

The Effect of Marketing Mix on Consumer Purchase Intention and Decisions on Frozen Food in Makassar, Indonesia

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ABSTRACT: This study aims to examine the effect of the marketing mix on purchase intention and consumer purchasing decisions on frozen food in the city of Makassar. The types of data in this study are quantitative and qualitative using primary data sources. The population in this study were all consumers who purchased frozen food at supermarkets in the city of Makassar, whose number was unknown. Due to limitation factors, this research was conducted by sampling. The sampling technique in this study uses non-probability sampling. Data collection techniques/ instruments used in this study were through interviews, documentation, observation, and questionnaires. The results showed that the marketing mix had a positive and significant effect on purchase intention and purchasing decisions. The results of this study contribute to the implementation of the strategy of self-service companies selling frozen food in the city of Makassar.

KEYWORDS : *Marketing Mix, Purchase Intention, Purchase Decision, Frozen Food, Makassar*

I. INTRODUCTION

Recently, conditions dynamics of society is getting increased in line with the change in environment located in the development of business that led to the change in the style of life of consumers included therein shift in the pattern of consumption of food. The changes have led to supply material food at the level of home stairs also began to shift from the original use of materials food fresh switched partly to product frozen food. Product frozen food is a processed food instant frozen are lasting longer and easy in its presentation. Based on this, companies processing food race to produce various varieties of products food processed frozen food that can be utilized. The food industry is one of the sectors that contributes the largest to industrial GDP compared to other subsectors. Its performance achievements have been consistently positive so far, starting from its role in increasing productivity, investment, exports to employment (Kementrian Perindustrian RI, 2018).

The food industry is one of the sectors that supports an increase in the value of national investment, in 2018 it contributed up to IDR 56.60 trillion. The realization of the total investment value in the manufacturing industry sector throughout 2018 reached IDR222.3 trillion. According to Airlangga Hartanto (minister of industry of the Republic of Indonesia) in 2018, the workforce in the manufacturing sector reached 18.25 million people, an increase of 17.4 percent compared to 2015. The food industry is the largest contributor to 26.67 percent. The Minister of Industry added that Indonesian food and beverage products have been known to have competitiveness in the global arena through their diversity. This is marked by the achievement of its export value of USD29.91 billion in 2018 (Kementrian Perindustrian RI, 2018).

Products frozen food made from the basic meat on time is very varied in the market and pretty much consumed. Data surveys were conducted by the Ministry of Agriculture (2015) reveals the development of the very rapid in the consumption of processed meat at the level of the national. The average development of consumption of processed meat each year is 10,28 percent. The results of the survey else mentions an increase in the consumption of sausages on average grew by 4,46 percent per year. Products frozen food such as nuggets, meatballs and sausage is a product of meat processed most much is consumed. The increasing consumer demand for frozen food has an impact on the increasing demand for chicken and beef (Anggraeni, Wijarnako, & Ningtyas, 2014). Increased demand for products frozen food and a diverse selection of products require the consumer to choose a product processed food best. It is making manufacturers are competitively trying to be able to introduce their products and grab share of the market that is more extensive. Consumers in selecting products also have the right to get information that is clear, correct, and honest-related goods and services, and also the right to apply for criticism, suggestions, and complaints to the seller or manufacturer if harmed

(Simanjuntak, Utami, & Irni, 2015). Based on this, the manufacturer must provide information that is clear and complete on products frozen food to facilitate the consumers to choose products according the needs.

