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Factors Influencing the Purchase Decision of Ready-to-Cook Vegetable Packages

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ABSTRACT

As urban lifestyles in Yogyakarta City become increasingly fast-paced, consumer preference has shifted toward practical, "ready-to-cook" solutions. This study analyzes the factors influencing the purchasing decisions of ready-to-cook vegetable packages, a market segment rapidly expanding due to high time-scarcity among city residents. Using a descriptive-analytical approach, data were collected from 38 respondents who had purchased ready-to-cook packages. Logistic regression analysis was employed to test variables including price (X1), product quality (X2), packaging (X3), practicality (X4), promotion (X5), and social recommendations (X6).The results indicate that while price, practicality, and social influence do not significantly impact purchasing decisions, packaging (X3) has a statistically significant influence. This suggests that for ready-to-cook products, packaging serves as a critical proxy for perceived freshness and hygiene, outweighing traditional drivers like price or promotion. However, the study's small sample size (n=38) limits the generalizability of these findings, representing a preliminary insight into this niche market. This research contributes to the field by highlighting a shift in consumer behavior where "visual assurance" via packaging becomes the primary determinant in the convenience food sector, offering a new perspective for local agribusinesses compared to broader national studies.

INTRODUCTION

Modern global lifestyle trends demonstrate a significant shift toward time efficiency. High levels of busyness, rapid mobility, and demanding professional schedules in urban areas have limited the time available for individuals and families to prepare meals traditionally. This has driven a growing demand for food products that offer convenience and practicality while prioritizing quality, nutrition, and safety (Putri et al., 2024). One important innovation addressing this shift is the emergence of ready-to-cook (RTC) vegetable packages, which consist of pre-washed, chopped, and pre-portioned vegetables, often complemented with instant seasonings.

From a theoretical perspective, this phenomenon aligns with Convenience-Seeking Behavior, where modern consumers no longer simply purchase commodities but seek solutions to address time scarcity (Cavalcante et al., 2016). Consumers no longer need to perform time-consuming tasks such as cleaning, chopping, or measuring spices, which often risk inconsistent quality or waste time (Putri et al., 2024). Nevertheless, consumers' willingness to pay for quality products is evident, often with higher prices associated with better quality (Hasanah & Setiyo Pambudi, 2023; Mamonto et al., 2024). Consequently, ready-to-eat vegetables provide a sense of control for busy individuals, enabling them to maintain healthy, home-cooked meals despite high mobility (Arsil et al., 2018).

In the context of the Marketing Mix (4Ps) and Product Attribute Theory, purchasing decisions are driven by a structured interaction of strategic variables. Ready-to-eat products rely on physical attributes such as product quality and packaging to build consumer value perceptions (Saraswati et al., 2023). Furthermore, external economic factors, such as price and promotion, play important roles in determining consumer behavior in dynamic urban environments (Chandra et al., 2022; Pratiwi et al., 2025). In Yogyakarta, consumer behavior regarding fresh produce specifically focuses on quality, freshness, and visual appearance (Pratiwi & Subarjo, 2025). Despite the growing popularity of RTC products in Yogyakarta, academic understanding of the specific factors driving the transition from traditional vegetable purchases to RTC packaging remains limited. Previous studies have largely focused on general vegetable purchasing decisions in traditional and online markets, preferences for organic vegetables, or general purchasing intentions (Simbolon & Nasution, 2017; Sulistyowati & Wisudawati, 2020; Safitri et al., 2023; Aulia & Hartawanty, 2024; Khaerunisa et al., 2025).

The novelty of this study lies in its specific focus on ready-to-cook vegetable packaging—a distinct category from general fresh produce—while introducing Practicality and Social Recommendation as integrated variables to explain urban consumer behavior. The inclusion of Practicality is crucial because it directly addresses the "time constraints" of urban consumers, where ready-to-cook vegetables are valued as a tool to reduce the time burden of meal preparation. Meanwhile, Social Recommendations reflect external influences from social circles and online reviews reduce the perceived risk in purchasing innovative fresh produce, building trust more effectively than traditional marketing. Therefore, this study aims to identify and analyze factors that significantly influence purchasing decisions for ready-to-cook vegetable packaging among consumers in Yogyakarta City. The results of the study are expected to provide strategic insights for producers and marketers in designing effective products and marketing strategies to meet the needs of the growing urban market.

RESEARCH METHODOLOGY

This research employed a descriptive analytical method, conducted purposively in Yogyakarta City. Descriptive research aims to present facts systematically to facilitate interpretation of results and decision-making (Azwar, 2011). Primary data was collected through structured questionnaires and direct interviews with consumers of ready-to-cook vegetable packages.

The sampling technique used was accidental sampling, which is a form of non-probability sampling. Unlike probability sampling, this technique does not provide equal opportunity for each member of the population, but rather selects samples based on chance or ease of access by the researcher in the field (Sugiyono, 2014). This technique was chosen due to the lack of a definitive sampling frame for the number of ready-to-cook vegetable consumers in Yogyakarta City.

