

Online Consumer Preference For Local Culinary: Systematic Literature Review Variable

Vembri Aulia Rahmi^{1*}, Sudarmiati²

^{1,2} Faculty of Economics and Business, Universitas Negeri Malang,
Malang Indonesia

*Corresponding Author:

Email: vembri.aulia.2104139@students.um.ac.id

Abstract.

The study aims to explore the trends of several studies of consumer preferences for local culinary products that have been around for a decade. The consumer behavior theory approach is more widely used in the analysis of consumer preferences for local culinary research. The research method in this study uses a literature review approach, precisely systematic review with the collection of reputable journal-based data obtained from searches on google scholar databases as well as qualitative methodologies for evaluating and synthesizing findings from several studies in the past. The results showed that some studies on consumer preferences for local cuisine were influenced by some predictors of consumer attitudes towards local cuisine. Literature review on local culinary-based research relates to culinary tourism destinations, including the field of hospitality. Consumer segmentation is influenced by how purchasing behavior is for local culinary.

Keywords: *Consumer Preference, Local Culinary, Online Purchasing*

I. INTRODUCTION

The development of technology and information systems brought changes to consumers' thinking and desire for product purchases [1]. Companies respond to digitalization by creating business innovations in marketing strategies [2], namely: implementing digital transformation, through online shopping platforms, such as: marketplace, e-commerce, and social media. Consumers tend to choose to shop online and slowly abandon the traditional buying model. Moreover, the availability of online banking services [3] to support digital business transactions, including: mobile banking; internet banking; e-money, e-wallets will make it easier for buyers and save time [4]. In fact, banking promotions provide offers to consumers if transacting using electronic money there will be a price discount (cashback) on the purchase of product items [5]. The ease of online transactions with a cashless payment system is expected to stimulate an increase in buying interest. Digital transformation in business will influence online consumers in making purchasing decisions [6]. The use of digital business applications provides a unique shopping experience, where consumers can review products by viewing images, studying catalogs and descriptions [7], and read online reviews of buyers displayed by the marketplace [8]; [9]. The facility of delivering goods to consumers for free on product purchases will add value to consumers [10]. Pleasant experiences for online consumers lead to product purchase retention [11]. Consumer thinking about product quality before purchase (pre-purchase) is very closely influenced by perceptions and preferences for products [12], so that in the end the desires or consumers also change.

Consumer perceptions are shaped by product knowledge [13], and product attribute information [14]; obtained and will later influence consumer thinking about the product, while consumer preferences for products are influenced by product attributes [15]; [16] and also adapt to consumer desires. Some of the findings of the literature review study on consumer preferences for products, including the exploration of product attribute reviews [17]; product sustainability characteristics [18]. However, research on consumer preferences for online users for culinary products in the last ten years tends to be scanty. Literature review for consumer preferences for local cuisine to developing countries has not been widely studied [19]. There are some limitations to the study with data collection using questionnaires and interviews. When research is carried out with large-scale surveys, it causes high costs, little time, and narrow scope [20]. Thus there is a research gap in this research study, so an in-depth study is needed, through a literature study to add new

insights to consumer behavior research. This study focuses on consumer preferences for local culinary products or made by SMEs. Given that this local culinary business makes products that are easy to imitate[21]; but has a great opportunity to enter the market, and also has a high level of competition[22];[23], then this study becomes important to explore. Although the scale of the company is micro, small, and medium to be researched, its role for the economy cannot be ignored[24]. When a country experiences economic stability due to situational factors, for example: the COVID'16 pandemic, MSMEs are able to survive and contribute to the economy[25]. So, this research is expected to be useful for MSMEs, namely: can contribute in the form of knowledge, such as: how consumer behavior is created, through understanding consumer preferences online.

In addition, there is a community culture known as culinary tourism[26];[27] or the tradition of visiting street food vendors or restaurant dishes with the sole intention of tasting the cuisine. Each region has a culinary variety from cultural heritage and is a characteristic of regional origin[28]. The understanding of MSME actors on consumer preferences for their products will help them in improving marketing, communication and decision making[29]. Online consumers are active buyers on online shopping platforms, where users register themselves before using shopping applications. The treatment is somewhat different in purchasing decisions for local culinary by online consumers, where in the culinary product marketplace there are no testimonials from buyers, but a product ranking display is available at each merchant. It is also possible for online consumers to create preferences for culinary products based on group menu attributes according to product type categories, such as: quality, location, price, time. This literature review study aims to increase understanding on how online consumer perspectives in building preferences can influence purchasing decisions for local culinary. In addition, this literature research is intended to identify factors and variables related to online consumers based on the analysis of the study results. Literature review research presents an interesting area of research, which is undocumented and may be less popular as a reference in this work. The literature review revealed an interesting view that was left unaccounted for. The article is structured as follows: the "theoretical study" section explains the theoretical basis that contributes to the study, the "methods" section describes how the process of determining the source of the study to be reviewed and the suitability of the criteria.

