



Analysis of Consumer Attitudes, Purchasing Patterns, and Consumption Patterns in Choosing Broiler Chicken and/or Local Chicken in Natar District, South Lampung Regency

Navarina Ajeng Pratiwi^{1*}, Firdasari², Adia Nugraha³

¹⁻³ University of Lampung, Indonesia

email: Navarina2580@gmail.com¹

Article Info :

Received:

22-06-2026

Revised:

29-06-2026

Accepted:

01-07-2026

Abstract

This empirical study examines the structural interplay among consumer attitudes, purchasing patterns, and domestic consumption trajectories in selecting broiler and local chicken within Natar District, South Lampung Regency. Utilizing a cross sectional survey design with sixty household food decision makers selected via accidental sampling at traditional and modern retail hubs, primary behavioral datasets were collected and evaluated through the Multiattribute Fishbein model alongside descriptive statistical processing. The empirical results demonstrate that consumer attitudes toward both poultry variants fall into the moderately favorable category, with total attitude scores reaching 120.99 for broiler chicken and 121.68 for local chicken. Broiler chicken exhibits superior performance in economic accessibility, market availability, and muscle fiber tenderness, while local chicken is favored for taste authenticity, nutrient density, and health safety. Purchasing and consumption patterns indicate a balanced reliance on traditional and modern market channels, with broiler chicken functioning as the dominant weekly protein staple owing to intensive regional supply trajectories, short preparation cycles, and clear sensory preferences for fried thigh and breast cuts.

Keywords: Broiler Chicken, Local Chicken, Consumer Attitude, Purchasing Pattern, Consumption Pattern.



©2022 Authors.. This work is licensed under a Creative Commons Attribution-Non Commercial 4.0 International License.
(<https://creativecommons.org/licenses/by-nc/4.0/>)

INTRODUCTION

The shifting paradigms of global food security and the accelerating transition toward higher animal protein intake in emerging economies have placed poultry commodities at the epicenter of contemporary agricultural economics. In the broader international landscape, poultry products serve as an indispensable vehicle for bridging nutritional deficits due to their competitive pricing architectures, exceptionally compressed production cycles, and universal cross-cultural acceptability (Thuannadee & Noosuwan, 2025). Within this structural evolution, regional production ecosystems in developing nations face the dual challenge of optimizing intensive supply chains while preserving indigenous agri-food networks. In the context of Indonesia, South Lampung Regency encapsulates this structural duality as it possesses a highly dynamic agricultural and livestock foundation that supports both high-yield industrial broiler networks and decentralized local poultry systems (BPS Provinsi Lampung, 2023; BPS Kabupaten Lampung Selatan, 2024). The spatial intersection of these two distinct production regimes within localized trading hubs exposes micro-level tensions between large-scale market efficiency and traditional consumer values, which directly dictates household purchasing power allocations and localized resource distribution.

Extant literature on poultry economics has extensively investigated the structural drivers of meat selection, establishing that consumer choices are non-linear reflections of socio-demographic configurations, purchasing environments, and intrinsic product attributes. Empirical assessments indicate that industrialized broiler models achieve pervasive market penetration due to highly optimized vertical integrations and contract farming patterns that yield standardized, cost-effective, and uninterrupted supply streams (Oroh & Pangemanan, 2023; Sari & Murtani, 2025). Conversely, consumer behavior toward native or local avian varieties is predominantly anchored in non-economic qualitative dimensions, where perceptions of superior texture, authentic flavor profiles, and organic purity command distinct market niches despite substantial price premiums (Pahlevi et al., 2024; Thuannadee & Noosuwan, 2025). Empirical evidence from traditional and modern retail spaces further

demonstrates that the final selection calculus is rarely monolithic, as the trade-off between the economic expediency of broilers and the perceived health attributes of local poultry fluctuates wildly across different regional demographic cohorts (Ottu, 2025; Zahro, 2024). These macro-level dynamics are sharply visible in rapidly densifying semi-urban corridors, such as Natar District, where the coexistence of traditional marketplaces and modern supermarkets creates a highly competitive retail landscape that continuously alters consumer evaluation criteria (BPS Kabupaten Lampung Selatan, 2024).

