

CONSUMER PREFERENCES IN DEVELOPING DERIVATIVE PRODUCT OF GLUTEN FREE BREAD COOKLY

Thania Usamah Balweel, Anny Ratnawati, Ani Nuraisyah¹

School of Business, IPB University
Jl. Raya Pajajaran, Bogor 16151, Indonesia

Article history:

Received
17 January 2024

Revised
28 February 2024

Accepted
20 August 2024

Available online
30 September 2024

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Abstract:

Background: Cookly is a bread manufacturer that uses cassava as the main ingredient to produce gluten-free products. Cookly requires innovative development of derived products that cater to consumer needs.

Purpose: This study aims to identify consumer characteristics, analyze consumer preferences, and formulate an innovation plan for Cookly gluten-free derived bread products.

Design/methodology/approach: The sample for this study consisted of 100 participants selected through purposive and snowball sampling. Data analysis utilized descriptive analysis and conjoint analysis.

Findings/Result: The study found that Cookly consumers were evenly distributed in terms of gender, aged between 18-25, mostly unmarried, residing in Bogor, with a high school education, and working as students or employees, with a monthly expenditure ranging from IDR500,000-IDR3,000,000.

Conclusion: The most preferred attribute combination by respondents was a dominant savory taste with relatively low sugar content, a soft texture, bread with color, packaged in environmentally friendly boxes, and priced between IDR10,000-IDR25,000

Originality/value (State of the art): Cookly developed a convenient gluten-free bread product, the Gluten-Free Toasted Cassava Bread, with savory flavors offered as signature menu items and a "make your own" option. Additionally, Cookly switched from plastic packaging to eco-friendly packaging and improved production efficiency through the use of new tools and adjustments to raw material restocking schedules.

Keywords: bread, conjoint analysis, consumer preferences, gluten free, product development

¹ Corresponding author:

Email: anynuraisyah@apps.ipb.ac.id

INTRODUCTION

The results of the Mondelez International survey (2020) revealed that Indonesia ranks first as the country that most enjoys consuming snack foods. In the report titled "Snacking Habit Report: Indonesia," it is stated that one in three Indonesians consumes snacks more than three times a day. According to the survey, 75% of the Indonesian population prefers snacks over heavy meals. The Food and Agriculture Organization (FAO) in 2019 provided data indicating that Indonesia is the fourth-largest producer of cassava in the world, following Nigeria, Thailand, and Brazil. The average cassava production in Indonesia is around 20-21 million tons per year. Additionally, the Minister of Agriculture in Indonesia is currently supporting and promoting the development of local food as an effort to diversify food sources. However, the existence of cassava is still overshadowed by the presence of wheat. Candra et al. (2011) revealed that a significant portion of the population consumes wheat flour in processed forms for daily meals or snacks. Meanwhile, based on their research, it was found that 10.3% of the Indonesian population is sensitive to wheat flour (gluten).

Currently, society has high levels of activity and mobility, often requiring fast and convenient food options. Asriani et al. (2021) said that people nowadays have various preferences for food that is healthy, nutritious, flavorful, and has a long shelf life without the addition of preservatives, quick, and practical. Bread has become a favored food choice due to its simple form, serving as a breakfast option before starting daily activities or as a snack to fill the stomach before the actual mealtime.

Cookly, established in 2020, recognizes the tremendous potential in Indonesia's agricultural sector, particularly in cassava commodities. The factors mentioned above strengthen Cookly's motivation to create healthy food based on cassava. Additionally, there is a gap in the market for individuals allergic to gluten, such as those with autism, celiac disease, or those on a gluten-free diet. To address this issue, Cookly introduces a luxurious and healthy bread product at an affordable price, made from mocaflour derived from cassava to replace the use of wheat flour, which is gluten-free. This initiative also serves as a strong push to contribute to the development of Indonesian agriculture and support food diversification programs.

