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COMMUNITY PURCHASING MOTIVATION TOWARD LOCAL FOOD PRODUCTS: A QUALITATIVE STUDY USING NVIVO IN BARRU REGENCY

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ABSTRACT

This study aims to analyze community purchasing motivation toward local food products in Barru Regency using a qualitative approach supported by NVivo software. The research explores the factors influencing consumer decisions, including social economic support, product quality, price and perceived value, trust in producers, and purchasing constraints. Data were collected through in-depth interviews with selected informants consisting of students and community members who actively consume local food products. The findings indicate that purchasing motivation is shaped by both emotional and rational considerations. Consumers demonstrate a strong willingness to support local producers and contribute to regional economic development, while simultaneously prioritizing product quality, affordability, and transparency. Trust in producers plays a significant role in fostering loyalty, whereas inconsistent availability, limited product variation, and insufficient promotion remain key challenges. The study concludes that strengthening quality standards, competitive pricing, and promotional strategies is essential to enhance consumer motivation and ensure the sustainability of local food markets in Barru Regency.

Keywords: Local Food Products, Purchasing Motivation, Consumer Behavior, Trust, NVivo Analysis.



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A.INTRODUCTION

Local food products have increasingly gained attention in the context of sustainable regional development and community-based economic empowerment. The strengthening of local food systems is closely linked to food security, economic resilience, and social sustainability. According to the Food and Agriculture Organization (2018), local food systems play a strategic role in improving rural livelihoods and reducing poverty through inclusive market participation. The promotion of locally produced food encourages shorter supply chains and enhances producers' bargaining positions. In developing regions, local food consumption is not merely a matter of preference but also a development strategy. Supporting local products contributes to income redistribution within the community. Therefore, understanding consumer motivation toward local food is essential for strengthening local economic structures. This issue becomes increasingly relevant in regions such as Barru Regency, where agriculture and small-scale enterprises remain dominant sectors.

Consumer purchasing behavior is generally influenced by a combination of internal and external factors. Cultural values, economic considerations, psychological motivations, and social influences shape individual consumption patterns. Philip Kotler and Kevin Lane Keller (2016) explain that purchasing decisions are affected by product quality, price perception, brand trust, and social environment. In the context of local food products, these determinants may operate differently due to emotional attachment and regional identity. Consumers often associate local products with authenticity and freshness. However, rational evaluation such as quality consistency and affordability remains crucial. Thus, examining purchasing motivation requires a comprehensive analytical framework. Understanding these dynamics will help identify the factors that strengthen or weaken consumer commitment to local products.

Quality is frequently identified as a primary determinant of food purchasing decisions. Consumers prioritize freshness, safety, hygiene, and nutritional value when selecting food products. According to John C. Mowen and Michael S. Minor (2018), perceived quality significantly influences consumer satisfaction and repurchase intention. In local markets, quality perception is often linked to proximity between producers and consumers. Shorter distribution channels can enhance freshness and reduce preservation time. Nevertheless, inconsistency in

production standards may reduce consumer confidence. Therefore, maintaining quality assurance systems is essential for sustaining competitiveness. Without reliable quality control, consumers may shift to alternative products despite strong local sentiment.

Price sensitivity also shapes consumer purchasing motivation, particularly among students and middle-income groups. Consumers evaluate whether the benefits received are proportional to the costs incurred. Leon G. Schiffman and Joseph Wisenblit (2019) emphasize that perceived value plays a central role in determining purchasing behavior. In many cases, consumers are willing to pay slightly higher prices for local products if they perceive superior freshness or social benefits. However, excessive price differences may weaken purchasing intention. The balance between affordability and quality is therefore fundamental. For local producers in Barru Regency, competitive pricing strategies become crucial in expanding market reach. Economic rationality remains a dominant factor even within socially motivated consumption.

Trust represents another key dimension in local food purchasing decisions. Trust emerges from transparency, reputation, and prior positive experiences. David Gefen (2000) argues that trust reduces perceived risk and increases consumer willingness to engage in transactions. In the context of local food, familiarity with producers can strengthen relational trust. Consumers feel more secure when production processes are perceived as hygienic and honest. The availability of clear information regarding ingredients, expiration dates, and certifications enhances credibility. Conversely, lack of transparency may generate uncertainty and hesitation. Building trust is therefore not only an ethical obligation but also a strategic marketing tool.