II. LITERATURE REVIEW

Local Culinary

In recent years, culinary is considered an important element for the promotion of tourist destinations [30]. However, not all tourist areas utilize local cuisine as destination marketing[27]. In fact, food is also connected with the culture of a region, where visitors are attached to the experience of learning about local products as a gastronomic tour[31]. According to[32], food as a cultural phenomenon is a brand identity. Local cuisine is a dish or cuisine, in the form of: food and drinks that are produced and generally consumed by local residents[27]. The involvement of local culinary knowledge and information (cooking) correlates with tourists' perceptions of the attractiveness of local culinary[33]. The term "Culinary" is an adjective form of cuisine and includes cuisine, namely: style includes food preparation, the social context of how food is obtained, prepared, consumed is taken into account[34]. The role of technology and digital media has led to many influencers or content creators making reviews about culinary[35] to popularize food. Local cuisine has unique characteristics in varied tastes[26], due to differences in the composition of ingredients and seasonings. Although most local cuisines are traditional foods, consumers' interest in purchasing products is increasing[36];[29]. Consumers make high judgments on food products that combine local, regional, and traditional characteristics[37]. Consumers' tastes in food are influenced by consumers' food choices[38], while taste has a role as a determining attribute of food choice and culinary making[39].

Online Consumer and Product Preference

Studies of consumer preferences or choices for culinary or food have been researched based on several perspective review, namely: type of product, such as: paired product, for example: food and drink[40]; Mood-influenced choice of food products[38]; product attribute relevance[41]; product attitude[36],(Sadilek, 2019). Several product attributes can drive consumer preferences or choices in food,

including: taste, price, naturalness, nutritional value, convenience, environmental concern, appearance, traditional production methods, authenticity, good labor treatment, and safety.[36]. On the other hand, product attributes are also related to product quality(Sadilek, 2019). However, food preferences depend not only on quality, but also on external business marketing support[43]. In understanding consumer attitudes towards products, it is necessary to identify consumer segments based on consumer preferences for products. Consumers' willingness to buy local food is based on a positive attitude towards the purchase and a feeling of being connected to the environment[19]. Attitudes and feelings are the main predictors in the relationship between consumer preferences for local food[44]. Overseas consumer preferences for local cuisine, including: food taste and quality, food management, food localization, eating ethics, food traditions and nutrition, as well as food aroma and hygiene[34].Dimensions on destination food image factors (tastes) predict consumer food preferences[45]. For online users, consumers have a positive attitude towards online food purchases, namely: tend to prioritize other people's suggestions. Consumers experience high purchase intention on online purchases[46]. The research study question is: how online users determine consumer preferences for local culinary.

III. METHODS

A literature review approach was applied to this study to find out the existing studies during the last decade (2011 – 2022). Qualitative analysis was used in this research, which was carried out by summarizing and synthesizing existing literature findings from a complete search derived from Google Scholar data sources. Data search is supported by the use of software "Publish or Perish"[47]based on the suitability of the paper with the catalog. However, before conducting a systematic analysis of literature reviews and data collection, the first step is to define the objectives and scope.Research based on literature review provides a contribution to the discipline by meeting the achievement of key standards, namely: first, there is a suitability of the research domain with the review paper; second, review activities are carried out appropriately, including: analytical techniques, literature coverage, and writing style; third, offering a new view based on a systematic comparison of several studies[48].

Data collection refers to keywords carried out based on a search from the title or abstract of the article. The literature review integrates findings and perspectives from many empirical findings, so as to answer research questions that are not shared by all of one study[49]. The results obtained from the articles are then sorted into a database.Systematic literature reviews provide insight into how research trends relate to the topic or field of research[50]. The final stage is to analyze the results of the acquisition of articles as part of the research discussion. The analysis of the selected studies is the result of the evaluation and interpretation of the literature material. The criteria for selecting articles obtained from the Google Scholar database include: first, adjusting keywords and being articles in English; second; the search period is for the last 10 years from the published journal; third: sourced from publications of internationally reputed and peer-reviewed journals. Groups of keywords in the data search input, namely:

- “consumer preferences”; “local cuisine”; “local food”; "e-commerce"
- “consumer preferences”; “local cuisine”; “local food”; “literature review””

These five keywords are one of the criteria in the selection of articles used to ensure that the selected study addresses the theme and research objectives significantly. Each article that describes consumer preferences regarding local food or culinary will be reviewed. The search results for articles based on consumer preferences for food were found as many as 172 studies, and as many as 13 studies were judged to be the most suitable with local culinary criteria.