Business competition is getting tougher, causing many consequences for the company. Like it or not, the company must improve its ability to be able to compete and survive in the market. Companies must be clever at seeing the changing needs of consumers. Companies that have a strong marketing strategy will certainly be able to win market competition. The market is not static, but dynamic because there are various factors that influence consumer purchasing decisions, both external and internal factors of the consumers themselves. Consumer behavior according to Schiffman and Kanuk (2008: 6) is a study of how an individual makes decisions to allocate available resources (time, money, effort, and energy). Therefore understanding consumer behavior is very important, to determine the future of a business firm. The information that is given producers exploited consumers in recognizing the product. Getting at least the information that is available and or the more complex information that exist , will make consumers increasingly are not bound to choose the product (Vermeir & Verbeke, 2006). Consumers who have the ability limited in processing information product makes consumers vulnerable , which led to the opportunity of consumers to buy or consume the product without consideration of the good and mature will be increasingly large. Besides that, consumers who are vulnerable to be easily deceived or undergo the practice of marketing that is not fair (Simanjuntak, Utami, & Irni, 2015). The information that is presented manufacturers other than as reference consumers in selecting products, also serves as an attempt to introduce the product.

Companies that want to become market leaders must be able to influence consumers to make purchasing decisions for their products. Marketers must understand the process that consumers will go through to make a decision. Consumers in general will try to find information about how to make the right purchase decision. Nowadays consumers are very critical in finding and digging up information about the products to be used (Paujiah et al, 2020). Before consumers make a purchase decision, consumers must first be interested in these products. Consumers make purchasing decisions through several stages of the process, including the interest to buy process. This was confirmed by Fauzia, et al. (2019) consumers before making a decision to buy must first go through the interest-to-buy process. Purchasing interest enters the early stages of a complex purchasing decision process. According to Assael (2005) , purchase interest is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of consumers' likelihood of making a purchase.

Another key issue noted in the literature is what customers are willing to pay more for frozen meals. An empirical analysis of grocery store shopping behaviour and prices across inner city or suburban areas. Their work indicates the biggest factor contributing to buying behaviour in grocery stores was the price and convenience of frozen foods that were preferred over traditional forms of grocery purchase. The literature notes that a key attribute of any product is price; however, as noted by experts that buyer behaviour is influenced by a wide range of factors including the price of product, product developments and customer assistance. Price also refers to a reasonable price, which customers will compare against the service that they receive . Price is a marketing tool that can be used to help attract customers, create customer satisfaction and build customer loyalty. He also argues that the search for price and price comparisons are responsive to consumer buying behaviour and pointed out that industry players would have to significantly improve their price competitiveness. Besides the price, the variety of product range offered by industry players will have to be strengthened. The pricing of a product is important to formulate marketing strategies to make frozen RTE meals successful in New Zealand markets and also to establish the market niche and point of difference for a new frozen RTE meal on the New Zealand market in accordance to the research objective.

Food safety is very important for the food industry, health, and economy of all countries. Food-borne diseases cause a massive economic and social burden on societies and their health systems. In order to develop and implement food safety policies and effective risk communication, evaluating consumer knowledge, judgments, and practices is very important. Many surveys have been conducted to reveal consumer behaviors related to food safety. According to the results of some consumer surveys related to food safety, consumers are concerned about food safety, yet they engage in inappropriate practices that may cause foodborne illnesses. Besides, consumers are more concerned about contaminants such as hormones, pesticides, and new food processing techniques than food poisoning and hygiene standards. Recently, consumer concerns about food safety have increased due to intense media attention and growing general awareness of the relationship between diet and health. These concerns have caused considerable changes in their food buying and consumption behaviors, which are yet to be completely investigated (Yılmaz, Oraman, Unakitan, & İnan, 2015). However, food handling, consumption, and storage practices of consumers differ by ethnicity, gender, age, income, and several consumer characteristics (Liu, Pieniak, & Verbeke, 2014). The effect of these differences must be understood properly for effective risk management. However, since people do not change their behavior when they do not trust the source of food safety information, other factors such as the source of food safety information should be examined.