Beyond individual factors, local food consumption contributes to broader sustainable development goals. Short supply chains reduce transportation emissions and encourage environmentally responsible practices. According to Jules Pretty (2018), localized food systems can enhance environmental sustainability while supporting rural economies. This perspective highlights the multidimensional value of local food beyond mere economic transactions. In regions such as Barru Regency, strengthening local food consumption may simultaneously address economic inequality and rural development challenges. Community participation becomes a central driver in this process. Thus, analyzing purchasing motivation contributes not only to

marketing studies but also to sustainable development discourse. The integration of economic, social, and environmental perspectives enriches the analytical framework of this study.

Methodologically, qualitative approaches provide deeper insights into consumer motivation and perception. The use of thematic analysis supported by NVivo enables systematic coding and categorization of interview data. Virginia Braun and Victoria Clarke (2006) explain that thematic analysis is effective for identifying patterns of meaning within qualitative data. This method allows researchers to explore underlying motivations beyond surface-level responses. By applying qualitative analysis in Barru Regency, this study seeks to uncover the nuanced factors shaping community purchasing decisions. The findings are expected to provide empirical contributions to local economic development strategies. Ultimately, understanding purchasing motivation can inform policy recommendations and business innovation for strengthening local food markets.

B.RESEARCH METHOD

This study employed a qualitative research design to explore community purchasing motivation toward local food products in Barru Regency. A qualitative approach was selected because it allows for an in-depth understanding of participants' perceptions, experiences, and decision-making processes related to local food consumption. The research focused on capturing subjective meanings and social contexts that influence purchasing behavior. Informants were selected using purposive sampling, consisting of students and community members who actively purchase local food products. Data were collected through in-depth semi-structured interviews, direct observation, and documentation review. This approach enabled the researcher to obtain rich, detailed, and contextual data relevant to the research objectives.

Data collection was conducted through face-to-face interviews guided by structured interview protocols. Each interview explored key themes such as motivation to support local producers, perceptions of product quality, price considerations, trust in producers, and perceived constraints in purchasing local food. Observational data were used to complement interview findings, particularly regarding product availability, packaging, and marketing practices. All interviews were recorded, transcribed verbatim, and organized systematically to facilitate analysis.

The combination of multiple data sources strengthened the credibility and depth of the findings. This methodological triangulation enhanced the reliability of interpretations and minimized potential bias.

Data analysis was carried out using qualitative thematic analysis supported by NVivo software. Thematic analysis was employed to identify patterns and construct meaningful themes derived from the interview data. According to Virginia Braun and Victoria Clarke (2006), thematic analysis is a flexible and rigorous method for identifying, analyzing, and reporting patterns within qualitative data. The analysis process involved coding, categorizing, and interpreting emerging themes related to purchasing motivation. NVivo facilitated systematic data management, enabling efficient organization of codes and relationships among themes. This method ensured analytical transparency and strengthened the empirical validity of the research findings.