Hamuq (2011) mentioned that mocaflour itself has various advantages. Cookly is expected to offer healthy bread by contributing to the diversification of food programs. Through transforming underappreciated cassava products into delicious, healthy, and aesthetically pleasing bread, Cookly plays a role in supporting food diversification initiatives. The bread products created by Cookly indirectly assist cassava farmers in stabilizing cassava prices that may otherwise decline.

Cookly has undertaken updates in both recipe and packaging, receiving feedback that the taste of their mocaflour bread has improved, with a less overpowering aroma and a softer texture. The product development efforts by Cookly have successfully increased the average sales production of gluten-free bread, as depicted in Figure 1.

The increase in sales indicates an improving preference among consumers. However, with this rise in demand, Cookly's consumers are expressing a desire for other gluten-free derivative products. Cookly needs to innovate and develop new product variations. At this stage, according to Kotler and Armstrong in marketing management and business strategy (2017), the product is in the maturity stage of its business life cycle. The owners of Cookly see this as a significant opportunity for development, considering the emergence of competition in similar product businesses and changing consumer needs.

In facing the challenges of the maturity stage, Cookly will strive to adapt to maintain its competitive advantage and introduce innovations that appeal to customers. According to Sudarso et al. (2020), consumer behavior is based on curiosity and the desire to find the products they want. If a business owner does not understand how consumers think and make purchasing decisions, there is a risk of failure in marketing their products. Therefore, a business owner needs to consider the needs, desires, and behaviors of consumers, not just their own preferences (Nurliza and Dorolosa, 2017). One of the most crucial factors for Cookly is customer satisfaction. Efforts are required to satisfy customers, and one such effort is understanding the attributes of products and services to determine the appropriate product development that influences purchasing satisfaction (Hawkins and Mothersbaugh, 2013).

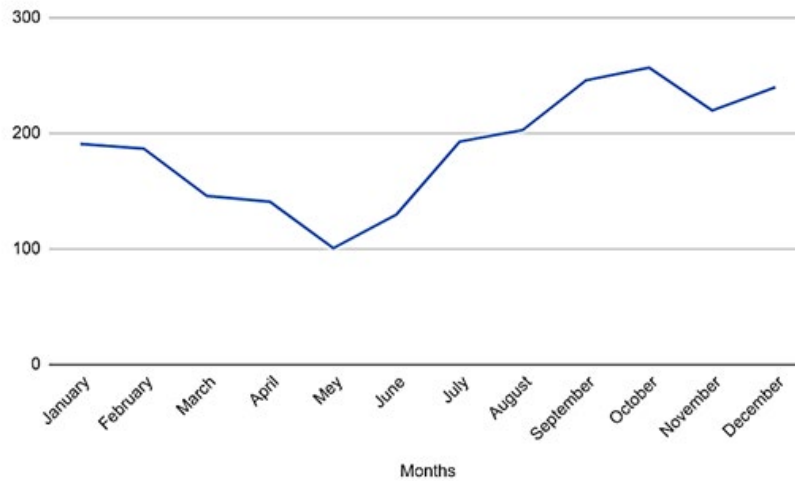


Figure 1. Cookly Sales Graph 2021 (Cookly, 2021)

Cookly needs to identify consumer characteristics to gain an understanding of the current business and make improvements, reductions, or additions that align with consumer expectations. This will result in the development of products that precisely match consumer desires and needs.

Consumer preferences encompass other factors influencing purchasing decisions, such as price and product availability. Companies can develop new food products or derivatives that are more appealing to consumers and more financially advantageous.

Based on these issues, the objectives of this research are (1) to identify the characteristics of gluten-free product consumers, (2) to analyze consumer preferences towards gluten-free products, and (3) to formulate a relevant and appropriate plan for the development of gluten-free bread derivative products for Cookly.

