

***Identification Of Determinats Influencing Consumer Decision-Making  
For Local and Imported Fruits Purchases in Manado City***

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**ABSTRACT**

*This research aims to identify the determinants influencing consumer decision-making for local and imported fruits purchases in Manado City. The study was conducted over a period of 4 months, from June to September 2023. Primary data were collected through direct observation and interviews with respondents using a questionnaire. The data analysis used in this research is mixed-methods strategy. The sampling method utilized was accidental sampling over a 7-day period, resulting in a total of 60 respondents. The research findings indicate that the internal factor determining consumer decision-making for the purchase of local and imported fruits in the city of Manado is taste preference compatibility. Meanwhile, the external factor influencing consumer decision-making is the price and income compatibility for imported fruits and family member recommendations for local fruits. Taste preference compatibility emerges as the primary determinant in consumer decision-making for the purchase of both local and imported fruits in Manado City.*

*Keywords : consumer; decision making; imported; local; fruits*

## INTRODUCTION

### Research Background

The awareness of the community regarding the importance of maintaining health is increasingly heightened, concomitant with a growing emphasis on food consumption, one of which involves the intake of fruits (Aune et al., 2017). Fruits represent a crucial commodity that humans need to consume to achieve a balanced dietary pattern. Regular consumption of fruits contributes to the maintenance and enhancement of immune system resilience. This is attributed to the abundance of vitamins and minerals present in fruits.

As a tropical country, Indonesia is endowed with a wealth of biodiversity. The climatic conditions in Indonesia strongly support the growth of various types of plants, including fruits, resulting in abundant and diverse fruit production in the country. This situation is reflected in the national fruit production figures according to the BPS Indonesia, wherein the production of fruit crops in Indonesia has consistently increased from 24.8 million tons in 2020 to 25.9 million tons in 2021. Despite its agrarian foundation, Indonesia's high population growth necessitates the country to import certain agricultural commodities, including fruits, to meet domestic demand.

Fruits contain essential nutrients such as vitamins, fiber, plant-based proteins, water, carbohydrates, and minerals. Numerous benefits are associated with the consumption of fresh fruits, including the prevention of chronic diseases such as heart disease, cancer, diabetes, and obesity, as well as addressing deficiencies in micro-nutrients. The various colors of fruits and vegetables, ranging from green, yellow-orange, red, blue-purple, to white, indicate the presence of specific phytochemical compounds that are beneficial in preventing various diseases (Liu, 2013). Optimal health can be achieved when the intake of fruits and vegetables of different colors meets the recommended portions, as each color harbors distinct phytonutrient content. Presently, the adult population prioritizes health by consuming fresh fruits, considering health maintenance, dietary concerns, and adopting a healthy lifestyle.

Despite the community's need for fruits, differences in characteristics, prices, and other

attributes between local and imported fruits sold create distinctions in the consumer purchasing decision-making process. Understanding consumer behavior related to fruits is crucial market information for the agribusiness sector. This information is essential input for planning and effectively marketing fruits (Azam et al., 2022). In addition to differences in fruit characteristics, changes in an individual's lifestyle can also lead to changes in eating habits (Renzo et al., 2020; Vargas et al., 2023). Some individuals, who previously only consumed local fruits, now shift to consuming imported fruits due to various factors, such as sensory attributes, consumer attitudes, and cultural perceptions (Isaskar & Perwitasari, 2021; Testa et al., 2020). Nevertheless, there are still consumers who decide to continue purchasing local fruits because imported fruits are generally more expensive, and there is a prevalent public perception that imported fruits may contain harmful substances (Qi et al., 2022).

Changes in needs and the availability of various fruit options in the market lead to variations in consumer preferences when selecting fruits for consumption, influenced by various factors. Furthermore, contemporary changes in consumer needs are not accompanied by a corresponding increase in understanding consumer behavior, particularly the socio-demographic influences on consumers. This is evident in the limited research aimed at identifying the role of social, demographic, as well as internal and external variables in fruit purchasing. Given the outlined background, the researchers are interested in identifying the determining factors that influence consumer decision-making for the purchase of local and imported fruits in Manado City.