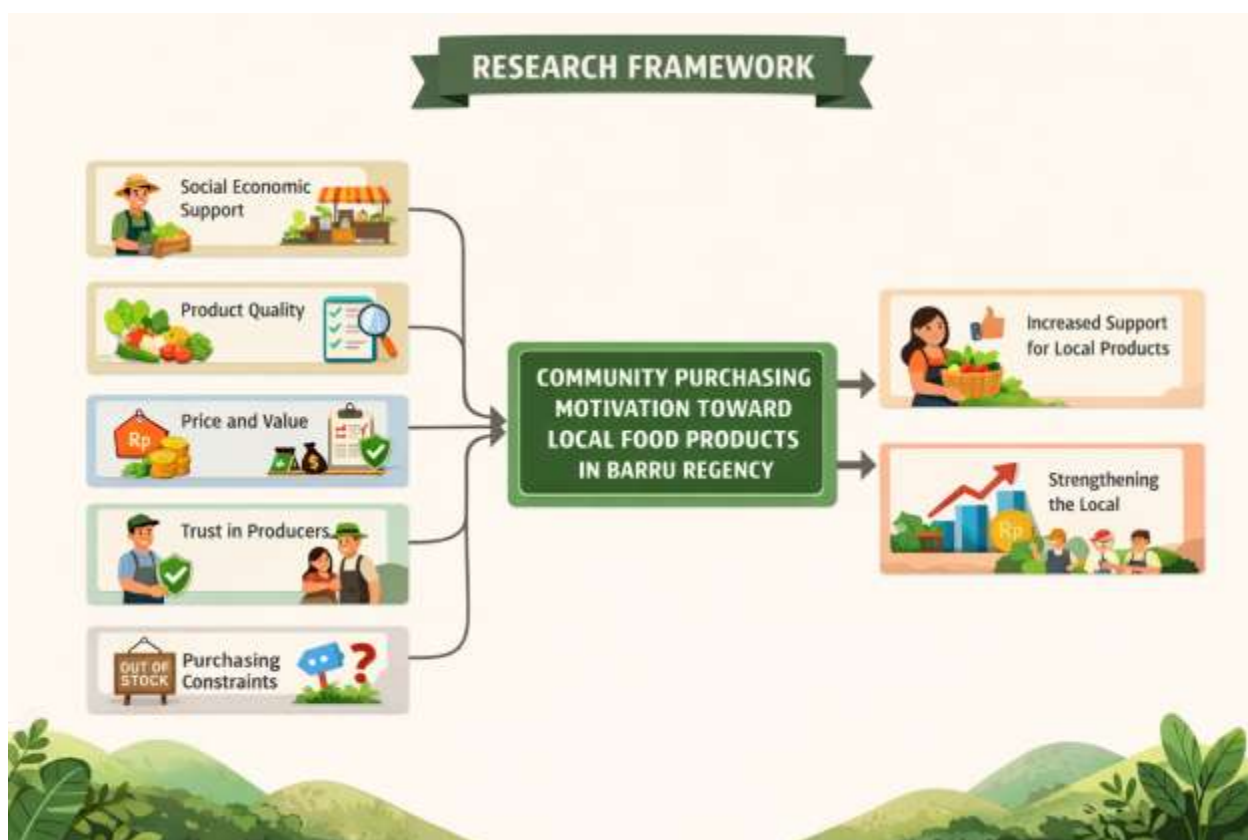


Figure 1 Research Framework of Community Purchasing Motivation Toward Local Food Products in Barru Regency.

The research framework illustrates that community purchasing motivation toward local food products in Barru Regency is influenced by several interconnected determinants. Social economic support reflects consumers' awareness and willingness to contribute to the welfare of local farmers, fishermen, and small-scale entrepreneurs by purchasing locally produced goods. Product quality represents a central factor, including freshness, hygiene, safety, taste, and packaging, which directly shape consumer perceptions and satisfaction. Price and perceived value also play a crucial role, as consumers evaluate whether the benefits obtained are proportional to the cost incurred. In addition, trust in producers built through transparency, reputation, and prior positive experiences strengthens purchasing intention and long-term loyalty. Conversely, purchasing constraints such as limited availability, inconsistent stock, and minimal promotion may weaken consumer motivation.

These determinants collectively influence the core variable, namely community purchasing motivation toward local food products. When social awareness, quality assurance, fair pricing, and trust are positively perceived, consumer motivation increases, leading to greater support for local products. This increased support contributes to strengthening the local economy by promoting income circulation within the region and enhancing the sustainability of local businesses. Therefore, the framework emphasizes the dynamic relationship between individual consumer decisions and broader regional economic development. It demonstrates that purchasing behavior is not merely a personal economic action but also a socially embedded activity with significant developmental implications for Barru Regency.