METHODS

In this study, data collection was conducted from April 14, 2023, to May 20, 2023, in the Greater Jakarta Area (Jabodetabek). The data were gathered online through the distribution of questionnaires via the Google Form platform to both current and potential Cookly consumers. A non-probability sampling method, combining purposive sampling for Cookly consumers and snowball sampling for potential consumers, was used. The Slovin formula, with a 10% margin of error, was applied to determine a sample size of 100 respondents, based on the Jabodetabek population of 30,564,084 (BPS, 2023). The Slovin formula used for this calculation is as follows:

$$n = N / (1 + Ne^2) = 30,564,084 / (1 + (30,564,084)(0.1^2)) \approx 100$$

Where: N (total population); e (margin of error); n (sample size)

Primary Data was collected through in-depth interviews with experts and the distribution of questionnaires to Cookly consumers and potential consumers in the Greater Jakarta Area (Jabodetabek). Primary data were collected through interviews and questionnaires, while secondary data came from various literature sources. The study used descriptive analysis to understand market trends, and conjoint analysis with the SCAMPER technique to innovate based on consumer preferences. Secondary data was derived from various literature sources, including data from the Central Statistics Agency (BPS), scientific journals, and other relevant sources that support the analysis in this research.

The study employed a non-probability sampling technique, combining purposive sampling for Cookly consumers and snowball sampling for potential consumers. Data were collected through questionnaires distributed online via Google Form, and in-depth interviews with experts. Data were gathered from April 14, 2023, to May 20, 2023.

Descriptive analysis was used to describe Cookly's product development plan based on current market trends. Descriptive data help in understanding the characteristics and preferences of Cookly consumers. Conjoint analysis was utilized to identify the most important product attributes for consumers and to design the most preferred product combinations. This

analysis was conducted using IBM SPSS version 24, with attributes and their levels determined based on a review of relevant literature and in-depth interviews with experts.

Proposed Hypotheses:

- Hypothesis 1: There is a significant difference in consumer preferences for food taste attributes (sweet, savory, neutral).
- Hypothesis 2: There is a significant difference in consumer preferences for food texture attributes (dry, soft, half).
- Hypothesis 3: There is a significant difference in consumer preferences for food packaging color attributes (colorful, neutral).
- Hypothesis 4: There is a significant difference in consumer preferences for food nutritional value attributes (low sugar, low calorie, neutral).
- Hypothesis 5: There is a significant difference in consumer preferences for food packaging attributes (box, plastic wrap).
- Hypothesis 6: There is a significant difference in consumer preferences for food price attributes (IDR10,000-IDR25,000; IDR26,000-IDR35,000; > IDR36,000).

The hypotheses were formulated based on the need to understand consumer preferences in developing derivative gluten-free bread products for Cookly. Each hypothesis is based on product attributes that are expected to have a significant impact on consumer purchasing decisions, such as taste, texture, color, nutritional value, packaging, and price. These hypotheses are supported by relevant literature and in-depth interviews with experts to ensure that these attributes are indeed relevant and important to consumers when selecting food products.

Cookly has experienced an increase in market share in gluten free products with an increase in sales and demand for other gluten free derivative products, this is an opportunity for Cookly to expand the target market. Opportunities for gluten free products are strengthened by seeing the bakery industry is a tight business industry because of the many similar industries, especially in gluten free product innovation (Christoph et al. 2018). This strengthens Cookly's business need to have alternative product development innovations in navigating the current business competition based on consumer preferences in an effort to compete in the industry in order to identify improvements, reductions or additions to what consumers expect according to consumer wants and needs. The research framework is presented in Figure 2.