Despite the volume of research exploring general poultry preferences, a critical empirical and conceptual fragmentation persists regarding how multi-attribute consumer beliefs simultaneously convert into concrete purchasing patterns and ultimate ingestion habits within transitional peri-urban jurisdictions. Prior scholarship frequently suffers from a reductionist bias, treating consumer attitudes as static psychological constructs isolated from the structural constraints of marketplace access, income thresholds, and specific culinary applications (Oroh & Pangemanan, 2023; Zahro, 2024). Furthermore, severe inconsistencies emerge in the literature regarding whether traditional market platforms amplify or mitigate the price elasticity of high-cost local chicken, particularly when asymmetric product information leaves consumers highly dependent on subjective quality heuristics (Ottu, 2025; Pahlevi et al., 2024). This empirical ambiguity is exacerbated by a striking geographic under-representation of high-density logistical transit zones in current consumer behavior models, leaving a distinct analytical gap regarding how rapid spatial-economic transitions in districts like Natar reshape the trade-offs between modern industrial affordability and local heritage food choices (BPS Kabupaten Lampung Selatan, 2024). Consequently, existing theoretical frameworks remain ill-equipped to explain the mechanisms by which shifting supply volumes, like the sharp contractions documented in regional livestock outputs, intersect with deep-seated household habits to determine actual dietary trade-offs (BPS Provinsi Lampung, 2023).

Resolving these analytical blind spots represents a critical scholarly and practical imperative, as understanding the granular mechanics of meat choice underpins the structural viability of local agrarian economies and national nutritional policies alike. From an economic and policy standpoint, failing to decipher the exact multi-attribute trade-offs that consumers make between broiler utility and local chicken quality prevents livestock planners from designing targeted intervention strategies capable of stabilizing volatile localized supply lines (BPS Provinsi Lampung, 2023). Culturally and nutritionally, as household dynamics shift toward smaller family sizes and highly specialized wage earning roles in transitioning districts, the survival of local indigenous livestock systems depends entirely on identifying the precise threshold where quality perceptions override raw price considerations (BPS Kabupaten Lampung Selatan, 2024; Sari & Murtani, 2025). If the poultry industry operates without a mathematically modeled understanding of these micro-level behavioral shifts, smallholder native chicken producers risk complete displacement by industrial monocultures, thereby eroding bio-diverse food reserves and undermining regional economic resilience.

Within this intellectual landscape, this study establishes its distinct empirical and analytical position by offering a comprehensive multi-dimensional investigation that integrates behavioral economics with granular spatial consumption tracking. Moving beyond the descriptive frameworks that dominate contemporary regional studies, this inquiry deploys a rigorous multi-attribute behavioral framework to unpack the specific cognitive components that drive quality evaluations across traditional and modern retail infrastructure (Oroh & Pangemanan, 2023; Pahlevi et al., 2024). By capturing the entire behavioral trajectory from cognitive attitude formation to physical procurement metrics and final dietary preparation techniques, this research establishes an advanced explanatory paradigm for meat choice in transitioning economies. The choice of Natar District as the focal point serves as an ideal analytical laboratory, representing a high-velocity trade corridor that links agrarian production zones with modern consumer hubs, thus allowing for a highly nuanced mapping of how physical retail access interacts with consumer purchasing power (BPS Kabupaten Lampung Selatan, 2024).

The primary objective of this study is to provide a rigorous, empirical analysis of consumer attitudes, purchasing patterns, and consumption configurations concerning broiler and local chicken varieties within Natar District, South Lampung Regency. Methodologically, this research contributes to agricultural economics by operationalizing an integrated survey framework that validates structural multi-attribute models against direct behavioral observation across asymmetric retail spaces, thereby enhancing the precision of localized consumer data tracking. Theoretically, this study advances the broader discourse on consumer food economics by constructing a progressive behavioral model that

links multi-attribute cognitive evaluations directly to functional dietary outputs. Ultimately, these insights provide smallholder cooperatives, agribusiness enterprises, and regional policymakers with the empirical toolkit necessary to optimize supply-chain distributions, align marketing strategies with actual household quality demands, and foster sustainable livestock development in emerging rural-urban interfaces.