### Research Objectives

This research aims to identify the determinants influencing consumer decision-making for local and imported fruits purchases in Manado City.

### Research Benefits

The benefits obtained from this research are: 1) For researchers, as a means to add insight, knowledge and experience related to the problems studied, especially the factors that determine

consumer decision making. 2) For marketers, it is hoped that this research can be used as a reference for patterns and strategies for increasing marketing of fruits.

## RESEARCH METHODS

### Time and Place

This research was conducted over a four-month period, from June to September 2023. The research was carried out in Manado City, North Sulawesi, specifically at Waseng Buah Manado kiosk, Freshmart Express Tikala, and Golden Pasar Swalayan. The research locations were deliberately chosen purposively, selecting places that sell local and/or imported fruits with varying distances to ensure the representation of respondents from each location. Additionally, the ease of access and collaboration with traders and store managers were other considerations in selecting the research locations.

### Type and Source of Data

The type of data used in this research is primary data, namely data from observations and interviews of respondents directly with the help of questionnaires.

### Sampling Method

The sampling method employed in this research is accidental sampling, wherein consumers of local and imported fruits encountered by the researcher at the purchasing locations were included in the sample. Sampling took place over a 7-day period, resulting in a total of 60 respondents. These respondents were distributed across three locations: 25 respondents from Golden Pasar Swalayan, 20 respondents from Freshmart Express Tikala, and 15 respondents from Waseng Buah Manado kiosk.

### Variable Measurement Concepts

The concept of variable measurement used in this study, namely:

1. Respondents Characteristics:
  - a. Age (year)
  - b. Gender
  - c. Education Level
  - d. Job Type
  - e. Income Level (IDR/month)

- f. Weekly Purchasing Frequency
- g. Types of Fruits Bought
2. Internal Factors (Kotler & Armstrong, 2010):
  - a. Motivation, with indicators:
    - 1) Fulfillment of needs
    - 2) Taste preference compatibility
  - b. Perception, with indicators:
    - 1) Fruit appearance
    - 2) Price and quality compatibility
  - c. Learning, with indicators:
    - 1) Information search
    - 2) Previous purchasing experiences
  - d. Personality, with indicators:
    - 1) Health consciousness
    - 2) Trends Interest
  - e. Attitude, with indicators:
    - 1) Confidence in fruit safety
    - 2) Evaluation of alternatives
3. External Factors (Kotler & Armstrong, 2010):
  - a. Culture, with indicators:
    - 1) Surrounding's consumption habits
    - 2) Beliefs or traditions adherence
  - b. Social Class, with indicators:
    - 1) Social status
    - 2) Price and income compatibility
  - c. Reference Groups, with indicators:
    - 1) Friend's recommendations
    - 2) Influence of public figures nor influencers
  - d. Family, with indicators:
    - 1) Family members' recommendations
    - 2) Family members preferences

### Data Analysis

The data analysis in this research employed a mixed-methods strategy to comprehensively explore the factors determining consumer decision-making. This involved presenting quantitative data and provided explanations by describing the reasons behind respondents' choices to enhance the overall understanding of consumer decision-making processes.

## RESULTS AND DISCUSSION

### Respondents Characteristics

In this study, there are 60 respondents who are consumers of local and imported fruits. The respondents have different characteristics based on age, gender, education level, occupation,

income, weekly purchasing frequency, and types of fruits bought. An overview to respondents'

characteristics in this study is described in Table 1.