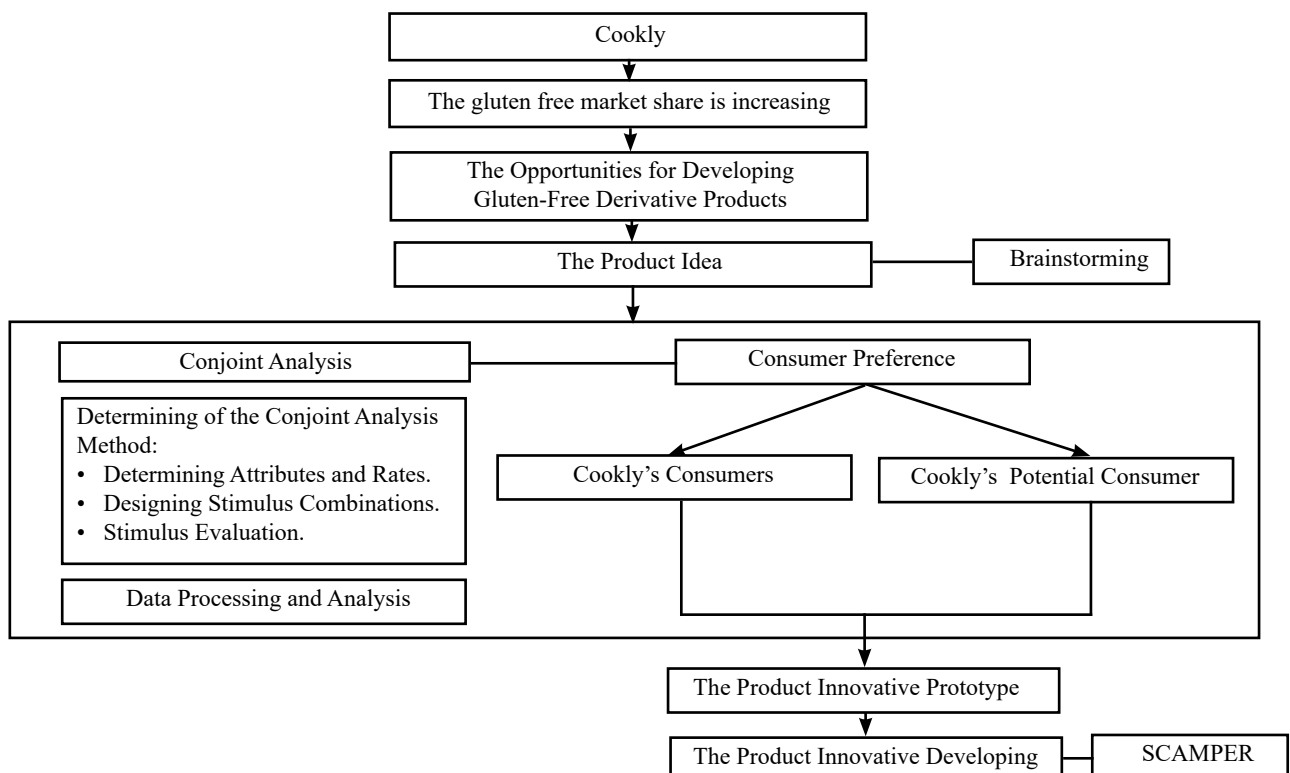


Figure 2. The research framework

Conjoint Analysis

This research is a quantitative study using the conjoint analysis approach to identify the most important attributes for consumers in selecting food products and to design the most preferred product combinations. Consumer preferences, serving as a guide for Cookly in designing loyalty programs, are processed through IBM SPSS version 24. The basic steps or processes of conjoint analysis are as follows:

1. Determining Attributes and Their Level

The determination of attributes and their levels is based on a review of relevant previous research literature and through an in-depth interview process with experts. The levels and attributes for this research can be seen in the Table 1.

2. Stimulus Planning

Stimuli are designed using the full-profile method. The stimulus design is carried out using SPSS 24, resulting in 18 stimuli for this research with pre-determined attributes.

3. Stimulus Evaluation

Stimulus assessments are evaluated by respondents, who provide rankings using a Likert scale, as shown in Table 2.