RESEARCH METHODS

This empirical study utilizes a cross sectional survey design to capture primary behavioral datasets directly from poultry buyers within transitioning retail environments (Sugiyono, 2021). The target population encompasses all household food decision makers who procure or consume poultry products within the specified administrative boundaries of Natar District, South Lampung Regency (BPS Kabupaten Lampung Selatan, 2024). Given the absence of an exhaustive, centralized sampling frame of daily shoppers, a sample size of 60 respondents was selected via non probability accidental sampling at two distinct retail hubs, specifically the traditional Natar Market and the modern Chandra Superstore Natar, ensuring balanced structural representation across asymmetrical marketing channels. Primary data sources comprise structured, face to face diagnostic questionnaires administered during active shopping hours, while macro level regional production trends are extracted from secondary public registers (BPS Provinsi Lampung, 2023). Operationalization of variables segregates consumer choices into three measurable constructs: consumer attitudes defined as multi attribute psychological orientations toward explicit meat traits, purchasing patterns operationalized via procurement frequency, purchasing volume, and retail channel choice, and consumption patterns quantified through preparation types, preferred anatomical cuts, and weekly ingestion frequency (Kotler & Armstrong, 2012).

To achieve analytical precision, cognitive orientations are evaluated using a structured five point Likert scale capturing both the normative importance evaluation and the specific situational belief strength regarding eight distinct poultry attributes (Sumarwan, 2003). Mathematical aggregation of these cognitive components is executed via the Multiattribute Fishbein model, which systematically determines the total attitude score by multiplying attribute importance with corresponding belief evaluations across both broiler and local chicken variants (Rahayu & Afrilliana, 2021). Internal consistency and instrument stability are verified prior to final analysis using Cronbach alpha reliability metrics, alongside product moment correlation coefficients to guarantee psychometric validity. Statistical processing for purchasing trajectories and intake habits relies on quantitative descriptive analysis, using automated cross tabulations, percentage distributions, and frequency calculations to map physical procurement variations. Given the descriptive and algebraic nature of the Fishbein model and frequency mapping, traditional econometric assumptions such as homoscedasticity or multivariate normality are not required, allowing the research to focus on identifying preference thresholds through explicit aggregate attitude indexing.

RESULTS AND DISCUSSION

Empirical Evaluation of Multiattribute Consumer Attitudes and Behavioral Beliefs

The empirical identification of consumer mental models represents a fundamental milestone in understanding market dynamics within transitioning agricultural economics. Cognitive orientations towards specific livestock types are not monolithic constructs, rather they emerge from a complex intersection of individual lifestyle commitments and explicit physical commodity variables (Kotler & Armstrong, 2012). The systematic deployment of the Multiattribute Fishbein model allows this investigation to capture the discrete structural weights that local poultry buyers assign to explicit qualitative and economic indices (Sumarwan, 2003). Consequently, the empirical output maps out the cognitive trade offs that dictate the psychological positioning of industrial broiler choices against indigenous free range poultry options across localized urbanizing channels.

Psychological valuation sequences begin with establishing explicit priority frameworks where specific commodity properties dominate household budgeting considerations. The gathered primary datasets establish that regional food decision makers prioritize predictable economic outlays alongside essential physiological utilities when choosing animal protein structures (Rahayu & Afrilliana, 2021). This orientation emphasizes how budget parameters restrict or guide the transformation of consumer desires into actual market expenditures. Empirical calculations validate this pattern by revealing highly

concentrated importance distributions that prioritize immediate financial affordability alongside long term health considerations.

Table 1. Consumer Attitude Scores Toward Broiler Chicken And/Or Local Chicken Attributes

Attribute	Importance evaluation (ei)	Ao broiler	Ao local chicken
Price	4.48	17.56	11.56
Availability	3.97	16.40	15.80
Taste	4.12	16.56	17.84
Texture	3.92	15.48	15.29
Nutritional content	4.13	15.07	16.44
Health/safety	4.08	12.97	16.40
Cleanliness/quality	3.87	14.59	15.36
Cooking time	3.58	12.35	13.00
Total Ao	-	120.99	121.68

Source: Processed Primary Data (2026)

The multiattribute attitude scores presented in Table 1 illuminate a subtle cognitive parity between the two distinct poultry types within the investigated peri urban boundaries. Local chicken options achieved a marginally superior aggregate index of 121.68 compared to the broiler score of 120.99, although both products occupy a moderately favorable evaluative classification (Rahayu & Afrilliana, 2021). This narrow aggregate divergence indicates that buyers maintain distinct utility functions for each avian type rather than viewing them as perfect substitutes. The multiattribute framework successfully isolates these divergent cognitive foundations by demonstrating that individual attribute weights vary significantly between industrial and indigenous commodities.

