

Consumer Preferences for Spicy Food Sales Channels in Bogor City: Transition from Multichannel to Omnichannel Era

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ABSTRACT

This study examines consumer preferences for spicy food sales channels in Bogor City within the transition from multichannel to omnichannel marketing. The research aims to identify consumer characteristics, analyze the existing implementation of omnichannel practices, determine preference patterns across sales channels, and provide strategic recommendations for food businesses. Primary data were collected from 100 respondents selected through purposive sampling, targeting consumers aged ≥ 17 years who enjoy spicy food and have purchased both online and offline. Data were analyzed using descriptive statistics, validity and reliability tests, and conjoint analysis. The results show that consumers prefer multichannel purchasing patterns, with offline store purchases remaining the most favored channel, supported by preferences for direct interaction and cash payments. Price and promotion emerged as the most influential attributes, with exclusive pricing on social commerce being the most preferred option. Consumers also prioritize product availability on online platforms and favor delivery services over click-and-collect features, indicating that full omnichannel integration is not yet essential. The findings reveal that spicy food businesses in Bogor mostly operate under multichannel systems, aligning with consumer tendencies that value independent channel advantages rather than fully integrated experiences. This study recommends strengthening both offline and online channels with differentiated value offerings while gradually preparing the foundation for future omnichannel adoption. The results provide practical insights for business owners, policymakers, and future researchers regarding consumer behavior in the spicy food sector during the digital transformation era.

KEYWORDS

Consumer preference; Multichannel; Omnichannel; Spicy food; Conjoint analysis



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INTRODUCTION

The COVID-19 pandemic has encouraged the public to comply with the Large-Scale Social Restrictions (PSBB) policy (Disantara, 2020; Kumala, 2020; Novaldi & Hidayat, 2020; Pujowati & Sufaidi, 2021; Rosha et al., 2021). This policy restricts a wide range of activities, including gatherings in places such as markets or shops (Baker et al., 2023; Christidis et al., 2022; Organization, 2022). The government implemented PSBB to reduce direct interaction among the public and ensure compliance with health protocols in every activity in order to reduce the risk of virus transmission. As a result, people's behavior patterns in meeting their daily needs have changed. The development of information and communication technology has had a significant impact on the way people shop. In recent years, online food purchases have experienced rapid growth, replacing conventional purchasing patterns in physical (offline) stores. This phenomenon occurs not only in the international market but also in the domestic market, including Indonesia. According to a report from the Indonesian Internet Service Providers Association (APJII) (2023), the number of internet users in Indonesia has reached more than 200 million people, covering almost all levels of society. This situation has accelerated the transition from offline to online shopping, where consumers now have two main options for making purchases, namely through physical stores (offline stores) and online stores. Kotler (2017) refers to this digital period as the era of Marketing 4.0, in which marketing combines online and offline approaches in interactions between companies and consumers. In

Indonesia, there has been a significant shift in consumer behavior, where people who previously shopped directly in stores and markets have increasingly switched to online channels. Data show that almost 60% of consumers have tried digital shopping due to lifestyle changes that favor practicality (Toruan JWL et al. 2023).

Food e-commerce is a business model that sells food and beverage products through online stores, and in some cases also through physical stores. In Indonesia, this service is commonly referred to as Online Food Delivery (OFD) (TokoPress.ID 2022). This trend intensified because many people were unable to leave their homes during the pandemic. As a result, they had to switch to e-commerce to purchase basic necessities. Before the pandemic, online shopping habits had already begun to develop, but during the pandemic digital transactions increased by 14.5%. Consumers who shopped online before the pandemic accounted for 11%, and this figure rose to 25.5% during the pandemic (Sirclo and Katadata Insight Center 2021). This increase occurred because more people were carrying out activities from home and therefore had to adapt to new situations. Online shopping became a practical solution because it allowed people to meet their needs without leaving the house. Consequently, more consumers began to shift toward online shopping.

The Food and Beverage (F&B) sector has strong appeal in Indonesia and is one of the sectors that contributes significantly to the national economy. According to data from the Central Statistics Agency (BPS) (2023), in the first quarter of 2023 the growth of the F&B industry reached 5.33%, in line with the national Gross Domestic Product (GDP) growth of 5.03%. According to the World Population Review, in 2024 Indonesia ranks as the fourth most populous country in the world with a population of approximately 279.072 million people. Indonesia's large population has led to increasing demand and economic contributions, making the F&B industry in Indonesia one of the strongest business sectors globally. However, the F&B industry in Indonesia has experienced fluctuating growth over the past five years.