**Table 1. Description of Respondents**

Category	Frequency (n = 60)			%
	Freshmart Tikala	Golden Swalayan	Waseng Buah Manado	
<b>Age (year)</b>				
17 - 25	2	12	6	33.4
26 - 35	5	8	4	28.3
36 - 45	8	3	1	20.0
>45	5	2	4	18.3
<b>Gender</b>				
Male	3	2	1	10.0
Female	17	23	14	90.0
<b>Education Level</b>				
Elementary School	1	0	0	1.7
Junior High School	3	0	0	5.0
High School	8	16	8	53.3
S1, S2, S3	8	9	7	40.0
<b>Job Types</b>				
Students	1	6	4	18.3
Housewife	8	9	4	36.7
Entrepreneurs	4	6	2	20.0
Contractual Workers	0	3	1	6.7
Private Employees	1	0	1	3.3
Civil Servants	5	1	1	11.7
Others	1	0	1	3.3
<b>Income (IDR/month)</b>				
< 2.500.000	10	20	10	66.7
2.500.000 – 5.000.000	3	4	5	20.0
5.000.001 – 10.000.000	6	1	0	11.6
>10.000.000	1	0	0	1.7
<b>Weekly Purchasing Frequency</b>				
< 3 times	11	14	14	65.0
3 – 5 times	6	9	1	26.7
>5 times	3	2	0	8.3
<b>Types of Fruits Bought</b>				
Local	4	5	15	40.0
Imported	16	20	0	60.0

Source: Primary data processed (2023)

Table 1 reveals that the primary choice for fruit purchases among respondents is supermarkets. Consumers opt for supermarkets due to their proximity to residential areas and the availability of a diverse product range, facilitating the convenient fulfillment of various needs. On the other hand, respondents prefer fruit kiosks, easily accessible along roadsides, eliminating the necessity to enter buildings or stores solely for fruit purchases. However, a significant number of respondents, falling within the age range of 17 to 25 years, suggests the prevalence of this age group among participants. This demographic is considered productive in terms of employment and personal income generation, necessitating independent management of shopping and finances. The majority of respondents are females, aligning with the common responsibility of women in managing household shopping, including fruit purchases.

The educational background of most respondents indicates completion of Senior High School, signifying a well-educated consumer base with a good understanding of the health benefits associated with fruit consumption. The dominant occupation is housewife, emphasizing that a substantial portion of consumers, particularly homemakers, possesses more time for daily shopping activities such as purchasing fruits. The study identifies a phenomenon of low-income level consumers, with the majority earning below IDR 2,500,000. However, income levels do not significantly influence fruit purchasing decisions, suggesting that consumers prioritize the health benefits of fruit consumption over income constraints.

Additionally, the majority of respondents purchase fruits less than three times per week, indicating that this frequency is sufficient to meet their daily fruit consumption needs.

Furthermore, findings reveal a preference for imported fruits among respondents purchasing at supermarkets, aligning with consumer preferences. In contrast, consumers at fruit kiosks prefer local fruits, driven by their familiarity and preference for locally-produced fruits over imported options.

### Internal Factors Determining Consumer Decision-Making

This section provides a summary of the count of fruit consumer respondents who responded to the statements related to internal factors in the questionnaire. The results are detailed in Table 2.

**Table 2. Internal Factors Determining Consumer Decision-Making**

No	Indicators	Alternative Answers (n local = 24; n imported = 36)											
		Local						Imported					
		A	%	N	%	D	%	A	%	N	%	D	%
<b>Motivation</b>													
1.	Fulfillment of needs	9	37.5	10	41.7	5	20.8	8	22.2	25	69.5	3	8.3
2.	Taste preference compatibility	22	<b>91.7</b>	2	8.3	0	0.0	34	<b>94.4</b>	2	5.6	0	0.0
<b>Perception</b>													
3.	Fruit appearance	17	70.9	7	29.1	0	0.0	31	86.1	5	13.9	0	0.0
4.	Price and quality compatibility	14	58.3	10	41.7	0	0.0	31	86.1	5	13.9	0	0.0
<b>Learning</b>													
5.	Information search	8	33.3	5	20.9	11	45.8	7	19.4	5	13.9	24	66.7
6.	Previous purchasing experiences	20	83.3	4	16.7	0	0.0	30	83.3	6	16.7	0	0.0
<b>Personality</b>													
7.	Health consciousness	19	79.1	5	20.9	0	0.0	31	86.1	3	8.3	2	5.6
8.	Interest in trends	0	0.0	3	12.5	21	87.5	1	2.8	5	13.9	30	83.3
<b>Attitude</b>													
9.	Fruit safety	12	50.0	11	45.9	1	4.1	16	44.4	18	50.0	2	5.6
10.	Evaluation of alternatives	8	33.3	7	29.2	9	37.5	7	19.4	6	16.7	23	63.9