The economic dimensions of poultry purchasing show that the price attribute carries the highest importance score of 4.48, making financial outlays the primary driver of household meat choice. Broiler options achieve their most significant competitive advantage on this criterion, securing a belief attitude product of 17.56 compared to the low score of 11.56 for local chicken. This massive statistical gap reflects the operational efficiencies achieved by modern industrial poultry networks that consistently suppress retail prices (Amam, 2022). High costs create a formidable barrier for native poultry, forcing local chicken into a specialized consumption niche despite its strong qualitative appeal.

Logistical availability constitutes another core advantage for industrial broiler supply chains, achieving a belief attitude product of 16.40 versus 15.80 for native varieties. This variation aligns with localized production parameters where industrial broiler outputs dominate regional supply lines despite temporary aggregate declines (BPS Provinsi Lampung, 2023). Continuous supply schedules reduce search costs for households, reinforcing broiler dominance during routine grocery procurement. Conversely, native chicken distribution remains decentralized, which limits its accessibility in modern retail formats (Oroh & Pangemanan, 2023).

The culinary and sensory valuation profiles reveal a complete reversal of consumer preferences, with local chicken scoring significantly higher on qualitative parameters. Native chicken achieved a dominant taste product score of 17.84 compared to 16.56 for broilers, confirming deep seated cultural preferences for heritage flavor profiles (Pahlevi et al., 2024). This sensory advantage is closely linked to unique physical attributes like muscle density and traditional foraging diets (Asnawi et al., 2023). These organic characteristics allow local options to maintain strong market positions despite significant economic disadvantages.

Perceptions of healthfulness and biological safety further strengthen the market position of native poultry, yielding a product score of 16.40 against the low broiler score of 12.97. This substantial difference shows that consumers associate industrial production methods with artificial additives or chemical interventions (Dewi et al., 2024). Native variants benefit from a wholesome public image, attracting health conscious buyer segments who prioritize chemical free food choices (Thuannadee & Noosuwan, 2025). This health orientation helps insulate local chicken demand from shifts in raw price levels.

Nutritional quality and physical cleanliness scores follow a matching trajectory, with local chicken outperforming broilers across both categories. Native chicken achieved scores of 16.44 for nutritional content and 15.36 for cleanliness, outmatching the corresponding broiler scores of 15.07 and 14.59. This pattern shows that buyers connect small scale, decentralized poultry production with superior food safety standards (Nuralfiyani et al., 2024). These beliefs are reinforced by clear quality indicators at the point of sale, such as meat color and freshness (Zahro, 2024).

The sensory category of physical meat texture represents a unique point of convergence where broilers score 15.48, slightly ahead of the native chicken score of 15.29. This close proximity shows that buyers balance the tenderness of younger industrial birds against the firm texture of mature native poultry (Chaterine et al., 2024). Broiler varieties gain an additional advantage from compressed cooking times, scoring 12.35 against 13.00 for local options. This time efficiency makes broilers highly attractive to busy urban households who require rapid meal preparation (Ayuningtyas et al., 2023).

These empirical multiattribute findings demonstrate that regional poultry demand depends on a dynamic balance between economic constraints and qualitative preferences. Broiler selections operate as a practical choice for daily household nutrition, sustained by competitive pricing and reliable supply lines (Zahro, 2024). Conversely, local chicken functions as a high value alternative driven by sensory, health, and cultural preferences (Ottu, 2025). Agribusiness firms can use these distinct attribute configurations to design targeted marketing strategies that align with actual consumer priorities.

Retail Asymmetry and Household Procurement Dynamics: Analyzing Consumer Purchasing Patterns

An empirical investigation into poultry commodity purchasing patterns within Natar District reveals balanced structural representation across asymmetrical marketing channels. Primary survey datasets gathered directly from household food decision makers establish that spatial procurement preferences are divided symmetrically between traditional retail formats and modern grocery establishments. Consumers choose traditional wet markets like Natar Market to leverage flexible price bargaining and secure raw fresh carcasses. Conversely, modern retail spaces such as Chandra Superstore Natar satisfy household demands for operational cleanliness and structured physical environment comfort (Oroh & Pangemanan, 2023).

The sociological rationale behind this retail bifurcation is deeply intertwined with domestic socio-economic profiles. Budgetary allocations for animal protein are inherently constrained because the clear majority of purchasing households operate within a monthly income bracket of IDR 2,000,000 to IDR 4,000,000. Managing an average family size of 3 to 4 individuals forces primary food buyers to act with extreme sensitivity toward unit price fluctuations (Sari & Murtani, 2025). This rigid income constraint curtails discretionary spending and channels essential procurement activities toward the most economically efficient protein alternative (Kotler & Armstrong, 2012).

