lutz and Belch (2018) is directly

influenced by consumer perceptions of the product or message. Attitudes towards brands are initiated by cognitive processes that act on stimuli. This will then affect consumer buying interest in the products offered. According to Assael (2019: 82) attitude towards the brand is a mental statement that judges positive or negative, good or bad, likes or dislikes a product.

Due to this, Fiesta frozen chicken product consumption is increasing and at the same time offering opportunities to frozen chicken product producers. Based on the problems above, the researcher are interested in conducting research with the title "Determinant Variables of Intention to Purchase Branded Meat: Mediation of Brand Trust (Case of Fiesta Frozen Chicken Product)" to help public policymakers and managers to understand consumers' branded meat purchase tendencies and help promote healthier consumption habits.

1.2 Research Question

1. Does health consciousness affect consumer's branded meat purchase intentions?
2. Does consumer's health consciousness have an effect on attitude toward branded meat?
3. Does the attitude towards branded meat affect consumer's purchase intentions?
4. Does subjective norms affect consumer's branded meat purchase intentions?
5. Does perceived behavioral control affect consumer's branded meat purchase intentions?
6. Does consumer's brand trust mediate branded meat purchase intention?

1.3 Research Objective

1. To analyze the health consciousness affect consumer's branded meat purchase intentions
2. To analyze health consciousness affect attitude toward branded meat purchase intentions

3. To analyze the attitude towards branded meat affect consumer's branded meat purchase intentions
4. To analyze subjective norms affect consumer's branded meat purchase intentions?
5. To analyze perceived behavioral control affect consumer's branded meat purchase intentions
6. To analyze customer's brand trust as a mediator toward branded meat purchase intention

1.4 Research Benefits

1. For the Company

This research will help the company to identify and understand the influence of brand trust and health consciousness on purchasing decisions. Therefore, the author hopes that the company can formulate the appropriate method to improve the marketing products.

2. For Author

This study will add to the knowledge and experience of the author in researching, especially those related to the Marketing field that the author has studied at the University of Atma Jaya Yogyakarta.

3. For Other Parties

It is hoped that other parties can use this research to increase their knowledge or as a reference for conducting similar research.

1.5 Research Scope

The author makes the scope of research so that later this research does not deviate from the objectives to be achieved. The scope of the study made can be described as follows:

1. The researcher only discusses several factors that influence consumers' intentions to buy Fiesta frozen chicken product related to brand trust and health consciousness.
2. Respondents used in this study have criteria are people who have bought Fiesta frozen chicken products at least once

1.6 Writing Systematic

Writing systematics is an overview given by the author to the reader to make it easier for the reader to understand this research. This research is divided into 5 parts with the following explanation:

CHAPTER 1 INTRODUCTION

The introduction contains the reasons why this research was made. So, chapter 1 consists of several sub-chapters, namely background, problem formulation, research objectives, research benefits, research limitations, and writing systematics.

CHAPTER 2: LITERATURE REVIEW

The literature review contains the theoretical foundations used in this research and previous studies which also form the basis of this research. Thus, chapter 2 consists of several sub-chapters, namely theories regarding health consciousness, attitude toward branded meat, subjective norms, perceived behavioral control, brand trust and branded meat purchase intentions, then there are previous studies, hypothesis development, and research frameworks.

CHAPTER 3: RESEARCH METHODOLOGY

The research methodology contains data processing steps and an explanation of the data used in the study. Thus, chapter 3 consists of research objects and subjects,

sampling methods, data collection methods, measurement of variables, operational definitions, and research testing methods.

CHAPTER 4: RESULTS AND DISCUSSION

The results and discussion contain the results of the data analysis that has been obtained and the discussion regarding the results of data analysis with the existing hypotheses.

CHAPTER 5: CONCLUSION

The conclusion contains the conclusions that have been obtained from the research that has been done along with the managerial implications, research limitations, and suggestions for further research.