The number of respondents in this study was 38 people who had consumed ready-to-cook vegetables at least once. Although this sample size is relatively small for a logistic regression model, this study is positioned as exploratory research aimed at providing an initial overview of consumer behavior in this emerging market segment. The limited sample size is acknowledged to affect the statistical power of the test, so the results should be interpreted with caution.

The variables in this study were measured using a Likert scale (1–5) to capture respondents' perceptions, which were then categorized for logistic analysis. The following are the operationalization details of the variables:

Table 1. Research Variables

Variabel	Code	Indicator	Scale
Buying decision	Y	Action of buying vegetable package (1=Buy, 0=Do not buy)	Nominal (Dummy)
Price	X1	Affordable prices, Competitive prices, Prices that match the content/quality of the product received.	Ordinal/Interval
Product	X2	Freshness, Quality, Completeness, Menu Variety, Cleanliness, Quality Ingredients, Satisfaction	Ordinal/Interval
Packaging	X3	Attractiveness, Ease of opening, Hygienic, Easy-to-read information, Sufficiently strong packaging	Ordinal/Interval
Practicality	X4	Convenience, Time Saving, Clean, Appropriate Dosage, Includes Seasonings, Practical Storage	Ordinal/Interval
Promotion	X5	Promo/Discount, Follow seller accounts, Package Promotion, Repurchase	Ordinal/Interval
Social Recommendations	X6	Recommendations from friends/family, Positive social media reviews, Trust by reviews, Consumption trends	Ordinal/Interval

Source: Primary Data, 2025

The dependent variable (Y) is a binary categorical variable representing the consumer's decision to purchase (1) or not to purchase (0). Due to the nature of the dependent variable, a Logistic Regression model was employed to identify the significant predictors among the independent variables (X1 to X6). To analyze factors influencing purchasing decisions, the Logistic Regression method was used, considering that the dependent variable (Y) is dichotomous (binary). The mathematical model used is as follows:

$$Ln\left(\frac{p}{1-p}\right) = bo + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + \in$$

Where P is the probability of a consumer making a purchase, b0 is a constant, and b1 – b6 are the regression coefficients for each independent variable.

RESULTS AND DISCUSSION

Purchasing ready-to-cook vegetables in urban areas is an adjustment due to the demands of busy urban life. This is driven by the high population of productive-age people with busy schedules. Based on Table 2, the characteristics of the study respondents show a consumer profile that highly values practicality and time efficiency. Ready-to-cook vegetable buyers are predominantly women (92.11%), who confirm their role as the primary decision-makers in purchasing household necessities. Demographically, the majority of respondents fall within the productive age category, specifically 20-30 years (50.00%) and 31-40 years (26.32%). The majority of these individuals work as civil servants/private sector employees (44.74%) and students (39.47%). This suggests they have an urgent need for quick and practical food solutions due to their busy schedules. The respondents' education level is relatively high, the majority having a university degree (44.74%), supported by a middle salary range between Rp2,500,001–Rp5,000,000 (42.11%).

This combination of education and income indicates that ready-to-cook vegetable consumers in Yogyakarta City have sufficient purchasing power and awareness to invest in products that offer added value in terms of convenience, quality, and time efficiency. Urban consumers prioritize convenience, making ready-to-cook vegetables an attractive option for busy lifestyles (Cavalcante et al., 2016). The product provides a practical solution that significantly reduces cooking time, while still allowing consumers to maintain nutritional intake. Consumers consider several factors when making purchasing decisions for ready-to-cook vegetables in Yogyakarta. This study conducted a binary logistic analysis to identify the factors influencing

these purchasing decisions. The model was tested using the Hosmer and Lemeshow test, and model accuracy was evaluated using the Classification Table (Table 3).

The Hosmer and Lemeshow test (H-L test) was used to assess the goodness-of-fit of the binary logistic regression model to the observed data. The Chi-Sq Prob. value was 0.6343. Because this p-value is significantly greater than the 0.05 significance level, the null hypothesis (H0) stating that there is no significant difference between the model's predicted values and the observed values is accepted. Therefore, it can be concluded that the estimated binary logistic regression model is suitable for analyzing and explaining the factors influencing purchasing decisions for ready-to-cook vegetables.