C. RESEARCH RESULTS AND DISCUSSION

➤ Research Results

Based on interviews with several informants in Barru Regency, including Andi Batara Simpuang, Mudrika, Yunita Dwiyaniti, Rifki, and Amiruddin, it was found that the primary motivation for purchasing local food products is related to supporting the regional economy. The informants stated that purchasing local products is a tangible contribution to helping farmers, fishermen, and MSMEs increase their income. The money spent is expected to remain locally relevant, thereby strengthening the local economy. This collective awareness demonstrates a

strong sense of social solidarity among the community. Furthermore, pride in regional identity is also a driving factor. Consuming local products is seen as a form of appreciation for the potential of Barru Regency. These findings indicate that purchasing motivations are not solely economic, but also emotional and social.

Product freshness was a dominant theme emerging in the qualitative analysis. The informants assessed that local food products tend to be fresher because they do not undergo long-distance distribution. This ensures that the quality of taste and nutritional content are better maintained. College students, as young consumers, demonstrate a concern for health when choosing food products. Product freshness is also associated with a faster production process from producer to consumer. Therefore, the perception of freshness becomes an added value, increasing preference for local products. This suggests that close geographic proximity provides a competitive advantage for local businesses. Freshness serves as a symbol of quality and a signal of trust in local products.

Product quality is generally a primary consideration in purchasing decisions. All interviewees emphasized that taste, cleanliness, safety, and packaging are important indicators before making a purchase. Despite their enthusiasm for supporting local products, they remain rational and selective. Good and consistent quality fosters consumer loyalty. Conversely, if quality declines, consumers are willing to switch to other products. This demonstrates that local sentiment cannot replace quality standards. Consumers continue to prioritize health and personal satisfaction. Therefore, quality is a key foundation in building the competitiveness of local food products.

Price has also been shown to influence people's purchasing decisions. Informants stated that the price must be commensurate with the quality offered. Local products are preferred if the price is affordable and within the consumer's means. However, if the price difference is too great compared to foreign products of the same quality, consumers tend to reconsider. This demonstrates the existence of economic rationality in purchasing behavior. Consumers evaluate value (value for money) before making decisions. Therefore, a competitive pricing strategy is a crucial factor in expanding the market share of local products. Price and quality must be balanced to maintain purchasing interest.

Trust in local producers is another important dimension. Interviewees stated that honesty, cleanliness, and transparency in the production process significantly influence purchasing decisions. If consumers know the producer directly, trust tends to be higher. This trust creates a sense of security and comfort in consuming food products. Information regarding raw materials, business permits, and expiration dates are also important considerations. Consistently building trust can foster long-term loyalty. Conversely, a lack of transparency can decrease purchasing interest. Therefore, the producer's reputation and integrity are significant social capital.

In addition to motivational and preference factors, this study also identified several obstacles to purchasing local food products. The main obstacle perceived was inconsistent product availability. Several interviewees mentioned that desired products were often out of stock or not yet reproduced. This situation indicates limited production or distribution capacity. Stock uncertainty can reduce consumer confidence in product continuity. In the long term, this has the potential to drive consumers to alternative, more readily available products. Therefore, production and distribution management needs to be strengthened.

Another obstacle identified is the limited product variety. Consumers expect innovation and diversification to provide more choices. This lack of variety can make local products less competitive than products from outside the region. Furthermore, product packaging is considered unattractive in some cases. Packaging design Simple packaging can influence consumers' perceptions of quality. Yet, packaging is an important part of a marketing strategy. By improving visual appearance and branding, the appeal of local products can be significantly increased. Product and packaging innovation is a strategic necessity in developing local businesses.

Promotion and access to information were also obstacles identified by informants. Local products are considered to have not been optimally promoted, resulting in limited public awareness of their existence. Information regarding composition, production date, and distribution permit is sometimes not clearly stated. This lack of information transparency can impact consumer trust. In the digital era, promotional strategies based on social media and online platforms can be an effective solution. Improving the digital literacy of MSMEs is also necessary for broader marketing. With appropriate promotion, local products have the potential to reach a larger market.

Overall, the research results indicate that motivation to purchase local food products in Barru Regency is influenced by a combination of social factors, quality, price, and trust. Consumers are aware of supporting the local economy but still consider rational aspects in purchasing decisions. The main challenges lie in consistent quality, product availability, innovation, and promotional strategies. Therefore, strengthening production capacity, improving quality, and providing information transparency are necessary strategic steps. Local government support and collaboration between businesses are also crucial in strengthening the local food ecosystem. With proper management, local food products have significant potential for sustainable development. These findings confirm that people's purchasing motivations are a combination of complementary economic and social values.