RESULTS

Characteristics of Cookly Respondents

Based on the results of the descriptive analysis, it was found that 56% of the respondents in this study are Cookly customers, while 44% are potential future Cookly customers, indicating a significant interest in becoming Cookly customers in the future. Of all respondents, 54% are female, and 46% are male, indicating a balanced representation of gender in the Cookly respondent population. The respondents consist of various age groups, with 76% aged 18-25 years, followed by 10% aged 36-45 years, 7% aged 26-35 years, and 7% aged over 45 years. According to Sumarwan and Tjiptonon (2019), age variations can influence differences in preferences and brand tendencies. The majority of participants in this study

fall into the late adolescent and early adulthood age group. During this age period, respondents are active and have a high level of mobility with busy schedules. Meanwhile, in terms of marital status, the majority of respondents, 79%, answered that they are unmarried, while 21% are married. This provides information that unmarried consumers show high interest in healthy snack products. The majority reside in Bogor City, accounting for 66%. This is because Bogor City is the production hub for Cookly. Following that, 24% are from Jakarta, Depok, and Tangerang, 3% from Bekasi. Cookly always aims to deliver bread with the best quality, focusing on the freshness of the bread, and currently, Cookly only reaches the Jabodetabek area. Deliveries outside of Bogor City use the same-day delivery service provided by Paxel. Regarding the highest education level, the majority of Cookly consumers have completed high school or equivalent, accounting for 49%. The second-highest, 33%, has a Bachelor's degree (S1), and the rest are consumers with Diploma and Postgraduate education.

Table 1. Description of attribute explanation and attribute levels

Attributes	Attribute Level	Description
Taste	1	Sweet
	2	Savory
	3	Netral
Texture	1	Dry
	2	Soft
	3	Half
Color	1	Colorful
	2	Netral
Nutritional Value	1	Low Sugar
	2	Low Calorie
	3	Netral/ Normal
Packaging	1	Dus
	2	Plastic
	3	Wrap
Price	1	IDR10,000-IDR25,000
	2	IDR26,000-IDR35,000
	3	> IDR36,000

Table 2. Likert Scale

Symbol	Explanation	Weight
SA	Strongly Agree	5
A	Agree	4
N	Netral	3
D	Disagree	2
SD	Strongly Disagree	1

The majority of Cookly consumers are students, comprising 60%. This is followed by 17% entrepreneurs and 12% employees. Consumer occupations will influence the lifestyle they lead (Engel and James 1996). According to the job data, it provides information that consumers of healthy snacks include individuals with the profession of students, entrepreneurs, and employees. The highest percentage in average monthly expenditures is 28%, ranging from IDR500,001 to IDR1,500,000, followed by 26% with expenditures between IDR1,500,001 to IDR3,000,000. In the third rank, 23% of respondents have expenditures exceeding IDR6,000,000. Based on this information, the majority of Cookly respondents fall into the middle-class economic category.

Consumer Preferences for Cookly

Based on the collected and processed data using the conjoint analysis method, the order of importance of a product attribute has been determined, as well as the order of importance for different combinations of product attributes.

Analysis of Utility for Each Attribute Level

There is an aggregate utility that reflects the overall utility value from the 100 respondents in this study. It can be seen in Table 3.

1. Flavor Attribute

Flavor is a key factor in consumer purchasing decisions as it influences satisfaction and product image. The conjoint analysis results indicate consumer preference for the savory variant of gluten-free bread, with a high positive estimated utility value (0.161). Conversely, the sweet variant (-0.008) and neutral variant (-0.153) are less favored, indicating negative estimated utility values. Therefore, Cookly is advised to focus on product innovation with an emphasis on savory flavors to meet consumer preferences.

2. Texture Attribute

The results indicate that consumers tend to prefer gluten-free bread derivative products with a softer texture, as indicated by the high and positive estimated utility value (0.156). The half texture attribute has a

lower influence with a relatively small utility value (0.044). Conversely, the dry texture attribute is less favored with a low and negative utility value (-0.199). This information provides valuable insights for Cookly in formulating products that can achieve a softer texture in line with consumer preferences.

3. Color Attribute

The analysis results indicate consumer preference for bread with colorful variations (estimated utility value: 0.008), while neutral color variations are less favored (estimated utility value: -0.008). Cookly can leverage this insight for product innovation in gluten-free bread derivatives, emphasizing attractive color variations, strategically differentiating the product in a competitive market.