Table 2. Respondent Characteristics

Variable	Level (%)	Respondent
Age	<20 years	10.53
	20-30 years	50.00
	31-40 years	26.32
	41-50 years	10.53
Gender	Female	92.11
	Male	7.89
Education	High School	23.68
	Diploma	31.58
	University Degree	44.74
Job	Students	39.47
	Housewives	7.89
	Civil Servants/Private Employees	44.74
	Self-employed	7.89
Salary	<1.000.000	28.95
	1.000.000-2.500.000	21.05
	2.500.001-5.000.000	42.11
	>5.000.000	7.89

Source: Primary Data Analysis, 2025

Table 3. Expectation-Prediction Evaluation for Binary Specification

	Estimated Equation			Constant Probability		
	Dep=0	Dep=1	Total	Dep=0	Dep=1	Total
P(Dep=1)<=C	23	6	29	26	12	38
P(Dep=1)>C	3	6	9	0	0	0
Total	26	12	38	26	12	38
Correct	23	6	29	26	0	26
% Correct	88.46	50.00	76.32	100.00	0.00	68.42
% Incorrect	11.54	50.00	23.68	0.00	100.00	31.58
Total Gain*	-11.54	50.00	7.89			
Percent Gain**	NA	50.00	25.00			

Source: Primary Data Analysis, 2025

Furthermore, the results of the logistic model prediction (Estimated Equation) with the actual data (constant probability/observed) indicate that the estimated binary logistic regression model has adequate predictive ability in classifying ready-to-cook vegetable purchasing decisions. Overall, this model successfully classified respondents correctly 76.32% of the time. This figure represents a 7.89% increase in accuracy compared to the baseline model (Constant Probability), which only achieved 68.42% accuracy. This demonstrates that the independent variables included in the equation are able to explain and predict purchasing decisions better than mere chance. However, this model tends to be more robust in predicting respondents who did not purchase (Dep=0) with a high level of accuracy (88.46%), compared to predicting respondents who purchased (Dep=1), which only achieved 50.00% accuracy.

The factors influencing purchasing decisions for ready-to-cook vegetable packs in Yogyakarta City were analyzed using a logistic regression model. The analysis used aims to see the opportunities of independent variables, namely price variables (X1), product variables (X2), packaging variables (X3), practicality variables (X4), promotion variables (X5), and social recommendations (X6) whether they have an influence or not on the dependent variable, namely the decision to purchase ready-to-cook vegetable packages. The results of the data analysis show that the price variables (X1), product variables (X2), practicality variables (X4), promotion variables and social recommendations (X6) do not have a significant effect on the decision to purchase ready-to-cook vegetables. Meanwhile, the packaging variable (X3) has a significant effect on the decision to purchase ready-to-cook vegetables in Yogyakarta.

Table 4. Estimation Results of Factors Influencing Purchase Decisions for Ready-to-Cook Vegetable Packs. This study shows that packaging variables significantly influence purchase decisions for ready-to-cook vegetable packs, but in a negative direction ($\beta = -0.595$; $p < 0.05$). This means that the higher respondents' assessment of the packaging, the lower the consumer's probability of purchasing. This finding indicates that in the context of ready-to-cook vegetables, unlike processed products or snacks, packaging is not always perceived as adding value through luxury or premium packaging. The effectiveness of packaging as added value depends heavily on the product category, consumer expectations, and the market context of Yogyakarta City (Moorthy & Aggarwal, 2024). This interpretation is in line with the literature that packaging does play an important role as a communication tool and guarantee of quality/consumer experience—however the effectiveness of packaging attributes is highly dependent on the type of product and the value sought by consumers (Dutta & Sharma, 2023).

Consumers of ready-to-cook vegetable packages prefer simple, functional, and transparent packaging, providing assurance of product freshness. Packaging that is too premium, multi-layered, or excessively designed actually decreases consumer interest in purchasing ready-to-cook vegetable packages. Consistent with findings from Oliver et al., (2023) hat environmentally friendly or sustainable packaging increases grocery consumers' purchase intentions, this study shows that simple/functional packaging is preferred over premium packaging, especially for ready-to-cook vegetable products. Furthermore, overly complex packaging also generates packaging waste and potentially increases prices. Literature on packaging and environmental perceptions indicates that consumers are increasingly sensitive to sustainability issues; minimal packaging is often perceived as more natural and acceptable for fresh/organic products than luxurious packaging or overpackaging (Sokolova et al., 2023).

Table 4. Estimation Results of Factors Influencing Purchase Decisions for Ready-to-Cook Vegetable Packs in Yogyakarta City

Variables	Regresion Coeficient	Std. Error	z-Statistic	Prob
X1	0.486074	0.304450	1.596565	0.1104
X2	0.092309	0.213602	0.432157	0.6656
X3	-0.595318	0.269692	-2.207405	0.0273
X4	-0.102297	0.197470	-0.518036	0.6044
X5	0.318140	0.209964	1.515211	0.1297
X6	-0.044088	0.204604	-0.215479	0.8294
C	-1.110347	2.475773	-0.448485	0.6538

Source: Primary Data Analysis, 2025

CONCLUSION

Based on the research results, it can be seen that the price variable (X1), product variable (X2), practicality variable (X4), promotion variable, and social recommendation (X6) do not have a significant effect on the decision to purchase ready-to-cook vegetables. Meanwhile, the packaging variable (X3) has a significant effect on the decision to purchase ready-to-cook vegetables in DI Yogyakarta. Based on the research results, it is recommended that ready-to-cook vegetable producers maintain their product packaging in good condition. This can be supported by several improvement efforts, such as testing the strength of the seal, leak rate, gas permeability, and resistance to moisture to maintain the product packaging to be sold.

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