➤ Data Analysis Using NVivo

Data analysis in this study was conducted using a qualitative approach supported by NVivo software. The use of NVivo aimed to assist the researcher in managing, organizing, and systematically analyzing qualitative data related to community purchasing motivation toward local food products in Barru Regency. The data analyzed consisted of in-depth interviews with students, farmers, and other community members as consumers of local food products. In addition, observational notes and supporting documentation related to local food marketing and distribution were included to enrich the analysis. The use of NVivo enabled the researcher to structure large volumes of textual data efficiently and transparently. Through this software, patterns of motivation, consumer perceptions, and decision-making dynamics were identified more accurately. NVivo also facilitated systematic coding and categorization of emerging themes. As a result, the analytical process became more structured, traceable, and analytically rigorous.

Through NVivo, data analysis was conducted in several coding stages, namely open coding, axial coding, and selective coding. The open coding stage was used to identify initial concepts emerging from the interview data, such as economic support for local producers, product quality considerations, price sensitivity, trust in producers, and perceived purchasing constraints. These preliminary codes represented the fundamental dimensions of consumer motivation. The next stage, axial coding, was carried out to connect and group related categories into broader thematic structures, including socio-economic motivation, quality and value perception, trust and

transparency, and structural barriers in local food consumption. This stage allowed the researcher to examine relationships between variables and identify patterns across different informants. Finally, selective coding was employed to formulate the core theme that explains the interrelationship between purchasing motivation and the sustainability of local food products in Barru Regency. Therefore, the use of NVivo not only enhanced analytical depth and accuracy but also strengthened the empirical validity and conceptual credibility of the research findings.