4. Nutritional Value Attribute

Nutritional value plays a crucial role in consumer choices. The analysis results show consumer preference for the low sugar attribute (estimated utility value: 0.119), while the low-calorie and neutral attributes are less favored (estimated utility value: -0.059). Clerici et al. (2018) once said consumers tend to choose products with low sugar content, reflecting awareness of health and a healthy lifestyle. This choice helps consumers control their sugar intake, reduce the risk of sugar-related diseases, and maintain their nutritional balance.

5. Packaging Attribute

Attractive packaging and a reflective brand can enhance product appeal. Consumer preferences tend towards box packaging (utility: 0.091), while plastic and wrap packaging are less favored (utility: -0.051 and -0.039, respectively). Box packaging is considered exclusive, durable, and provides good protection, influencing consumer purchasing decisions.

6. Price Attribute

Cookly consumers prefer gluten-free bread derivative products priced between IDR10,000 and IDR25,000 (utility: 0.186), aligning with the majority of student characteristics with monthly expenditures of IDR500,001–IDR1,500,000. Products above IDR26,000 are less favored (utility: -0.003 to -0.183)

Table 3. Utility values for attribute levels in cookly's product development innovation

Attributes	Attribute Level	Utility estimate	Std. Error
Taste	Sweet	-0.008	0.025
	Savory	0.161*	0.025
	Netral	-0.153	0.025
Texture	Dry	-0.199	0.025
	Soft	0.156*	0.025
	Half	0.044	0.025
Color	Colorfull	0.008*	0.018
	Netral	-0.008	0.018
Nutritional Value	Low Sugar	0.119*	0.025
	Low Calorie	-0.059	0.025
	Dus	0.091*	0.025
Packaging	Plastic	-0.051	0.025
	Wrap	-0.039	0.025
Price	IDR10.000-IDR25.000	0.186*	0.025
	IDR26.000-IDR35.000	-0.003	0.025
	> IDR36.000	-0.183	0.025
(Constant)		3.792	0.018

* Significance at a 95% Confidence Interval

Analysis of Attribute Importance Level

The most considered attribute by consumers based on the level of importance can be seen in Table 4. Cookly consumers prioritize flavor as their top consideration, with a preference for savory taste. The texture attribute occupies the second rank, followed by price in the third rank within the range of IDR10,000 to IDR25,000. Nutritional value holds the fourth position, indicating attention to low sugar content. Packaging secures the fifth rank, particularly with a preference for box packaging. The color attribute is in the last position. A strong correlation (Kendall's 0.905) indicates a close relationship between consumer preferences and the analysis results.

Product Development Plan

In product development, Cookly innovates with a gluten-free derivative product called Gluten-Free Toasted Cassava Bread, or simply Gluten-Free Toast. This product is made with mocaf flour, considering the characteristics of the majority of Cookly consumers, who are aged 18-25 and fall into the late teens to early adulthood age group. In this age range, respondents are very active with high schedules and mobility, primarily comprising students, and the majority are unmarried. This aligns with the innovation of a small-sized and

more practical bread option that can be enjoyed directly without the hassle of preparation. Cookly plans to sell this product at an affordable price, considering its primary market share consisting of students and their capability for repurchase (willingness to pay) (Azizah and Cahyadi, 2023). By providing a healthy product at a friendly price, Cookly hopes to meet the needs of consumers seeking a healthy yet economical food option. Currently, the majority of Cookly consumers are in Bogor City. However, Cookly also considers expanding its market by involving resellers in other cities. By engaging a broader network of resellers and B2B partnerships, the product will be more accessible to consumers outside Bogor City, expanding the potential for sales. For product delivery, Cookly will continue to partner with the Paxel same-day delivery service to maintain the quality, health, and safety of bread consumption. As for the elaboration of the SCAMPER strategy as Cookly's plan for the development of gluten-free bread derivative products, it can be seen in Figure 3.