Frozen food demand and market determinants majorly focused upon consumer behaviour ranging from choosing the variety of food, frequency of purchasing the frozen food products or rate of shifting the preference from fresh food category. Prices, advertising, discounts and offers and changing taste also act as key factors on the demand of prepared frozen meals. In a consumer study, it was founded that variety and taste are the top drivers in the frozen entree category, which is followed by health and quality. The rise of the frozen food category is majorly attributed to convenience offered by these products. The ease of frozen food allows for less time in the kitchen, and more time with the family. Which makes sense, as studies show time spend by consumers in kitchen to prepare dinner have fallen drastically. This research is expected to find findings that can provide benefits both theoretically and practically. Academic theoretical benefits are expected to be able to sharpen and expand the concepts discussed in this study, while practical benefits are aimed at improving the practice of marketing management activities, especially regarding marketing mix, purchase interest, and purchasing decisions.

II. THERORITICAL REVIEW

Strategic Marketing

Before we discuss the marketing mix, it helps us to first know what marketing is. According to The American Marketing Association, in Kotler (2009: 5) marketing is an organizational function and a series of processes to create, communicate, and provide value to customers and to manage customer relationships in a way that benefits the organization and its stakeholders. Meanwhile, according to Kotler and Keller (2009: 5) marketing management is the art and science of selecting target markets and reaching, retaining, and growing customers by creating, delivering, and communicating superior customer value. Marketing is the soul of a company or the core of a company. Marketing is also the spearhead of the company. Without marketing, other organizational functions are unable to contribute positively to the company. The right marketing will bring companies to compete and continue to exist in the era of globalization even in the era of the industrial revolution 4.0. Consumer behavior is very much influenced by the circumstances and situations of the strata of society where they are born and develop. This means that consumers coming from different layers of society or environment will have different assessments, needs, opinions, attitudes, and tastes, so that decision making in the purchasing stage will be influenced by several factors.

As stated in the introduction to this module, the study of consumer behaviour explores the processes that drive humans to make purchase decisions. Consumer behaviour encompasses a broad range of disciplines namely psychology, sociology, and economics—all which influence the marketing discipline. Consumer researchers work for manufacturers, retailers, marketing research firms, governments and non-profit organisations, and of course colleges and universities (Solomon et al. 2013). Indeed, it is easy to see how each of the latter industries could be demonstrated in the context of food marketing. For example, it would be important for an organisation to have a clear understanding of how to improve the efficiency of supply chains between manufacturers and retail outlets. If consumers want increased traceability of their food, then manufacturers and retailers need to work together to satisfy this consumer desire. Another example, given the health issue of obesity, may be governments trying to encourage consumers to improve their diets through social marketing campaigns aimed at encouraging behaviour towards more health conscious food purchases. Thus, consumer behaviour is vital to fulfilling needs and encouraging change in food marketing initiatives.

Marketing Mix

The marketing mix according to Kotler and Armstrong (2014: 48) is a set of tactical marketing tools that can be controlled, product, price, distribution, and promotion that the company combines to produce the desired response in the target market . Price is the amount of value that consumers exchange for the benefit of owning or using a product whose value is determined by the buyer and seller through bargaining or set by the seller for the same price for all buyers (Priansa, 2017) . Price is a measuring instrument that is expressed in the form of money to obtain or own goods or services. The selling price is the only element of the marketing mix that results in purchasing decision making, while the other elements represent costs.

Tjiptono (2016) products are everything that producers can offer to be noticed, requested, searched for, purchased, used or consumed by the market to fulfill the needs or desires of the relevant market. Conceptually, the product is a subjective understanding from the producer of something that can be offered in an effort to achieve organizational goals through fulfilling the needs and desires of consumers, according to the competence and capacity and purchasing power of the market. Kotler (2009a) suggests a product definition, namely consumers buy a set of physical and chemical properties as a means of satisfying their needs. Each combination of these properties is a separate product because each combination will provide different satisfaction. So, it can be said that in a product there are a set of *tangible* and *intangible* attributes such as color, packaging, factory prestige, retailer prestige and service.