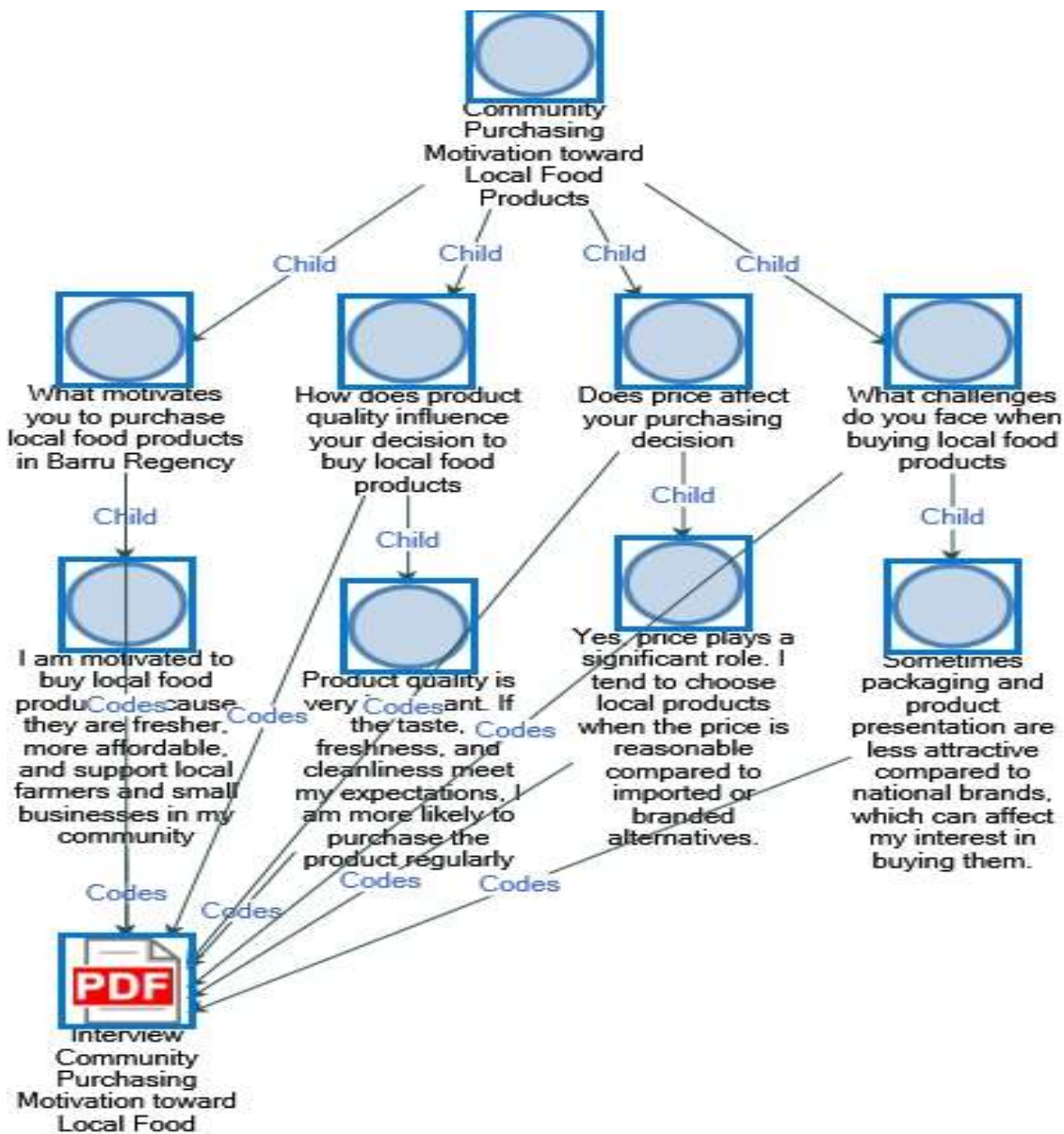


Figure 2 NVivo Analysis Model on Motivation for Purchasing Local Food Products by the People of Barru Regency

Figure 2 shows the results of qualitative data analysis using NVivo software, mapping community motivations for purchasing local food products in Barru Regency. The diagram illustrates a hierarchical coding structure that begins with the main theme, "Community Purchasing Motivation toward Local Food Products," and then breaks down into several subthemes, such as purchasing motivation factors, the influence of product quality, the influence of price, and challenges in purchasing local food. Each subtheme is further broken down into respondent statements representing interview results, demonstrating the relationship between parent and child categories. This structure demonstrates how the raw interview data was systematically classified, coded, and analyzed.

The diagram demonstrates that product quality factors—such as freshness, taste, and cleanliness are among the primary motivations for purchasing local food. Furthermore, price plays a significant role in purchasing decisions, especially when local products are more competitive than branded products. However, challenges such as product packaging and appearance being perceived as less attractive than national products can influence consumer purchasing interest. Thus, this figure not only illustrates the structure of the data analysis but also confirms that community purchasing decisions are influenced by a combination of factors such as quality, price, and the visual and competitive aspects of the product.



Figure 3 Word Cloud Visualization of Community Purchasing Motivation toward Local Food Products Based on NVivo Analysis.

Figure 3 presents a word cloud visualization generated from NVivo analysis, illustrating the dominant themes emerging from interviews regarding community purchasing motivation toward local food products. The size of each word reflects its frequency and prominence in the qualitative data. Terms such as *local*, *products*, *food*, *buy*, *price*, *quality*, and *purchasing* appear most prominently, indicating that these concepts are central to respondents' perceptions and decision-making processes. The visualization highlights how discussions around local food are strongly associated with considerations of product attributes and consumer behavior.

Furthermore, the presence of words such as *freshness*, *cleanliness*, *affordable*, *producers*, *farmers*, *packaging*, and *branded* suggests that both intrinsic and extrinsic product factors influence purchasing decisions. While quality-related aspects such as freshness and taste serve as strong motivating factors, external elements like packaging presentation and comparison with branded or imported products also shape consumer interest. Overall, the word cloud confirms that community motivation to purchase local food products is multidimensional, encompassing economic, quality-based, and perceptual considerations derived from the qualitative findings.