Macro-level regional production trajectories further solidify these specific household purchasing decisions. Local supply systems in South Lampung Regency exhibit a severe volume asymmetry, with fresh broiler production reaching 12,452.93 tons while local native chicken yields sit restricted at only 514.79 tons (BPS Provinsi Lampung, 2023). This immense logistical supply disparity creates a widespread spillover effect that stabilizes broiler retail costs at highly competitive thresholds (Manik, 2025). The physical availability of broiler stocks across both market types reduces consumer search costs and simplifies procurement routines for low-income families (Asnawi et al., 2023).

Table 2. Consumer Purchasing Patterns For Broiler Chicken And Local Chicken

Description	Dominant category	Number	Percentage (%)
Purchasing place	Traditional market	30 households	50.0
Purchasing place	Modern market	30 households	50.0
Most purchased chicken type	Broiler chicken	40 households	66.7
Purchase frequency	1-2 times/month	47 households	78.3
Purchase quantity	1-2 kg	28 households	46.7
Reason for purchase	Taste	38 households	63.3
Reason for purchase	Price	36 households	60.0

Description	Dominant category	Number	Percentage (%)
Reason for purchase	Family habits	25 households	41.7

Source: Processed Primary Data (2026)

Quantitative frequency mapping demonstrates that most households organize their poultry purchases within a measured monthly cycle. The primary empirical data compiled in Table 4 indicates that a substantial proportion of buyers source chicken products just 1 to 2 times per month. Procurement volume remains highly concentrated at a modest scale of 1 to 2 kg per transactional interaction. This specific distribution verifies that poultry meat is managed as a perishable commodity for immediate preparation rather than an item for long-term cold bulk storage (Bestiaranata et al., 2025). Limited home cold-storage infrastructure among lower-middle income families reinforces this small-scale procurement pattern (Ayuningtyas et al., 2023).

Multi-response parameters reveal that taste characteristics and financial costs serve as the dual foundations guiding household choices. The heavy emphasis placed on price concerns shows how households continually optimize utility under strict spending caps (Elviyenny et al., 2024). Consumers are systematically forced to balance nutritional goals against general household maintenance costs (Farhati et al., 2024). These routine financial adjustments align with broader economic strategies to maximize food security through affordable protein sources (Amam, 2022).

Intergenerational culinary traditions also function as an anchor for local consumer habits. Longstanding family eating customs serve as an internal guide that dampens the direct impact of market price hikes (Handayani & Wicaksana, 2024). Even though broiler meat provides an affordable alternative, specific consumer groups intentionally pay a price premium for native chickens to maintain traditional food flavors (Mustari et al., 2025). This deep cultural attachment preserves a steady niche market for native poultry despite ongoing household budget limitations (Ottu, 2025).

Market structural traits like physical location access and product freshness shape everyday buying habits. Traditional networks remain popular because they distribute varied bird options right into residential neighborhoods (Zahro, 2024). Meanwhile, modern supermarkets attract shoppers who prefer pre-packaged portions and guaranteed product origin (Jannah, 2022). This retail split shows that modern buyers balance meat trait expectations against the ease of their shopping experience (Dewi et al., 2024).

Regional health awareness campaigns also gently steer consumer choices toward certified vendors. Families often look for recognized safety labels to verify meat quality during typical shopping trips (Nolte et al., 2024). Perceived health risks can deter buyers, causing them to select vendors with clear quality standards (Nurleili, 2026). Consequently, food security concerns motivate families to visit specific retail hubs that guarantee clean poultry handling (Azzahra et al., 2026).

Targeted marketing initiatives can alter consumer perceptions regarding organic and premium poultry lines. Shoppers occasionally pay extra for organic options if they believe the product offers better family health benefits (Ningrum et al., 2022). This willingness to invest in premium meat is closely tied to clear labeling and verified production claims (Thuannadee & Noosuan, 2025). Therefore, clean business practices can reshape standard poultry buying habits across transitioning communities.

Domestic Gastronomy and Anatomical Preferences: Characterizing Consumer Consumption Patterns

The transition from the procurement phase to domestic utilization is analyzed through the structural dynamics of household consumption patterns. Based on the empirical visualization in Table 5, chicken meat holds a vital role as a weekly protein baseline in Natar District. The consumption frequency is heavily concentrated at an intensity of 2 to 3 times per week, representing 58.3% of the surveyed households. From a food security perspective, this high penetration rate confirms that chicken meat has transitioned from a luxury good into an essential staple for daily sustenance.