IV. RESULT AND DISCUSSION

Results

Based on the findings of several recent researches, there are not many or still limited literature studies regarding consumer preferences for local culinary products, especially online consumers. Most of the research on consumer preferences for local food is more related to consumer attitudes towards the product.

Most consumer preference research places the classification of consumer types [36];[42]. The study of food is associated with lifestyle, thus influencing how the type of consumer[51]. Consumers have a positive attitude towards online purchases for local specialty foods with product characteristics, such as: high quality, attractive packaging and conveying the image of the local community. Therefore, consumers have higher purchase intentions for food products when buying online[46].

A search for articles in the last ten years on the current study of consumer preferences for local culinary shows that food-based research obtained from online reviews and later is expected to provide an answer to curiosity from a consumer perspective.[20]. The theoretical approach that is widely used in consumer preference research as an analytical tool is consumer behavior, both in purchasing and consuming local culinary. The literature review for consumer preferences for local cuisine describes the attitudes, and intentions of consumers to consumer motivation for local cuisine is also used as a basis in the study of consumer preferences.[36];[19]. Consumer behavior theory provides an understanding of how consumers plan and collect information before making a decision to buy local culinary products. The findings of the selected articles will then be analyzed in the literature review from 2011-2021. Journal, title, synthesis of results, theoretical approach, and a number of citations are presented. Selected studies from the last decade show that often food research-based research falls within the scope of culinary tourism discussions. Based on the study findings, there is a correlation between tourist destinations and local culinary [30]. The following of Table 1. is an analysis of several studies related to consumer preferences for local culinary:

Table 1. List of Scientific Articles on Online Consumer Preferences for Local Culinary Products

Author (Year)	Journal Name	Article Title	Synthesis of Results	Theoretical Approach	Citation
[46]	International Journal of Hospitality Management	Exploring the online buying behavior of specialty food shoppers	Consumers have positive attitudes toward online purchasing of specialty foods and are more likely to follow the advice of others, and feel a high degree of control, when using websites. Experience a higher intention to make a purchase online.	Theory of Planned Behavior	109
[34]	Journal of Vacation Marketing	Culinary preferences of foreign tourists in India	Consumer preferences for culinary are associated with tourism. Food taste and quality are the most important attributes of culinary preferences. There is a segment of tourists who prefer product localization and historical relevance which offers opportunities to promote culinary destinations.	Tourists' motivation and behavioral outcomes	62
[33]	Asia Pacific Journal of Tourism Research	The Contribution of Local Cuisine to Destination Attractiveness: An Analysis Involving Chinese Tourists' Heterogeneous Preferences	Interest in local cuisine significantly contributes to tourists' perceptions of the attractiveness of a destination. Heterogeneous preferences of tourists (local cuisine, tourist involvement, knowledge of local cuisine) correlate with perceptions of local cuisine.	Heterogeneous Preference	66
[36]	Journal of Food Products Marketing	Consumers' Preferences and Attitudes Toward Local Food	Consumer segmentation with reference to consumer behavior towards local food is identified into 5 aspects: food consumption style, perception of local food,	Consumer Behavior	161

Author (Year)	Journal Name	Article Title	Synthesis of Results	Theoretical Approach	Citation
		Products	purchase motivation, perception of local food quality and socio demography. The profile of each consumer, including: ethnocentric, environmental, localist,		
[19]	Journal of Food Products Marketing	Exploring Urban Consumers' Attitudes and Intentions to Purchase Local Food in Chile	Willingness to buy local food is based on their positive attitude towards purchasing local food and feeling connected to the environment, but not because they have a desire to support local businesses.	Consumer Behavior Theory	31
[52]	International Journal of Tourism Sciences	Local consumers' perceptions and preferences for Asian ethnic foods	The behavioral side of the choice, namely: that China has the most popular types of restaurants, and chooses Asian food once or twice a week, and gets information about possible choices mainly from mouth power sources. Asian food is considered tasty, delicious, well textured and vegetable based. Perception of country-country pairs as offering the same food: Korea-Japan, Vietnam-China and India-Thailand. The six types of Asian food people are ranked in descending order as follows: Chinese, Japanese, Thai, Korean, Indian and Vietnamese	Consumer Behavior Theory	9
[44]	Journal of Food Products Marketing	Preference to Local Food vs. Preference to "National" and Regional Food	Several consumer attitudes and feelings were the main predictors of the relationship between consumer preferences for local foods, and preferences for national or regional foods. Food made by local producers is perceived by consumers as being of higher quality and better meeting their habits and needs than "regional" or "national" food products.	Purchasing Behavior	33
[51]	Journal of Food Products Marketing	Understanding Local Food Consumers: Theory of Planned Behavior and Segmentation Approach	Health awareness, environmental concern, and local economic concern as predictors of attitudes towards local food and have a significant effect on intention to buy local food. Segmentation according to food-related lifestyles results in four types of consumers (impromptu explorers, uninvolved connoisseurs, engaged information seekers, and apathetic local food consumers).	Theory of Planned Behavior	104