Substitute

Cookly leverages the potential of cassava as a substitute for wheat flour in bread, producing a local product with a unique identity (Galanakis, 2018). Cassava flour provides better texture and nutrition, addressing the

needs of gluten-free consumers. Cookly also replaced the previous plastic packaging with box packaging, demonstrating a commitment to environmentally friendly practices.

Combine

Combining Gluten-Free Toasted Cassava Bread made from mocaf flour with enticing additional ingredients that provide a dominant savory taste. Developing three signature menu items: Barbeque Grilled Chicken Toast, Creamy Mushroom Toast, and Spinach Margherita Toast.

Adapt

Adapting by adjusting the sugar content in the bread. With this adjustment, consumers sensitive to gluten and those who prefer bread with lower sugar content can enjoy Cookly's toast (Dunn, 2014). The majority of Cookly consumers are in the late teens to early adulthood age group, known to be predominantly aged between 18-25. Consumers tend to have busy and active lifestyles, either as students or professionals. Adapting from large-sized bread to small and practical bread will better suit the needs of young consumers who are often on the move and require easily accessible, quick, and practical food.

Modify

With a high commitment, Cookly continues its research and development efforts to provide the best product quality. Finally, Cookly has discovered a new recipe that makes the bread softer, reduces the strong scent of mocaf, and results in smaller air pockets in the bread. Mocaf flour provides a unique texture and better nutrition compared to wheat flour.

Put to another use

Utilizing the abundant cassava resources in Indonesia to produce cassava flour, which is then used to make bread, has positive impacts. This not only supports the government's program for the domestic cassava flour industry but also reduces dependency on imports. By developing cassava flour bread products that are appealing, delicious, and align with consumer preferences, the government can encourage the consumption of local products and help boost demand for Indonesian cassava flour. Another development

plan is to introduce the "make your own gluten-free toast cassava bread" menu. With this, consumers can creatively customize their bread according to their personal preferences, creating unique and satisfying flavor combinations.

Eliminate

Eliminating the use of single-use plastic in bread packaging by replacing it with recyclable cardboard packaging is aimed at reducing the environmental impact of disposable plastic. The shift to recyclable cardboard aligns with Cookly's commitment to supporting the SDGs 12 (responsible production and consumption). By reducing negative environmental impacts, Cookly not only contributes to sustainability but also enhances product quality and aesthetics ultimately improving the overall consumer experience.

Table 4. Level of importance of gluten-free bread derivative product attributes

Information	Significant	Value
Importance Values		
Flavor		23,499
Texture		19,103
Color		7,067
Nutritional Value		16,907
Packaging		16,352
Price		17,072
Correlations		
Pearson's R	0,000	0,988
Kendall's tau	0,000	0,905

Strategy	Sketch	Idea
Substitute		
Combine		
Adapt		
Modify		
Put to another use		
Eliminate		
Rearrange / Reverse		

Figure 3. SCAMPER Strategy for Cookly

Rearrange

Resetting time and energy efficiency is implemented to enhance Cookly's production efficiency. This involves the addition of tools, such as extra mixing units, to streamline production time and rearranging the restocking of raw materials. The product development at Cookly also aligns with several Sustainable Development Goals (SDGs):

- SDG 3 (Good Health and Well-being): Cookly introduces gluten-free bread products that are safe and healthy for those with gluten intolerance or allergies, contributing to health and well-being.
- SDG 8 (Decent Work and Economic Growth): By utilizing local cassava flour, Cookly supports local economic growth, creates job opportunities, and contributes to the development of a sustainable food industry.
- SDG 12 (Responsible Consumption and Production): Cookly's switch from non-biodegradable plastic packaging to environmentally friendly cardboard aligns with responsible production and consumption practices.

Managerial Implications

The results of the research to create a new product variant of gluten free bread that suits consumer preferences, show the need for the right strategy based on in-depth interviews, Focus Group Discussions (FGD), and conjoint analysis. The managerial implication of this research for Cookly is the importance of paying attention to several things. The majority of Cookly's consumers, who are mostly between 18-25 years old, are late teens and early adults with high mobility, the majority are students, and unmarried. This reinforces the need for practical and small-sized bread products, such as Gluten Free Toasted Cassava Bread, which is suitable for individual consumption and easy to enjoy without the need for complicated serving processes.