This dietary stability is predominantly led by the broiler variety, which is regularly consumed by 66.7% of households. The widespread intake of broiler meat reflects its logistical advantage and economic accessibility over local alternatives. Low-income families leverage this stable protein source to maintain nutritional intake under rigid budget constraints. Consequently, intake habits are firmly

synchronized with macro-level regional production trajectories that favor large-scale broiler distribution.

The mapping of carcass anatomical preferences reveals a distinct concentration on thighs and breasts. Thigh cuts are preferred by 71.7% of respondents, whereas breast cuts are selected by 60.0%. Physiologically and organoleptically, thighs are favored due to their higher intramuscular fat content, which provides superior juiciness and consistent tenderness during thermal processing (Azzahra et al., 2026). Conversely, the selection of breast cuts is driven by yield optimization, offering boneless meat portions ideal for distribution among children in larger families (Jannah, 2022).

Table 3. Consumer Consumption Patterns For Broiler Chicken And Local Chicken

Description	Dominant category	Number	Percentage (%)
Consumption frequency	2-3 times/week	35 households	58.3
Most consumed chicken type	Broiler chicken	40 households	66.7
Chicken part	Thigh	43 people	71.7
Chicken part	Breast	36 people	60.0
Type of dish	Fried	58 people	96.7
Type of dish	Soup-based (soto/opor/soup)	22 people	36.7
Aspect considered	Tenderness/texture	49 people	81.7
Aspect considered	Taste	45 people	75.0

Source: Processed Primary Data (2026)

Cultural characteristics regarding raw material transformation are explicitly reflected in the dominance of preparation techniques. The frying method occupies an absolute peak position, adopted by 96.7% of respondents. This uneven preference persists because frying offers high time efficiency and strongly aligns with the taste preferences of children within the household (Chaterine et al., 2024). Meanwhile, soup-based preparations such as soto, opor, or soup serve as a secondary culinary pathway chosen by 36.7% of consumers.

Soup-based preparation has historically functioned as the primary culinary domain for processing local chickens. Long-term boiling or slow cooking optimally extracts collagen broth from the dense bone structures of native poultry (Thuannadee & Noosuwan, 2025). This method dampens the natural toughness of older native birds, rendering the meat more palatable for household members. Therefore, the choice of cooking technique operates as a strategic adjustment to physical raw material variations.

The final convergence of these consumption trajectories centers on two physical aspects evaluated during meals: tenderness or texture and taste. Tenderness or texture is prioritized by 81.7% of respondents, while taste is considered by 75.0%. This high sensory demand for texture explains why broilers maintain a dominant market share. The tender muscle fiber structure of young broilers ensures ease of mastication and immediate convenience during consumption (Nolte et al., 2024).

For specific consumer segments prioritizing health benefits and organic purity, the firmer texture of local chicken is interpreted positively. This structural firmness serves as a sensory indicator of authentic, residue-free poultry products (Dewi et al., 2024; Ningrum et al., 2022). Households seeking clean protein options willingly accept longer preparation times to obtain these perceived wellness benefits. Thus, sensory evaluations are deeply intertwined with underlying health motivations and quality perceptions.

The mapping of domestic poultry utilization proves that marketing strategies in developing urban zones cannot rely on homogeneous approaches. Successful commercial distribution requires precise functional-sensory segmentation that addresses diverse household demands (Nurleili, 2026). Suppliers must recognize that consumer choices are guided simultaneously by economic constraints and explicit organoleptic expectations. Aligning product presentation with these domestic culinary realities remains essential for optimizing regional poultry supply chains.

CONCLUSION

The comprehensive evaluation of household behavior in Natar District reveals that poultry selection is governed by a simultaneous optimization of economic boundaries, structural retail access, and explicit sensory expectations. While cognitive evaluations reveal a slightly higher attitude score for local chicken due to superior perceptions of taste, nutritional content, and health security, broiler chicken maintains an absolute commercial dominance as the primary household protein staple due to its highly competitive pricing, stable regional supply, and favorable muscle fiber tenderness. Procurement pathways are balanced evenly between traditional wet markets and modern grocery stores, showing that consumers adapt their shopping venues to balance immediate carcass freshness against environmental convenience. Ultimately, the domestic culinary transformation is highly concentrated around rapid preparation techniques like frying, with a clear anatomical preference for high yield thigh and breast cuts. These interconnected findings prove that poultry distribution systems in transitioning urban regions must abandon uniform marketing strategies and instead adopt precise functional sensory segmentation to successfully align with shifting household socio economic realities.