Author (Year)	Journal Name	Article Title	Synthesis of Results	Theoretical Approach	Citation
[20]	Online Information Review	Using social media to explore regional cuisine preferences in China	Among several traditional Chinese cuisines, the cuisine from the Sichuan region is the most preferred according to consumers' views of online social media users in all regions in China. The geographic approach is more closely related to differences in regional dish preferences than the climatic approach.	Cuisine Preference	1 10
[53]	Journal of Rural Studies	Preference for local food as a matter of helping behavior: Insights from Norway	Empathic concern and social concern can influence their attitudes towards and preferences for local food. Local patriotism influences preferences for local food, even if the consumer evaluates it as lower quality and less desirable than other food products.	Behavior Theory	42
[45]	Journal of Destination Marketing & Management	Destination food image dimensions and their effects on food preference and consumption	The effects of certain food image factors on food preferences and consumption among tourists, and their effects depend on the tourist country. Food taste image was found to be a food image factor that consistently predicts food preferences and consumption of both nationalities. The food image factor was found to have a higher influence on food preferences than food consumption.	Image, Preference, Consumption	58
[42]	British Food Journal	Consumer preferences regarding food quality labels:	The most important factors for Czech consumers when buying food are price, origin and appearance with three consumer segments: quality seekers, oblivious shoppers and impulsive buyers. Segmentation of Czech consumers based on their perception of better food quality labels based on socio-demographic characteristics. Food quality labels are a perceived favorable decision-making factor.	Consumer Segmentation and Behavior	20
[54]	Journal of Retailing and Consumer Services	What drives brand love and purchase intentions toward the local food distribution systems? A study of social media-based REKO (fair consumption) groups	For a product to be commercially successful, such growing popularity should translate into high purchase intention and a positive relationship with the product post consumption. Certain environmental stimuli influence the internal state of consumers and shape behavior. Altruism as a stimulus, support for local producers, transparency, satisfaction with labeling, and the desire for labeling as the	Stimuli Organism Response (SOR) theory	30

Author (Year)	Journal Name	Article Title	Synthesis of Results	Theoretical Approach	Citation
			internal state of the consumer (organism), as well as purchase intention and love brand in response.		

Source: Google Scholar, 2011-2021

Research related to food products is important to explore, because not only understand food is a basic need, but it is also useful to increase knowledge about product diversity. An analysis of consumer preferences for local cuisine can advance the tourism sector, which is inherently culinary in it as a cultural heritage with the peculiarities of each region. Tourists have certain food preferences and there are also food differences [20] according to each taste[45]. Understanding consumer preferences for local cuisine is also useful in the hospitality sector, which offers a variety of culinary menus. Enjoyment of local cuisine can contribute to the perception of tourists and create attraction to tourist destinations[33]. Product attributes of culinary preferences in culinary tourism, including: taste and food quality[34];[45]. Consumer segmentation from the findings of several studies on consumer preferences is intended to provide different services from culinary products. In addition, the existence of different types of consumers will show how personal views about perceptions of attitudes are[43]and consumer intentions towards local culinary and the extent to which they love the culinary product[54].

Consumer segmentation related to food can also be distinguished according to lifestyle attributes. Several factors, including: health, environment and economies of scale are predictors of consumer attitudes towards local food. Consumer perceptions of local food can influence the purchase intention of local food products[51]. Certain environmental stimuli will affect the internal state of consumers and shape buying behavior by consumers[54]. The bonding of consumers' feelings on the environment forms a positive attitude towards purchasing local food[19]. One of them is the emergence of local patriotism that affects preferences for local food in the form of empathy and social care[53].The literature review analysis in this study places consumer preferences according to the consumer behavior theory approach from the point of view of subjective norms and behavioral perception control. Every consumer has a perception of local culinary products, although it is possible that environmental factors affect consumer attitudes towards local food. In the end, consumers' intentions to purchase local culinary products shape their behavior in consuming products in a sustainable manner. The novelty of this study is that it reveals that online purchases and the role of social media can influence consumer preferences for local cuisine.