Assauri (2018) distribution channel is one element of the marketing mix that plays an important role in distributing goods and services and smoothing the flow of goods and services from producers to consumers. The distribution of goods and services from producers to end consumers is not easy to do without adequate distribution channels. Moreover, to be able to reach a broad market, in this case requires a distribution channel that can deliver goods to the hands of consumers. Distribution can be defined as a marketing activity that seeks to facilitate and facilitate the delivery of goods and services from producers to consumers, so that their use is in accordance with what is needed (type, quantity, price, place and when needed).

Tjiptono (2016) promotion is one of the determining factors for the success of a marketing program. Promotion is a form of marketing communication, which is a marketing activity that seeks to spread information, influence / persuade, and / or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. Promotion is one element in the marketing mix that cannot be ignored in a purchasing decision-making process. In an effort to support purchasing decisions for a product and introduce it to other people or consumers, as well as attracting consumers to buy a product, it is necessary to make an effort to promote the product.

Purchase Intention

Consumer purchase interest is basically a driving factor in making purchasing decisions for a product. According to Yamit (2001: 77) consumer purchase interest is an after-purchase evaluation or evaluation results after comparing what is felt with expectations. According to Durianto and Liana (2003), buying interest is something that is related to the consumer's plan to buy a certain product, as well as how many units of the product are needed in a certain period. According to Schiffman and Kanuk, buying interest can be identified through indicators, namely interested in finding information, considering buying, interested in trying and wanting to have a product. Purchase intention is a mental statement of consumers that reflects the purchase plan of a product with a certain brand. Marketers need to know about consumer purchase intentions of the product to describe consumer behavior in the future. Purchase interest is formed from consumer attitudes towards a product, it comes from consumer confidence in the quality of the product. The lower consumer confidence in a product will cause a decrease in consumer buying interest. Behavioural segmentation divides consumers based on how and why they use products. Consumers often buy the same products for different reasons and use them in different ways. For example, two people might buy fruit for different purposes. One might buy the fruit to pack in their child's lunchbox and to be eaten as an after-school snack, whilst another person might buy fruit to make smoothies to align with their busy lifestyle. Thus, it is important to know how consumers use a product.

Purchase Decision

In everyday life we often make decisions. According to the most common understanding, a decision is a selection of two or more alternative options. In other words, a consumer must have a choice between making a purchase or not making a purchase (Schiffman & Kanuk, 2008: 485). Engel (1995) states that the buying decision-making process refers to consistent and prudent actions taken to meet needs. Making a buying decision is a consumer's decision about what to buy, how much to buy, where to buy, when, and how the purchase will be made. There are external and internal influences in consumer purchasing decisions. External influences, namely stimuli or marketing stimuli and other stimuli. Marketing stimulus consists of product, price, location, promotion, people, process, and physical evidence. Internal factors, namely consumer characteristics and psychology. Consumer characteristics consist of cultural, social, and personal or personal. According to Kotler & Keller (Kotler & Keller, 2009a, p. 168) cultural factors have the greatest influence on consumers. Cultural factors are divided into culture, sub-culture, and social class. Culture consists of several smaller sub-cultures such as religion, nationality, race, and geographical area.

There are product attributes and choice that influence the choice to purchase frozen RTE meals. The findings of an investigation into the chilled ready meal market in Northern Ireland (Reed, McIlveen, & Strugnell, 2000, pp. 234-241) showed that convenience was the dominant motive for the purchase of the product, satisfying the consumer requirement for added value food products. Silayoi and Speece (2004, pp. 607-628) used focus groups in order to gain in-depth insights into consumer shopping behaviours for packaged food products. The results show packaging elements are the main factors in respondent assessment and decisions on packaged food purchasing (Silayoi & Speece, 2004, pp. 607-628). Just as you would when researching design personas, get into the field and observe people in action, actually making their purchase decision. Do not rely completely on what people *say* they do; confirm it firsthand. This is easy to accomplish for consumer products, as you can recruit people in-store, or even online, as they initiate and complete the purchase process. Although more difficult for B2B products (for which the process takes a long time), it is still quite possible. Schedule interviews with people who have just begun to research their purchase, who are in the middle of the process, and who have just made the decision. Ask to see artifacts and resources that played a role in their decision, such as marketing communications and magazine articles, and learn what role other people may have played. Find out what helps and what does not—firsthand, if possible.