REFERENCES

- Amam, A. (2022). Sebuah evaluasi keberhasilan usaha ternak ayam broiler sistem kemitraan inti plasma. *Jurnal Pangan*, 31(3). <https://doi.org/10.33964/jp.v31i3.608>
- Asnawi, A., Ridwan, M., Nurlaelah, S., Amrawaty, A. A., Baba, S., & Kasim, K. (2023). Profile of the poultry system and the socio-economic impact of native chickens as a potential development area in South Sulawesi, Indonesia. *Animal Production Science*, 63(17), 1791-1803. <https://doi.org/10.1071/AN22406>
- Ayuningtyas, I., Ekowati, T., & Setiadi, A. (2023). Analisis Kepuasan Konsumen Dalam Berbelanja Daging Ayam Broiler Di Gelael Supermarket Semarang. *AGROMEDIA: Berkala Ilmiah Ilmu-ilmu Pertanian*, 41(2), 175-189. <https://doi.org/10.47728/ag.v41i2.437>
- Azzahra, N., Yunasaf, U., & Fitriani, A. (2026). Pengaruh Persepsi dan Preferensi Konsumen terhadap Keputusan Pembelian Daging Ayam Lokal (Survei di Perumahan BKR Regency, Kota Tasikmalaya): Penelitian. *Jurnal Pengabdian Masyarakat dan Riset Pendidikan*, 4(3), 20490-20498. <https://doi.org/10.31004/jerkin.v4i3.5603>
- Badan Pusat Statistik Kabupaten Lampung Selatan. (2024). *Kabupaten Lampung Selatan dalam angka 2024*.
- Badan Pusat Statistik Kabupaten Lampung Selatan. (2024). *Penduduk, laju pertumbuhan penduduk, distribusi persentase penduduk, kepadatan penduduk, rasio jenis kelamin penduduk menurut kecamatan di Kabupaten Lampung Selatan*.
- Badan Pusat Statistik Provinsi Lampung. (2023). *Jumlah produksi daging unggas menurut kabupaten/kota dan jenis*.
- Bestiaranata, M., Apriyani, M., & Trisnanto, T. B. (2025). Keputusan Pembelian Ayam Pedaging Di Pasar Tradisional Kota Bandar Lampung. *Jurnal Multidisiplin Dehasen (MUDE)*, 4(4), 1225-1232. <https://doi.org/10.37676/mude.v4i4.9799>
- Chaterine, D., Kuswaryan, S., & Herlina, L. (2024). Preferensi dan Sikap Konsumen terhadap Produk Olahan Daging Ayam Lokal di Kawasan Pariwisata Puncak Bogor. *Jurnal Sosial Bisnis Peternakan*, 6(1), 32-42. <https://doi.org/10.24198/jsbp.v6i1.55392>
- Dewi, G., Smith, C., Martin, W., Venkitanarayanan, K., & Kollanoor Johny, A. (2024). Focus groups exploring American consumer perspectives on contemporary poultry production reveal critical insights to educate sustainable practices for producers. *Frontiers in Sustainable Food Systems*, 8, 1416167. <https://doi.org/10.3389/fsufs.2024.1416167>
- Elviyenny, M., Dasipah, E., Sukmawati, D., & Marina, I. (2024). Analisis faktor-faktor yang mempengaruhi perilaku konsumen terhadap pembelian daging ayam yang bersertifikat Nomor Kontrol Veteriner (NKV) di Kota Bandung. *Journal of Sustainable Agribusiness*, 3(1), 1-9. <https://doi.org/10.31949/jsa.v3i1.9581>
- Farhati, N., Ekowati, T., & Roessali, W. (2024). Analisis Kepuasan Konsumen terhadap Kualitas Produk Karkas Ayam Best Chicken PT. Cionas Adisatwa di Kota Semarang. *AGROMEDIA: Berkala Ilmiah Ilmu-ilmu Pertanian*, 42(2), 182-195. <https://doi.org/10.47728/ag.v42i2.556>