➤ Discussion

The findings of this study reveal that community purchasing motivation toward local food products in Barru Regency is strongly influenced by social and economic considerations. Consumers demonstrate a sense of responsibility to support local farmers, fishermen, and small-scale entrepreneurs by purchasing locally produced food. This behavior reflects not only economic rationality but also social solidarity and regional pride. The circulation of money within the local economy is perceived as a strategic contribution to regional development. Such motivation indicates that consumer behavior in this context is embedded within broader socio-economic values. Therefore, purchasing local food products becomes both a consumption decision and a form of community empowerment.

Product quality emerges as a central determinant in purchasing decisions. All informants consistently emphasized freshness, hygiene, taste, safety, and packaging as critical evaluation criteria. Although respondents expressed strong intentions to support local products, they remained selective and rational in their choices. This finding suggests that emotional attachment to local

identity cannot substitute for consistent product standards. Quality assurance plays a crucial role in building long-term consumer loyalty. If quality declines, consumers are willing to switch to alternative products, regardless of origin. Thus, maintaining consistent quality is essential for strengthening the competitiveness of local food products.

Price also plays a significant role in shaping purchasing behavior. Consumers assess whether the price offered is proportional to the quality received. The concept of value for money becomes a key consideration in decision-making. While respondents prefer local products, they remain sensitive to price differences when comparable alternatives are available. This indicates that local producers must adopt competitive pricing strategies without compromising product quality. Affordability combined with quality can enhance market acceptance and broaden consumer reach. Therefore, pricing strategy should be carefully aligned with consumer purchasing power and perceived product value.

Trust in local producers is another influential factor identified in this study. Consumers are more confident when they are familiar with producers or when production processes are transparent and hygienic. Information regarding ingredients, production dates, expiration labels, and business permits strengthens consumer trust. Trust not only encourages repeated purchases but also fosters long-term loyalty. Conversely, lack of transparency may reduce consumer confidence and hinder market growth. This finding highlights the importance of integrity, honesty, and reputation in sustaining consumer relationships. Social proximity between producers and consumers appears to function as valuable social capital in the local market context.

Despite strong motivation and positive perceptions, several challenges remain. Limited product availability, inconsistent stock, minimal product variation, and less attractive packaging were identified as key obstacles. Additionally, inadequate promotion and limited access to information reduce product visibility in the broader market. These structural constraints may weaken consumer interest over time if not addressed. Strengthening production capacity, improving packaging design, and utilizing digital marketing platforms could enhance competitiveness. Overall, sustainable development of local food products in Barru Regency requires collaboration among producers, government institutions, and the community to create a supportive and resilient local economic ecosystem.

D.CONCLUSION AND RECOMMENDATIONS

➤ Conclusion

Based on the findings of this study, it can be concluded that community purchasing motivation toward local food products in Barru Regency is influenced by a combination of social, economic, and psychological factors. Consumers are motivated not only by the desire to fulfill personal consumption needs but also by a sense of responsibility to support local farmers and small-scale entrepreneurs. Product quality—particularly freshness, hygiene, safety, and taste—emerges as the most dominant factor in shaping purchasing decisions. In addition, price suitability and perceived value significantly affect consumer preferences. Trust in local producers, built through transparency and prior positive experiences, further strengthens purchasing intention and loyalty. However, several challenges remain, including inconsistent product availability, limited variation, less attractive packaging, and insufficient promotion. Overall, purchasing motivation reflects a balance between emotional attachment to local identity and rational evaluation of product attributes.

➤ Recommendations

First, local producers should prioritize maintaining consistent product quality through improved production standards, hygiene practices, and quality control mechanisms. Consistency in taste, freshness, and packaging will strengthen consumer loyalty and competitiveness. Second, pricing strategies should remain affordable and aligned with consumer purchasing power while ensuring fair profit margins for producers. Third, transparency regarding ingredients, production processes, expiration dates, and business permits should be enhanced to build stronger consumer trust. Fourth, innovation in product diversification and packaging design is necessary to increase market appeal and competitiveness against non-local products. Finally, local government and relevant stakeholders should support promotion and digital marketing initiatives to expand market access and visibility of local food products. Collaborative efforts among producers, policymakers, and the community are essential to ensure the sustainable development of local food markets in Barru Regency.

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