Source: Primary data processed (2023); Desc: A (Agree), N (Neutral), D (Disagree)

Based on Table 2, the indicator with the highest percentage is "taste preference compatibility." This implies that the most significant internal factor shaping consumer decision-making when purchasing local and imported fruits in Manado City is the motivational factor, specifically influenced by taste preference compatibility. The other indicators, including fulfillment of needs, information search, interest in trends, and evaluation of alternatives, yield low percentage results. Among these, interest in trends stands out as the indicator with the smallest percentage. This suggests that, for the majority of respondents, these indicators exert minimal influence on the decision-making process for local and imported fruits purchases in Manado City.

#### Motivation

Table 2 illustrates that a significant proportion of respondents adopted a neutral stance concerning the fulfillment of needs indicator. This inclination primarily stems from the inadequacy of staple food consumption in meeting their dietary requirements. Consequently, respondents turn to fruits as supplementary food to attain the desired satiety and nutritional needs. These consumers perceive fruits as suitable snacks or side dishes between main meals, aligning with

Lazzeri et al. (2013), where fruits serve both as a dietary supplement and a means to fulfill nutritional needs, providing a healthy and easily transportable option that offers rapid energy and a sense of satiety. Despite this, respondents, whether in favor of local or imported fruits, also express agreement that substituting fruits for staple food can regulate portion sizes and effectively meet their dietary requirements. Those in concurrence predominantly emphasize their preference for consuming fruits as a substitute during breakfast, dinner, and dieting. The findings align with Basu et al. (2019), revealing that increased fruit consumption induces a reduced purchase of calorie-dense foods, and this purchasing behavior is associated with the fulfillment of nutritional needs. Conversely, respondents who disagreed, attributing their stance to the habit of consuming larger food portions, thereby rendering fruit consumption alone insufficient to meet their nutritional needs.

Moving to the taste preference compatibility indicator, the majority of respondents agreed, emphasizing that the fruits available align with their personal taste preferences. The results aligned with several studies that shows consumers' personal preferences significantly influence their decision-making (Rossi et al.,

2015; Verdonk et al., 2017). There are some respondents took a neutral stance, representing the smallest percentage. Their rationale is based on occasional unavailability of the desired variety of local and imported fruits, compelling consumers to choose available fruits, even if they belong to the same category. Nonetheless, each fruit variety possesses distinct characteristics that may not consistently align with consumer preferences.

**Perception**

Table 2 reveals that the majority of respondents, acknowledging the fruit appearance indicator, attribute their agreement to the widespread belief among consumers that both local and imported fruits boast good quality. These fruits consistently maintain satisfactory visual and physical conditions at the point of purchase. Interview findings consistent with the study conducted by Isaskar & Perwitasari (2021), underscore the pivotal role of fruit product appearance in consumer choices. The higher the quality and more appealing the presentation, the greater the inclination to purchase fruit products. Nevertheless, respondents expressing a neutral stance constitute the smallest percentage. This neutrality is rooted in observations that some fruits appear less fresh on display during purchase, even though, overall, they are still considered suitable for consumption.