V. CONCLUSION

This study is intended to determine the trend of consumer preference research for local culinary, through a qualitative literature approach. In all, 172 studies were published in reputable international journals, of which 13 articles met the selection criteria. The results reported and analyzed are according to Zhang et al. (2019), where social media platforms can influence consumer preferences for local cuisine. The impact of environmental factors, according to the findings of a study by Kumar (2021) is a stimulus that affects the internal state of consumers and shapes behavior. Research based on local food is widely associated with consumer behavior in culinary tourism. Aspects of consumer segmentation in consumer preference research for local culinary are identified from the buying behavior of local culinary. Attributes of local culinary products, such as: taste image and product quality are considered by consumers to form perceptions of the product. Consumer attitudes towards local culinary influence the purchase intention for local culinary by consumers. In the last ten years, based on the results of the discussion, research shows that research on consumer preferences for local cuisine has been explained by a review of consumer behavior. Consumer preference analysis still emphasizes the decision-making process. Meanwhile, an explanation of post-purchase consumer behavior has not been shown. Social media platforms support to facilitate how consumers' preferences for local food can be known, where so far consumers have positive attitudes towards online purchases.

REFERENCES

- [1] C. V. Priporas, N. Stylos, and A. K. Fotiadis, "Generation Z consumers' expectations of interactions in smart retailing: A future agenda," *Comput. Human Behav.*, vol. 77, pp. 374–381, Dec. 2017, doi: 10.1016/J.CHB.2017.01.058.
- [2] Y. Wang, A. Hong, X. Li, and J. Gao, "Marketing innovations during a global crisis: A study of China firms' response to COVID-19," *J. Bus. Res.*, vol. 116, pp. 214–220, Aug. 2020, doi: 10.1016/J.JBUSRES.2020.05.029.
- [3] M. Z. Salem, S. Baidoun, and G. Walsh, "Factors affecting Palestinian customers' use of online banking services," *Int. J. Bank Mark.*, vol. 37, no. 2, pp. 426–451, Mar. 2019, doi: 10.1108/IJBM-08-2018-0210/FULL/XML.
- [4] M. A. Rahman, M. A. Islam, B. H. Esha, N. Sultana, and S. Chakravorty, "Consumer buying behavior towards online shopping: An empirical study on Dhaka city, Bangladesh," <http://www.editorialmanager.com/cogentbusiness>, vol. 5, no. 1, pp. 1–22, Jan. 2018, doi: 10.1080/23311975.2018.1514940.
- [5] S. Teng and K. W. Khong, "Examining actual consumer usage of E-wallet: A case study of big data analytics," *Comput. Human Behav.*, vol. 121, p. 106778, Aug. 2021, doi: 10.1016/J.CHB.2021.106778.
- [6] F. Nizam, H. J. Hwang, and N. Valaei, "Measuring the Effectiveness of E-Wallet in Malaysia," *Stud. Comput. Intell.*, vol. 786, pp. 59–69, 2019, doi: 10.1007/978-3-319-96803-2_5.
- [7] L. Tan, M. Y. Li, and S. Kok, "E-Commerce Product Categorization via Machine Translation," *ACM Trans. Manag. Inf. Syst.*, vol. 11, no. 3, Jul. 2020, doi: 10.1145/3382189.