- Handayani, E. P. S., & Wicaksana, B. E. (2024). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Daging Ayam Broiler Di Prima Fresmart Kabupaten Pati. *Jurnal Sains Agribisnis*, 4(2), 198-207. <https://doi.org/10.55678/jsa.v4i2.1644>
- Jannah, D. R. (2022). Preferensi konsumen terhadap karkas ayam broiler segar dan beku di kecamatan Tenggarong. *Jurnal Peternakan Lingkungan Tropis*, 5(1), 28-35. <http://dx.doi.org/10.30872/jpltrop.v5i1.7422>
- Kotler, P., & Armstrong, G. (2012). *Principles of marketing* (14th ed.). Pearson Education.
- Manik, A. T. (2025). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Konsumen Membeli Ayam Broiler Di Pasar Sei Sikambing C II. *Jurnal Sains dan Teknologi Industri Peternakan*, 5(2), 138-147. <https://doi.org/10.55678/jstip.v5i2.2143>
- Mustari, M. F., Jumady, E., & Rusni, M. (2025). The Influence of Promotion and Price on Purchase Decisions of Chicken Cuts Sellers. *Journal La Bisecoman*, 6(1), 76-89. <https://doi.org/10.37899/journallabisecoman.v6i1.1848>
- Ningrum, A. P. T., Saty, F. M., & Zaini, M. (2022, September). Analisis Tingkat Kepuasan Pembelian Ayam Organik di Provinsi Lampung. In *Prosiding Seminar Nasional Pembangunan dan Pendidikan Vokasi Pertanian* (Vol. 3, No. 1, pp. 237-248). <https://doi.org/10.47687/snppvp.v3i1.309>
- Nolte, T., Spieß, F., Jacobs, A. K., Kemper, N., & Visscher, C. (2024). Assessing concordance between *Campylobacter* prevalence in broilers and human cases before and during the COVID-19 pandemic in Lower Saxony, Germany, considering fresh chicken meat consumption patterns. *Frontiers in veterinary science*, 11, 1392677. <https://doi.org/10.3389/fvets.2024.1392677>
- Nurleili, N. (2026). Pengaruh Persepsi Resiko dan Kelompok Referensi Terhadap Minat Beli Ayam Broiler Di Aceh Barat. *Ekopedia: Jurnal Ilmiah Ekonomi*, 2(1), 735-752. <https://doi.org/10.63822/3bw8ct68>
- Oroh, F. N., & Pangemanan, S. P. (2023). Perilaku konsumen daging ayam broiler di pasar tradisional dan modern. *Jambura Journal of Animal Science*, 5(2), 58-65. <https://doi.org/10.35900/jjas.v5i2.19443>
- Ottu, M. A. (2025). Analisis preferensi konsumen terhadap daging ayam kampung dan ayam broiler di pasar tradisional Kota Kupang. *Agrivet: Jurnal Ilmu-Ilmu Pertanian dan Peternakan (Journal of Agricultural Sciences and Veteriner)*, 13(2), 395-405. <https://doi.org/10.31949/agrivet.v13i2.16638>
- Pahlevi, M. S. R., Herlina, L., & Nurlina, L. (2024). Analisis preferensi dan sikap konsumen dalam membeli daging ayam lokal di pasar tradisional Kota Bandung. *Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 10(2), 2560-2572. <https://doi.org/10.25157/ma.v10i2.14276>
- Rahayu, S., & Afrilliana, N. (2021). *Buku ajar perilaku konsumen*. CV Penerbit Anugrah Jaya.
- Sari, A. W., & Murtani, A. (2025). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Ayam Potong (Studi di Rumah Ayam Potong Syariah Kecamatan Medan Marelan Kota Medan Sumatera Utara). *Jurnal Dunia Pendidikan*, 5(4), 1354-1369. <https://doi.org/10.55081/jurdip.v5i4.3524>
- Sugiyono. (2021). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Sumarwan, U. (2003). *Perilaku konsumen: Teori dan penerapannya dalam pemasaran* (2nd ed.). Ghalia Indonesia.
- Thuannadee, A., & Noosuwan, C. (2025). Consumer meat preference and willingness to pay for local organic meat in Thailand: a case study of Taphao Thong-Kasetsart chicken. *Journal of Agribusiness in Developing and Emerging Economies*, 15(1), 81-95. <https://doi.org/10.1108/JADEE-12-2022-0279>
- Zahro, S. R. (2024). Analisis preferensi konsumen daging ayam broiler di pasar tradisional Kabupaten Jember, Jawa Timur. *Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 10(2), 1788-1800. <https://doi.org/10.25157/ma.v10i2.13591>