In terms of price and quality compatibility, the majority of respondents concurred. This alignment is primarily attributed to consumers' agreement with the pricing of both local and imported fruits, perceived to be commensurate with the offered quality. Interview results resonate with the study by Wei et al. (2018), suggesting that the positive influence of price-quality alignment on consumer behavior in fruit purchases. Another study by Aswini et al. (2021), highlighted that consumers often perceive price as an indicator of quality and value, especially when there is a significant price variation, leading to a price-perceived quality association. Consumers are more willing to make purchases when the quality of offered fruits aligns with the prices set by marketers. Respondents expressing a neutral stance represent the smallest percentage. This perception is particularly prevalent for local fruits, which are typically available at a lower cost during the season for the same quality. In contrast,

for imported fruits, consumers note instances where the quality is subpar, yet the fruits are still sold at regular prices.

**Learning**

Table 2 illustrates that the majority of respondents, both for local and imported fruits, disagreed with the information search indicator. This is primarily because most consumers do not engage in information searches when buying fruits; instead, they prefer familiar fruits, as they are already familiar with the selected fruit's characteristics. This finding is consistent with Marques et al. (2021), suggesting that consumers who are already acquainted with certain fruits find additional information unnecessary during the purchase. Conversely, there were respondents for both local and imported fruits who agreed, emphasizing that consumers typically seek information on taste or texture through online reviews. The consumers also actively search for details on selecting fruits with desirable characteristics and inquire about the nutritional benefits of the fruit. Moreover, consumers actively seeking information often compare fruit prices at different purchasing locations. Neutral responses indicated that consumers occasionally search for information when trying different types of fruits, focusing on taste information to avoid disappointment.

Regarding previous purchasing experiences, the majority of respondents agreed. Consumers believe that the quality, appearance, and taste of the purchased fruit consistently meet their expectations, fostering loyal repeat purchases of the same fruit from the same location. Consumers who have previously bought specific fruits are more likely to repurchase when the previously purchased fruit demonstrates good quality (Anesbury et al.). Neutral responses indicated that some consumers had experiences where the purchased fruit did not meet expectations. However, these consumers still made repeat purchases due to their established buying habits.

**Personality**

Table 2 shows that the majority of respondents agreed with the health consciousness indicator. This is because most respondents make fruit purchases due to their awareness of health and the adoption of a healthy lifestyle. Consumers

tend to choose fruits that offer health benefits, especially those with specific conditions like acid reflux and diabetes. Additionally, the COVID-19 pandemic has heightened consumer awareness of the importance of maintaining good health. The results of respondent interviews are in line with research by Wolnicka et al. (2021) which shows that awareness of the importance of fruit for health can influence the choice of type and consumption of fruit. The findings by Xu et al. (2021) also shown that health consciousness is a key factor that triggers consumer purchase decision. Consumers who make purchases tend to buy fruit that provides health benefits. Some of the respondents provided neutral responses, stating that while they acknowledge the health benefits of fruits, it is not their primary consideration as they usually choose fruits based on personal preferences. Only a few imported fruit respondents disagreed with the health awareness indicator, stating that they are not aware of the specific benefits of the purchased fruits and do not adhere to a healthy lifestyle.

Conversely, the majority of respondents disagreed with the trend interest indicator. Consumers avoid selecting popular fruits as they already have established routines for purchasing fruits. Moreover, many consumers are not up to date with fruit trends, lacking information on which fruits are currently popular. Some of the respondents gave neutral responses, indicating that they sometimes try popular fruits if the price is reasonable. Physical appearance also influences purchasing decisions, with consumers more willing to try popular fruits if they look appealing. Only a few imported fruit respondents agreed with the trend interest indicator, noting that they are more open to fruit trends and enjoy trying new fruit varieties. Yu et al. (2020) explains that product popularity information can lead consumers to either simplify or complicate their decision strategy, depending on the size of the choice sets.