All consumers are not the same. As suggested above, consumers may have the same needs, but the way in which those needs are satisfied with wants, differs on an individual basis. Thus, we experience various types of decision making process when deciding how to satisfy needs most appropriately. Food consumers may simply want to satisfy hunger with the first piece of food that they can get into their hands. This decision would be more simplistic and satisfies hunger in a utilitarian sort of focus. But what would drive a consumer to think more about the way in which they want to satisfy their hunger? Sometimes a consumer may be hungry, but if they are withholding the gratification of a need to seek more than a utilitarian or functional benefit; they are seeking a more pleasurable experience. In this case, the consumer would think in more depth about how to fulfill their hunger need. They may decide to go out to a nice restaurant, or they may decide go to a gourmet grocery store to purchase fresh ingredients for an elaborate meal they want to cook. The risk associated with the type of decisions should also be considered. Risk is the belief about whether or not purchases a product will have negative consequences. Most food products are relatively low on risk; however this can vary on an individual consumer basis. Thus, consumer decision making processes can be very simplistic or very complex, and are influenced by a number of factors.

Buyer power is strengthened by the fact that frozen foods are largely undifferentiated commodities, as does the fact that shelf space is limited, particularly for frozen foods which require expensive freezer cabinets. Players primarily obtain the necessary frozen food inputs through two methods, purchasing them on the open market where they have little control over prices and are forced to hedge to mitigate price fluctuations, or they may negotiate supply contracts with growers and farmers. The latter tends to favor larger food processing companies, whereas the former can both favor and go against market players. One of the entry barriers to the frozen food market is the need for a high degree of capital to build a warehouse and create an efficient distribution system.

Conceptual Framework Model and Hypothesis

The conceptual framework in this study is a description of the construct relationship with the observed variables. This study shows a direct relationship between the independent variables and the dependent variable. In this study, there were seven observed variables consisting of five independent variables, one intermediate variable, and one dependent variable. The independent variables in this study include marketing mix, religiosity, and halal certification. The intermediate variable is consumer purchase interest and purchase decision as the dependent variable. The main objective of marketing is to meet customer needs in a profitable way. The company gets a profit, from the results of its sales. Sales come from consumer purchasing decisions for products. The more consumers who decide to buy, the higher the sales volume. The higher the sales volume, the more likely the company will get a profit. Therefore, consumer purchasing decisions are important things to learn. Referring to the formulation of the problem that has been described, the hypothesis is as follows:

- H1. The marketing mix has a positive and significant effect on consumer buying interest
- H2. The marketing mix has a positive and significant effect on consumer purchasing decisions
- H3. Purchase interest has a positive and significant effect on consumer purchasing decisions

III. METHOD

This research is an explanative study to find an explanation of why an event or symptom occurs. The purpose of explanative research is to link different but interrelated patterns and produce causal patterns. The types of data in this study are quantitative and qualitative using primary data sources. Primary data sources are data obtained from observations, distributing questionnaires, and interviews. In this study, according to the explanation above, the researcher collected data by distributing a closed questionnaire where the respondents only chose the answers that had been provided. The scale used by researchers in this instrument is the Likert scale. The *Likert* scale is a scale used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. The data was processed using a Likert scale with answers to questions, namely a scale of 1-5 values. The value in question is the score on the respondent's answer.