- [8] M. S. I. Malik and A. Hussain, "Helpfulness of product reviews as a function of discrete positive and negative emotions," *Comput. Human Behav.*, vol. 73, pp. 290–302, Aug. 2017, doi: 10.1016/J.CHB.2017.03.053.
- [9] A. Y. L. Chong, E. Ch'ng, M. J. Liu, and B. Li, "Predicting consumer product demands via Big Data: the roles of online promotional marketing and online reviews," <https://doi.org/10.1080/00207543.2015.1066519>, vol. 55, no. 17, pp. 5142–5156, Sep. 2015, doi: 10.1080/00207543.2015.1066519.
- [10] D. H. Nguyen, S. de Leeuw, W. Dullaert, and B. P. J. Foubert, "What Is the Right Delivery Option for You? Consumer Preferences for Delivery Attributes in Online Retailing," *J. Bus. Logist.*, vol. 40, no. 4, pp. 299–321, Dec. 2019, doi: 10.1111/JBL.12210.
- [11] A. Bilgihan, J. Kandampully, and T. (Christina) Zhang, "Towards a unified customer experience in online shopping environments: Antecedents and outcomes," *Int. J. Qual. Serv. Sci.*, vol. 8, no. 1, pp. 102–119, Mar. 2016, doi: 10.1108/IJQSS-07-2015-0054/FULL/XML.
- [12] Y. Wang and B. T. Hazen, "Consumer product knowledge and intention to purchase remanufactured products," *Int. J. Prod. Econ.*, vol. 181, pp. 460–469, Nov. 2016, doi: 10.1016/J.IJPE.2015.08.031.
- [13] J. T. Mgonja, K. F. Backman, S. J. Backman, D. W. D. Moore, and J. C. Hallo, "A structural model to assess international visitors' perceptions about local foods in Tanzania," <http://dx.doi.org/10.1080/09669582.2016.1250768>, vol. 25, no. 6, pp. 796–816, Jun. 2016, doi: 10.1080/09669582.2016.1250768.
- [14] Y. Wang, J. R. Huscroft, B. T. Hazen, and M. Zhang, "Green information, green certification and consumer perceptions of remanufactured automobile parts," *Resour. Conserv. Recycl.*, vol. 128, pp. 187–196, Jan. 2018, doi: 10.1016/J.RESCONREC.2016.07.015.
- [15] M. H. Alemu, S. B. Olsen, S. E. Vedel, K. O. Pambo, and V. O. Owino, "Combining product attributes with recommendation and shopping location attributes to assess consumer preferences for insect-based food products," *Food Qual. Prefer.*, vol. 55, pp. 45–57, Jan. 2017, doi: 10.1016/J.FOODQUAL.2016.08.009.
- [16] N. Maehle, N. Iversen, L. Hem, and C. Otnes, "Exploring consumer preferences for hedonic and utilitarian food attributes," *Br. Food J.*, vol. 117, no. 12, pp. 3039–3063, Dec. 2015, doi: 10.1108/BFJ-04-2015-0148/FULL/XML.
- [17] A. Iazzi, D. Vrontis, O. Trio, and Y. Melanthy, "Consumer preference, satisfaction, and intentional behavior: Investigating consumer attitudes for branded or unbranded products," <http://dx.doi.org/10.1080/15475778.2016.1167000>, vol. 21, no. 2, pp. 84–98, Apr. 2016, doi: 10.1080/15475778.2016.1167000.
- [18] I. Schäufele and U. Hamm, "Consumers' perceptions, preferences and willingness-to-pay for wine with sustainability characteristics: A review," *J. Clean. Prod.*, vol. 147, pp. 379–394, Mar. 2017, doi: 10.1016/J.JCLEPRO.2017.01.118.
- [19] C. Bianchi, "Exploring Urban Consumers' Attitudes and Intentions to Purchase Local Food in Chile," <http://dx.doi.org/10.1080/10454446.2015.1048021>, vol. 23, no. 5, pp. 553–569, Jul. 2016, doi: 10.1080/10454446.2015.1048021.
- [20] C. Zhang, Z. Yue, Q. Zhou, S. Ma, and Z. K. Zhang, "Using social media to explore regional cuisine preferences