### **Attitude**

Table 2 illustrates that a significant majority of local fruit consumers responded positively. According to these consumers, local fruit products are typically freshly harvested, as the distribution process for local fruits is shorter than that for imported fruits. Consequently, there is no need for

additional chemical substances to prolong their shelf life. This perception aligns with the findings of Yu et al. (2017), indicating consumers' positive views on the safety of local fruit products. Food safety perception is a primary reason for consumers to purchase products at farmers' markets. This indicates that the safety perception of locally sourced fruits can positively influence consumer behavior. Conversely, the majority of respondents from the imported fruit group responded neutrally. Consumers in this category express skepticism about the safety of imported fruit products due to a lack of knowledge about the post-harvest handling processes before the fruits are sold. This finding corresponds with the research by Abu et al. (2020), suggesting that limited access to information about the post-harvest handling of imported fruits raises consumer concerns about product safety. Local fruit respondents also responded neutrally because they believe that the ripening process of purchased fruits is expedited using chemicals. Occasionally, the bought fruits seem inadequately ripened, leading to doubts about the safety of the purchased fruits. On the contrary, the second majority of imported fruit consumers agreed, asserting that they believe imported fruits undergo effective quality control procedures before being sold. Additionally, consumers in this category perceive advanced agricultural technology for harvesting and post-harvest processes abroad, contributing to better product safety. Respondents from both groups who disagreed had the smallest percentages. These consumers had heard about fruits being preserved with chemicals for longevity. Some consumers argued that even if fruits are not preserved with chemicals, the cultivation process likely involves chemical substances such as fertilizers and pesticides, especially when there is no label indicating the absence of chemical content in the fruit.

The research results indicate a negative influence on the evaluation of alternatives indicator, as the majority of respondents disagreed. This is because most consumers do not engage in alternative evaluations or comparisons before deciding to purchase fruit. Consumers prefer not to bother with the selection process and typically plan in advance the type of fruit they intend to buy before arriving at the purchasing location. Interview results are consistent with

Webber et al. (2010), demonstrating that busy consumers may prefer convenient options to save time, leading them to purchase familiar fruits. Meanwhile, there are respondents who agreed, as these consumers actively consider the type of fruit to be purchased by comparing the quality and price of fruits before making a purchase. If there are alternative fruits with better quality and lower prices, consumers will opt for those instead of the most frequently purchased fruit. Respondents from both local and imported fruit groups who responded neutrally had the smallest percentages. The availability of the stocked fruits influences the purchasing behavior of a small proportion of local and imported fruit consumers. In these cases, consumers occasionally engage in

alternative evaluations by considering purchasing other types or varieties of fruits if the desired fruit is unavailable. Additionally, consumers sometimes conduct alternative evaluations if there are other visually appealing types or varieties of fruits compared to the ones previously favored by the consumers.

### External Factors Determining Consumer Decision-Making

This section provides a summary of the count of fruit consumer respondents who responded Agree (A), Neutral (N), Disagree (D) to the statements related to external factors in the questionnaire. The results of the interview are detailed in Table 3.

**Table 3. External Factors Determining Consumer Decision-Making**

No	Indicators	Alternative Answers (n local = 24; n imported = 36)											
		Local						Imported					
		A	%	N	%	D	%	A	%	N	%	D	%
Culture													
1.	Surrounding's consumption habits	4	16.7	6	25.0	14	58.3	4	11.1	10	27.8	22	61.1
2.	Beliefs or traditions adherence	2	8.3	0	0.0	22	91.7	1	2.8	2	5.5	33	91.7
Social Class													
3.	Social status	0	0.0	0	0.0	24	100.0	0	0.0	0	0.0	36	100.0
4.	Price and income compatibility	14	58.3	10	41.7	0	0.0	25	<b>69.4</b>	11	30.6	0	0.0
Reference Groups													
5.	Friend's recommendations	3	12.5	9	37.5	12	50.0	4	11.1	11	30.6	21	58.3
6.	Influence of public figures or influencers	0	0.0	7	29.2	17	70.8	3	8.3	7	19.5	26	70.8
Family													
7.	Family members' recommendations	15	<b>62.5</b>	4	16.7	5	20.8	16	44.4	5	13.9	15	41.7
8.	Family members' preferences	12	50.0	5	22.2	7	27.8	18	50.0	8	22.2	10	27.8

Source: Primary data processed (2023)

Table 3 illustrates that, for local fruit purchases, the predominant external factor influencing consumer choice is the recommendations from family members. On the other hand, for imported fruit purchases, the social class factor takes precedence, with the indicator being the compatibility of prices with income. The other indicators, including surrounding's consumption habits, adherence to beliefs or traditions, social status, friends' recommendations, and the influence of public figures or influencers, yield low percentages, indicating that these factors do not significantly impact consumer decision-making process for local and imported fruits purchases in Manado City.