The population in this study were all consumers who purchased frozen food at supermarkets in the city of Makassar, whose number was unknown. Due to limitation factors, this research was conducted by sampling. The sampling technique in this study uses Non Probability Sampling, which is a sampling technique that does not provide equal opportunities / opportunities for each element or member of the population to be selected as samples (Sugiyono, 2017). The techniques used are *incidental sampling* and *purposive sampling*. *Incidental Sampling* is a *sampling* technique based on chance or accident, i.e. anyone who accidentally/ incidentally meets the researcher can be used as a sample, if the person who happens to be found is a suitable data source (in this case, the buyer of frozen food in Makassar City). By using a cross-sectional design, the data was collected from 150 consumers of frozen food in Makassar city of Indonesia. A self-administered questionnaire was distributed with written consent form among all respondents. The researchers

highlight the study's importance and assured the confidentiality of the information provided. A formal approval was taken from the market before data collection. The participants of the study also provided their demographic information such as age, gender, education, marital status, organizational tenure and nature of job.

Validity is a measure that shows the level of validity or validity of an instrument. An instrument is said to be valid if it can reveal data from the variables under study appropriately. The level of instrument validity indicates the extent to which the collected data does not save the intended validity description (Arikunto, 2006). Reliable means trustworthy or reliable. The expression stated that the actual instrument must mean that the instrument is good enough, so that it is able to reveal reliable data (Arikunto, 2006). Reliability is measuring the results of a reliable measurement, the measurement results can be trusted if in several times the measurement of the same group or subject is obtained relatively the same results, as long as the aspects within the group or subject that have not been measured have not changed (Singarimbun & Effendy, 2006).

IV. RESULT

Adjusted R-Square (R^2)

The coefficient of determination (R^2) is used to determine the ability of endogenous variables to explain the diversity of exogenous variables, or in other words to determine the magnitude of the contribution of exogenous variables to endogenous variables. The R-square value on the performance variable is 0.601 or 60.1%. This can indicate that the diversity of purchasing decision variables can be explained by the independent variable by 30.9%. Or in other words the contribution of the influence of independent variable on dependent variable is 60.1%. While the remaining 30.9% is the contribution of other variables which are not explained in this study.

Hypothesis

Significance testing is used to test the influence of exogenous variables on endogenous variables. The test criteria states that if the value of T-statistics \geq T-table (1.96) or the value of P-Value $<$ significant alpha 5% or 0.05, it is stated that there is a significant effect of exogenous variables on endogenous variables. Based on the proposed empirical model, a hypothesis is carried out through hypothesis testing, namely;

Table 1. Hypothesis summary

| Path | Coefficient | T Statistics | P Values | Sig. |
|---|-------------|--------------|----------|-------------|
| Marketing Mix -> Purchase Intention | 0,344 | 4,071 | 0,000 | Significant |
| Marketing Mix -> Purchase Decision | 0,381 | 4,029 | 0,000 | Significant |
| Purchase Intention -> Purchase Decision | 0,402 | 5,383 | 0,000 | Significant |

Source: SmartPLS 3.0

Hypothesis 1 is the positive direct effect of Marketing Mix on Purchase Intention. In the test results listed in the table above, it can be seen that the value of T statistics is 4.071 with a p-value of 0.000. The test results show that the value of T statistics $>$ 1.96 and p-value $<$ 0.05. This means that there is a positive and significant influence of Marketing Mix on Purchase Intention. Thus hypothesis 1 is accepted.

Hypothesis 2 is the influence of the Marketing Mix on Purchase Decision. In the test results listed in the table above, it can be seen that the value of T statistics is 4,029 with a p-value of 0.000. The test results show that the value of T statistics $>$ 1.96 and p-value $<$ 0.05. This means that there is a significant influence of the Marketing Mix on Purchase Decision. Thus hypothesis 2 is fulfilled. The resulting coefficient is positive, namely 0.381. Thus it can be interpreted that the better the marketing mix implementation tends to increase of consumers purchase intention.