- in China,” *Online Inf. Rev.*, vol. 43, no. 7, pp. 1098–1114, Nov. 2019, doi: 10.1108/OIR-08-2018-0244/FULL/XML.
- [21] S. Rosyadi, A. S. Kusuma, E. Fitrah, A. Haryanto, and W. Adawiyah, “The Multi-Stakeholder’s Role in an Integrated Mentoring Model for SMEs in the Creative Economy Sector;,” <https://doi.org/10.1177/2158244020963604>, vol. 10, no. 4, Oct. 2020, doi: 10.1177/2158244020963604.
- [22] D. Eravia, T. Handayani, and Julina, “The Opportunities and Threats of Small and Medium Enterprises in Pekanbaru: Comparison between SMEs in Food and Restaurant Industries,” *Procedia - Soc. Behav. Sci.*, vol. 169, pp. 88–97, Jan. 2015, doi: 10.1016/J.SBSPRO.2015.01.289.
- [23] F. Diana-Rose and M. A. Zariyawati, “Cost matters to small and medium enterprises: A study of Malaysia food and beverage manufacturing,” *Int. J. Manag. Enterp. Dev.*, vol. 18, no. 3, pp. 219–230, 2019, doi: 10.1504/IJMED.2019.100674.
- [24] M. Ormazabal, V. Prieto-Sandoval, R. Puga-Leal, and C. Jaca, “Circular Economy in Spanish SMEs: Challenges and opportunities,” *J. Clean. Prod.*, vol. 185, pp. 157–167, Jun. 2018, doi: 10.1016/J.JCLEPRO.2018.03.031.
- [25] M. I. Purba, D. C. Y. Simanjutak, Y. N. Malau, W. Sholihat, and E. A. Ahmadi, “The effect of digital marketing and e-commerce on financial performance and business sustainability of MSMEs during COVID-19 pandemic in Indonesia,” *Int. J. Data Netw. Sci.*, vol. 5, no. 3, pp. 275–282, Jun. 2021, doi: 10.5267/J.IJDNS.2021.6.006.
- [26] S. Wijaya, “Indonesian food culture mapping: A starter contribution to promote Indonesian culinary tourism,” *J. Ethn. Foods*, vol. 6, no. 1, pp. 1–10, Sep. 2019, doi: 10.1186/S42779-019-0009-3/TABLES/1.
- [27] B. Okumus, Y. Xiang, and J. Hutchinson, “Local cuisines and destination marketing: cases of three cities in Shandong, China,” *Asia Pacific J. Tour. Res.*, vol. 23, no. 6, pp. 584–599, Jun. 2018, doi: 10.1080/10941665.2018.1469521.
- [28] A. Rianti, A. E. Novenia, A. Christopher, D. Lestari, and E. K. Parassih, “Ketupat as traditional food of Indonesian culture,” *J. Ethn. Foods*, vol. 5, no. 1, pp. 4–9, Mar. 2018, doi: 10.1016/J.JEF.2018.01.001.
- [29] C. Feldmann and U. Hamm, “Consumers’ perceptions and preferences for local food: A review,” *Food Qual. Prefer.*, vol. 40, no. PA, pp. 152–164, Mar. 2015, doi: 10.1016/J.FOODQUAL.2014.09.014.
- [30] J. C. Pérez Gálvez, M. J. Granda, T. López-Guzmán, and J. R. Coronel, “Local gastronomy, culture and tourism sustainable cities: The behavior of the American tourist,” *Sustain. Cities Soc.*, vol. 32, pp. 604–612, Jul. 2017, doi: 10.1016/J.SCS.2017.04.021.
- [31] H. Pamukçu, Ö. Saraç, S. Aytuğar, and M. Sandıkçı, “The Effects of Local Food and Local Products with Geographical Indication on the Development of Tourism Gastronomy,” *Sustain. 2021, Vol. 13, Page 6692*, vol. 13, no. 12, p. 6692, Jun. 2021, doi: 10.3390/SU13126692.
- [32] F. Schimperna, R. Lombardi, and Z. Belyaeva, “Technological transformation, culinary tourism and stakeholder engagement: emerging trends from a systematic literature review,” *J. Place Manag. Dev.*, vol. 14, no. 1, pp. 66–80, Jan. 2021, doi: 10.1108/JPMD-03-2020-0028/FULL/XML.
- [33] J. Guan and D. L. Jones, “The Contribution of Local Cuisine to Destination Attractiveness: An Analysis Involving Chinese Tourists’ Heterogeneous Preferences,” *Asia Pacific J. Tour. Res.*, vol. 20, no. 4, pp. 416–434, Apr. 2015, doi: 10.1080/10941665.2014.889727.
- [34] Y. Updhyay and D. Sharma, “Culinary preferences of foreign tourists in India;,” <http://dx.doi.org/10.1177/1356766713486143>, vol. 20, no. 1, pp. 29–39, Dec. 2013, doi: 10.1177/1356766713486143.
- [35] E. K. Kang, J. Lee, K. H. Kim, and Y. H. Yun, “The popularity of eating broadcast: Content analysis of ‘mukbang’ YouTube videos, media coverage, and the health impact of ‘mukbang’ on public,” *Health Informatics J.*, vol. 26, no. 3, pp. 2237–2248, Sep. 2020, doi: 10.1177/1460458220901360.
- [36] M. C. Aprile, V. Caputo, and R. M. Nayga, “Consumers’ Preferences and Attitudes Toward Local Food Products,” <http://dx.doi.org/10.1080/10454446.2014.949990>, vol. 22, no. 1, pp. 19–42, Jan. 2015, doi: 10.1080/10454446.2014.949990.
- [37] P. Fernández-Ferrín, A. Calvo-Turrientes, B. Bande, M. Artaraz-Miñón, and M. M. Galán-Ladero, “The valuation and purchase of food products that combine local, regional and traditional features: The influence of consumer ethnocentrism,” *Food Qual. Prefer.*, vol. 64, pp. 138–147, Mar. 2018, doi: 10.1016/J.FOODQUAL.2017.09.015.
- [38] E. Bartkiene *et al.*, “Factors Affecting Consumer Food Preferences: Food Taste and Depression-Based Evoked Emotional Expressions with the Use of Face Reading Technology,” *Biomed Res. Int.*, vol. 2019, 2019, doi: 10.1155/2019/2097415.
- [39] P. Cáceres, N. Juretić, L. Segovia, and C. Rivera, “Exploration of Taste and Preferences for Primary Flavors, Flavor Combinations, Aromatic Flavors and Ethnic Flavors: An Approach to the Acceptability of Culinary