#### Culture

Table 3 shows there is a negative influence of first indicator as the majority of respondents, both local and imported fruit consumers, express

disagreement. This disagreement primarily stems from the prevailing trend of consumers not being attentive to the fruit consumption habits within their immediate surroundings. Individuals in the proximity of consumers typically do not exhibit a habit of fruit consumption, prompting consumers to select fruits based on personal preferences and needs. The aligns with Azam et al. (2022), the greater influence of individual preferences and market factors compared to the impact of the surrounding environment on fruit choices. Additionally, a portion of both local and imported fruit respondents provided neutral responses. This is attributed to instances where consumers occasionally opt for fruits commonly consumed by their surrounding environment to those around them if the fruits are perceived as appealing and reasonably priced at the time of purchase. Moreover, consumers sometimes diversify their fruit consumption by choosing fruits that are familiar to their surrounding environment.



In contrast, the respondents strongly disagree with the second indicator. They assert that consumers of both local and imported fruits do not consider recommendations based on beliefs or traditions, citing the absence of specific guidelines regarding fruit consumption and selection rooted in beliefs or traditions. This outcome contradicts the findings of Nagawa in Arbiansih et al. (2021), which suggest an influence of consumer culture and beliefs on the symbolic aspects of fruit products. The disparity is attributed to cultural and belief variations among the majority of consumers in Manado City, where explicit guidelines for fruit selection are lacking. A minority of local fruit respondents agreed, indicating their consideration of recommendations stemming from beliefs or traditions. These recommendations advise consuming more fruits and vegetables than meat, with specific days earmarked for increased fruit consumption. Meanwhile, imported fruit respondents provided neutral responses, noting that consumers adhere to these recommendations only on specific days, such as major religious holidays. Respondents from the imported fruit group who agreed constituted the smallest percentage. These consumers regularly purchase fruit for religious purposes, specifically for prayer. The selection of imported fruits is based on symbolic aspects such as color, size, and shape that are distinctive to imported fruits.

### **Social Class**

Table 3 reveals unanimous negative responses from all participants, encompassing both local and imported fruit consumers. This collective disagreement arises from the absence of specific societal roles or statuses among the study participants. Moreover, consumers emphasize that the selection of fruits they consume is unrelated to an individual's social status or role. This viewpoint is grounded in the perception that the majority of fruits available in the market are accessible to the general public.

In contrast, the majority of respondents concurred with the second indicator. This agreement is founded on the belief that the prices of both local and imported fruits are reasonable and align with the consumers' income. Consumers do not encounter difficulties in affording the fruits and do not perceive the prices as unreasonably

high. Furthermore, consumers express their ability to consistently purchase both local and imported fruits in the same quantity, as long as the prices do not undergo a drastic increase. Respondents from both local and imported fruit consumer groups who provided neutral responses constituted the smallest percentage. This neutrality is attributed to occasional fluctuations in the prices of local and imported fruits, making them slightly more expensive than what the respondents find comfortable. In such instances, consumers do not discontinue their purchases but instead opt to reduce the quantity of fruits bought.