In developing products, Cookly needs to pay attention to flavor attributes that are more dominant savory, with low nutritional value, soft texture, and packaging in the form of boxes. In addition, for inventory management efficiency, Cookly can consider adding tools and adjusting the restock schedule of raw materials to reduce storage costs, prevent waste, and improve operational efficiency. Although the majority of consumers are in Bogor City, Cookly can also expand its market by engaging resellers in other cities. By

engaging resellers and expanding into the business-to-business (B2B) market, the product will be more accessible to consumers outside Bogor City, opening up wider market opportunities for Cookly.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The consumer base for Cookly's gluten-free products primarily consists of individuals aged 18-25 who are mostly unmarried, with high school education or an equivalent level of education. These consumers are predominantly located in Bogor City, which serves as Cookly's main market hub. The consumer demographic includes students, entrepreneurs, and employees, reflecting a varied mix of young, active individuals with high mobility and busy schedules. Additionally, these consumers fall within the middle-income bracket, with average monthly expenditures that align with affordable and practical food choices. The research also highlights a strong interest from potential consumers who are not yet customers but show a clear inclination towards becoming future Cookly customers, indicating a significant opportunity for market expansion.

The analysis of consumer preferences reveals that taste is the most influential attribute in their purchasing decisions, with a particular preference for a dominant savory flavor. This is followed closely by the importance of a soft texture and low sugar content, emphasizing health-conscious choices among the consumers. The preference for a colorful appearance and packaging in a box also indicates a desire for visually appealing products that are easy to handle and consume on-the-go. Price sensitivity is evident, with the majority of consumers favoring products priced between IDR10,000 and IDR25,000, which suits their spending capabilities. Overall, these preferences suggest that consumers are looking for products that not only satisfy their taste buds but also align with their lifestyle needs, combining health, convenience, and affordability.

In response to these insights, Cookly has formulated a strategic innovation plan to enhance its product offerings. The plan includes the introduction of a new product, Gluten-Free Toasted Cassava Bread, which will be crafted using mocaf flour to cater to the gluten-free segment. This product will be available in several signature flavors, such as Barbeque Grilled

Chicken Toast, Creamy Mushroom Toast, and Spinach Margherita Toast, providing variety and appealing to diverse taste preferences. Furthermore, a “make your own toast” option will allow consumers to customize their bread with extra toppings according to their personal tastes, adding an interactive and personalized element to the product line. To improve the product’s quality, Cookly has updated its bread recipe to achieve a softer texture, reduce the strong mofa aroma, and create smaller cavities within the bread, making it more palatable. Alongside these product innovations, Cookly is committed to sustainability by replacing plastic packaging with environmentally friendly cardboard, thus aligning with global trends towards eco-friendly practices. To support these developments, Cookly will also enhance its production efficiency by adding new tools and adjusting raw material restocking schedules, which will help reduce storage costs and prevent waste. In terms of market strategy, Cookly plans to expand its reach beyond Bogor by engaging resellers in other cities and forming B2B partnerships, ensuring that the product is accessible to a broader audience. Delivery services will continue to be supported by Poxel’s same-day delivery to maintain the quality, health, and safety of the bread during transit.

Recommendations

Cookly can plan and produce products by adjusting to the identified characteristics of consumers in this study and pay more attention to the crucial attributes most preferred by consumers, expecting an increase in sales as the offered products align with consumer preferences. For future research, conduct more in-depth market research to understand trends, preferences, and consumer needs related to Cookly’s products. By conducting further analysis of the targeted market segments, identifying growth opportunities, and evaluating the market potential for Cookly’s products, it can serve as a foundation for process innovations that focus on changes or improvements in how the company produces or provides products or services, involving technology, optimizing the supply chain, or developing more efficient management systems.

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