- Diversity in Chile,” <https://doi.org/10.1080/15428052.2022.2057886>, pp. 1–19, Apr. 2022, doi: 10.1080/15428052.2022.2057886.
- [40] M. T. Paulsen, G. H. Rogns , and M. Hersleth, “Consumer perception of food–beverage pairings: The influence of unity in variety and balance,” *Int. J. Gastron. Food Sci.*, vol. 2, no. 2, pp. 83–92, Jan. 2015, doi: 10.1016/J.IJGFS.2014.12.003.
- [41] T. Meas, W. Hu, M. T. Batte, T. A. Woods, and S. Ernst, “Substitutes or Complements? Consumer Preference for Local and Organic Food Attributes,” *Am. J. Agric. Econ.*, vol. 97, no. 4, pp. 1044–1071, Jul. 2015, doi: 10.1093/AJAE/AAU108.
- [42] T. Sadilek, “Consumer preferences regarding food quality labels: the case of Czechia,” *Br. Food J.*, vol. 121, no. 10, pp. 2508–2523, Sep. 2019, doi: 10.1108/BFJ-03-2019-0150/FULL/XML.
- [43] K.-H. Min and S. Han, “Local consumers’ perceptions and preferences for Asian ethnic foods,” <http://dx.doi.org/10.1080/15980634.2017.1349628>, vol. 17, no. 3, pp. 165–179, Jul. 2017, doi: 10.1080/15980634.2017.1349628.
- [44] K. P cha, J. Navr til, and R.  vec, “Preference to Local Food vs. Preference to ‘National’ and Regional Food,” <https://doi.org/10.1080/10454446.2016.1266549>, vol. 24, no. 2, pp. 125–145, Feb. 2017, doi: 10.1080/10454446.2016.1266549.
- [45] P. Promsivapallop and P. Kannaovakun, “Destination food image dimensions and their effects on food preference and consumption,” *J. Destin. Mark. Manag.*, vol. 11, pp. 89–100, Mar. 2019, doi: 10.1016/J.JDMM.2018.12.003.
- [46] A. R. Da Liang and W. M. Lim, “Exploring the online buying behavior of specialty food shoppers,” *Int. J. Hosp. Manag.*, vol. 30, no. 4, pp. 855–865, Dec. 2011, doi: 10.1016/J.IJHM.2011.01.006.
- [47] M. Ertaş and M. Kozak, “Publish or perish: The proportion of articles versus additional sections in tourism and hospitality journals,” *J. Hosp. Tour. Manag.*, vol. 43, pp. 149–156, Jun. 2020, doi: 10.1016/J.JHTM.2020.03.001.
- [48] R. W. Palmatier, M. B. Houston, and J. Hulland, “Review articles: purpose, process, and structure,” *J. Acad. Mark. Sci.* 2017 461, vol. 46, no. 1, pp. 1–5, Oct. 2017, doi: 10.1007/S11747-017-0563-4.
- [49] H. Snyder, “Literature review as a research methodology: An overview and guidelines,” *J. Bus. Res.*, vol. 104, pp. 333–339, Nov. 2019, doi: 10.1016/J.JBUSRES.2019.07.039.
- [50] N. Donthu, S. Kumar, D. Mukherjee, N. Pandey, and W. M. Lim, “How to conduct a bibliometric analysis: An overview and guidelines,” *J. Bus. Res.*, vol. 133, pp. 285–296, Sep. 2021, doi: 10.1016/J.JBUSRES.2021.04.070.
- [51] A. Kumar and S. Smith, “Understanding Local Food Consumers: Theory of Planned Behavior and Segmentation Approach,” <https://doi.org/10.1080/10454446.2017.1266553>, vol. 24, no. 2, pp. 196–215, Feb. 2017, doi: 10.1080/10454446.2017.1266553.
- [52] K.-H. Min and S. Han, “Local consumers’ perceptions and preferences for Asian ethnic foods,” <http://dx.doi.org/10.1080/15980634.2017.1349628>, vol. 17, no. 3, pp. 165–179, Jul. 2017, doi: 10.1080/15980634.2017.1349628.
- [53] K. Skallerud and A. H. Wien, “Preference for local food as a matter of helping behaviour: Insights from Norway,” *J. Rural Stud.*, vol. 67, pp. 79–88, Apr. 2019, doi: 10.1016/J.JRURSTUD.2019.02.020.
- [54] S. Kumar, M. Murphy, S. Talwar, P. Kaur, and A. Dhir, “What drives brand love and purchase intentions toward the local food distribution system? A study of social media-based REKO (fair consumption) groups,” *J. Retail. Consum. Serv.*, vol. 60, p. 102444, May 2021, doi: 10.1016/J.JRETCONSER.2021.102444.