### **Reference Groups**

Table 3 illustrates that the majority of respondents, including both local and imported fruit consumers, expressed disagreement with the first indicator. The results are not in line with research by Sun et al. (2023) that stated recommendations from relatives and friends has been shown to positively affect consumers' decision-making process. This disagreement stems from the fact that the suggested types of fruits typically do not align with personal preferences, prompting consumers to select fruits based on their individual tastes. Additionally, some local fruit respondents provided neutral responses. This is because consumers are often intrigued by fruit types recommended by friends, even if these fruits do not perfectly match their preferences. Consequently, consumers may choose to purchase recommended fruits if the prices remain reasonable. Respondents who agreed, whether local or imported, had the smallest percentages. This is because consumers often have diverse preferences for fruits, making it challenging to make selections from the various options available.

The respondents also exhibited a strong disagreement with the second indicator, as indicated by the highest percentage of respondents. The primary reason for this is that most consumers do not consider recommendations from public figures or influencers due to their inactivity in following such figures. Furthermore, consumers refrain from purchasing recommended fruits as these are typically premium fruits with prices beyond their budget. Respondents also provided neutral responses. This is because consumers only buy

specific fruits with very limited frequency and quantity due to the high prices of the recommended fruits. Moreover, the availability of the recommended fruits influences consumer decisions, especially for fruits with lower prices, as these tend to quickly run out or become unavailable in the market. Respondents who agreed, particularly those consuming imported fruits, had the smallest percentage. These consumers have high confidence in recommendations from prominent figures, especially influencers, as they believe influencers provide honest reviews for the consumed products. Consumers trust that the recommended fruit flavors will meet their expectations, leading them to actively choose fruits based on recommendations from public figures or influencers. The results in line with Singh (2021), the impact of social media influencers on consumers' buying behavior depends on whether attitudes are positive or negative.

**Family**

Table 3 reveals that the majority of respondents, both local and imported fruit consumers, expressed agreement. This consensus is grounded in the consumers' substantial trust in the opinions of family members. The results consist with the research by Tulipa & Muljani (2015), the recommendations of family members can affect consumers' behavior. Consumers firmly believe that close relatives, being the nearest kin, would exclusively recommend fruits with positive health effects. However, there were also respondents who disagreed. This divergence stems from the fact that each family member possesses individual preferences in fruit selection. Another contributing factor to consumers not heeding recommendations from family members is that these family members generally do not offer specific suggestions regarding the fruits consumers should purchase. Respondents providing neutral responses, both local and imported, constituted the smallest percentages. This neutrality arises because consumers occasionally entertain family members' recommendations by trying suggested fruits out of curiosity about taste and to diversify their fruit consumption.

The second indicator also demonstrated a high number of agreements. This alignment is

because most consumers prefer to buy fruits that can be enjoyed by the entire family, as the purchased fruits are typically consumed collectively with other family members. The selected fruits need not be the favorites of each family member; instead, consumers ensure that the bought fruits are pleasing to all family members and not disliked by any particular individual. This aligns with the research by Bertol et al. (2017), family members exert influence on consumer decision regarding products and services that are bought for shared consumption among family members. Conversely, some respondents expressed disagreement towards the second indicator, primarily because certain consumers only acquire fruits for personal consumption. Moreover, some consumers do not cohabit with other family members, prompting them to consider personal preferences exclusively when purchasing fruits. Respondents providing neutral responses, both local and imported, constituted the smallest percentages in this study. In such cases, consumers conditionally weigh the preferences of family members only when the local and imported fruits will be consumed collectively.

**CONCLUSIONS AND SUGGESTIONS**

**Conclusions**

Based on the research results, it can be concluded that the internal factor determining consumer decision-making for local and imported fruits purchases in Manado City is taste preference compatibility. Meanwhile, the external factors influencing consumer decision-making involve price and income compatibility for imported fruits and family members' recommendations for local fruits. Taste preference compatibility is identified as the primary determining factor in consumer decision-making for the purchase of both local and imported fruits in Manado City.

**Suggestions**

Marketers are suggested to prioritize the availability of fruits that consistently rank as top choices among consumers, while also focusing on maintaining factors such as quality and pricing strategies, and for future researchers, it is

recommended to exclude factors that do not influence consumer purchasing decisions.

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