Hypothesis 3 is the effect of Purchase Intention on Purchase Decision. In the test results listed in the table above, it can be seen that the value of T statistics is 5.383 with a p-value of 0.000. The test results show that the value of T statistics $>$ 1.96 and p-value $<$ 0.05. This means that there is a significant effect of Purchase Intention on Purchase Decision. Thus hypothesis 3 is fulfilled. The resulting coefficient is positive, namely 0.402. Thus it can be interpreted that the better the purchase intention, the more likely it is to increase purchase decision.

V. DISCUSSION

Mix marketing sub-variable products frozen foods already implemented in Supermarkets in the city of Makassar, proved that the businessman had been doing some way of which are making products with various types of processing. If seen from the indicators sub-variable product can be explained as follows: the products that are sold on the terms of shape, color, texture, taste in accordance with the expectations of consumers and not many consumers who complained or questioned in terms of flavor. The taste of food that was served to welcome the public for the processing of products made with good and true. Products are packaged according to

consumer desires. Consumers can choose a packaging product by using a basket of bamboo or boxes of snacks. So that consumers can freely in elections packaging fit for the products that they buy. Mix marketing sub-variables those already implemented in Supermarkets in the city of Makassar, proved that the service employees were nice and friendly to give an explanation to the consumer so that the consumer is more flexible and convenient. If seen from the indicators sub-variable person or participants can be explained as follows: in accordance with the results of observations to employers frozen foods in Supermarkets in the city of Makassar that they give priority to the service because of service associated with people or consumers directly so as to be more sensitive than the sub-variables more. That way employers and employees have prepared themselves to always be friendly to consumers and understand all about the products being sold. In terms of compactness employee does have many shortcomings such as uniforms and neatness, which is not able compared with companies other are already well-known and venture industry great. Employees only wear everyday clothes due to family business and it is not formal.

The sub-variable price marketing mix has been implemented in Supermarkets in Makassar City, it is evident that entrepreneurs provide prices that are appropriate and easy to reach for various groups of society. Prices are easily in reach and there are deals for the price in the purchase of the number of lots expected to make consumers will be interested to buy back. If seen from the indicators sub- variable price can be explained as follows: the price that is offered affordable, in accordance with the portion of the products that are given to the consumer. Will however, every company that has a standard price that is different is because making materials raw cassava are different as well. So that it affects the selling price of these products. For sale at the holiday companies give a standard price that is equal to discuss first advance so as not exist gaps in the process of selling the product. Based on the results of research on the top of the expected consumer can find out various information products that have knowledge of the many products of frozen food to be able to examine the advantages of brand products one by the other. Companies are also expected to provide information that is specific about its products so that consumers easily identify and differentiate products.

The present study provides valuable insights and guidelines for marketers of frozen food brands. The findings highlight that the frozen food market needs to observe the predictors of customer behaviour that are causing an increase in this market. Thus, by focusing on customers' knowledge about frozen food and their change seeking traits, marketing managers can develop ideal strategies to capitalize on this growing market and maximize profits.

Marketers need to provide fair and ample information about the product in their marketing campaign in order to educate the customer about a brand. The change-seeking traits of customers also create curiosity towards something novel or unusual. New variants in the brands can satisfy customers' pursuit of new products. Moreover, marketing campaigns should be focused on highlighting the factor of convenience to attract the emerging segment of nuclear families.

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VI. CONCLUSION

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This study is an important contribution to the field of research in this area as it supplements the current literature with a new scale that addresses the issue of “purchase intentions surrounding frozen food” from the perspective of customers from a developing country like Indonesia. It is evident through the literature review that the concepts of knowledge about frozen food and change seeking traits in relation to frozen food purchase intentions are neglected. Therefore, this study fills this gap. Another contribution of this study is a new yet simple conceptual framework that can be applied in future studies in the same direction and with more complex arrangements of the constructs. This study has introduced a new perspective of studying purchase intentions; specifically, the mediating effect of attitude towards frozen food by understanding the relationship between customers' knowledge about frozen food and change seeking personality and the increase or decrease in the purchase of frozen food. Furthermore, this current study explores how different customers' family structures influence their buying habits.

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