According to Dimiyati (2020), Bogor City, which is part of the Greater Jakarta commuter area, is one of the cities that frequently attracts tourists for vacations. The tourism sector has proven to be the backbone of Bogor City's Regional Original Revenue (PAD). The West Java Tourism and Culture Office recorded that PAD from the tourism sector in Bogor City in 2022 reached IDR 287,860,632,150. Data from the Bogor City Regional Revenue Agency (Bapenda) (2024) show that in 2023 restaurants were among the largest tax contributors to this sector, contributing IDR 47,202,598,756. As stated by the Head of the Bogor City Tourism and Culture Office (Disparbud), Shahlan Rasyidi, restaurant taxes, together with hotel taxes and entertainment taxes, have contributed significantly to PAD compared with other sectors relied upon by the Bogor City Government (Pemkot). This indicates substantial potential in the culinary industry in Bogor City, driven by its high tax contribution.

Data on the development of restaurants in Bogor City show that between 2019 and 2020 there was a significant increase of 457 restaurants. From 2020 to 2021, the increase was relatively stable, followed by another rise in 2022 (Figure 2). The increase in the number of restaurants, both small- and large-scale, is expected to support regional economic growth and improve the welfare of the people of Bogor City.

Spicy food is one of the most popular types of food in Indonesia. This can be seen from the large number of restaurants and food stalls serving spicy dishes, as well as the number of Indonesians who enjoy spicy food. According to a Licorice survey in 2020, 93.6% of

Indonesians like spicy food, while the remaining 6.4% do not particularly enjoy it. This indicates that spicy food has a large market in Indonesia.

Bogor City is well known for its variety of delicious and appetizing spicy cuisines. Based on data from Google Trends, searches for the keyword “spicy food” in Bogor City increased by 56.4% in 2024 compared with the previous year. This indicates that public interest in spicy food in Bogor City continues to grow.

Sales of spicy food in Indonesia have increased significantly through online platforms, including e-commerce platforms such as Tokopedia. In celebration of World Hot and Spicy Food Day on January 16, 2023, Tokopedia’s Head of External Communications, Ekhel Chandra Wijaya (Tokopedia, 2023), revealed that contemporary spicy food products such as spicy onion crackers, fried meatballs (basreng), and spicy intestinal chips were among the best-selling snacks throughout 2022. In addition, other spicy foods such as seblak experienced an increase in transactions of almost 1.5 times compared with the previous year, while geprek chicken and stir-fried ceker mercon recorded a sales surge of more than 1.5 to nearly two times. Spicy food consumption in Indonesia is not limited to snacks but also includes various types of regional chili sauces, with onion chili sauce, squid chili sauce, and shrimp paste chili sauce among the most popular variants. The regions with the highest number of buyers and sellers of spicy food on Tokopedia throughout 2022 included Greater Jakarta, Bandung, Medan, and Surabaya (Tokopedia, 2023).

According to Hamel (1994), a successful business is one that understands its consumers better than its competitors. He argues that businesses must understand consumer behavior to gain a competitive advantage. Consumers are the primary target and a crucial factor in running a business. Before making a decision, consumers go through an evaluation process by comparing preferences among various options (Parengkuan and Nurhasanah 2021). According to Simamora (2013), consumer preference refers to an individual’s tendency to express liking or disliking toward a product.

In this study, according to Barantum CRM & Call Center Solutions (2018), the basic concept of omnichannel is to integrate the most relevant communication channels into a single interface, thereby creating a comprehensive timeline of interaction between the company and customers. Pebiansyah et al. (2023) state that one of the most important approaches to improving customer service today is the use of the Omnichannel Customer Experience. A survey conducted by Multichannel Merchant and Neustar in 2013, as stated in the report titled *Optimize Omnichannel Engagement With Actionable Consumer Insights*, showed that 62% of 351 companies had implemented or planned to adopt an omnichannel strategy. In addition, Lukovitz K. (2014) stated that 70% of companies consider omnichannel to have a very important or even critical role in the success of their organization. Omnichannel is a cross-channel content strategy implemented by organizations to improve user or customer experience.

Lemon and Verhoef (2016) state that consumer preferences in shopping are influenced by ease of access to information, flexibility in payment, and the availability of delivery options and responsive customer service. Omnichannel plays a crucial role in meeting these needs. In this study, consumer preferences for spicy food sales channels in Bogor City are analyzed using an omnichannel approach, which helps business actors understand what consumers want. Reis et al. (2017) state that the adoption of omnichannel has encouraged companies to move away

from traditional communication toward a more integrated approach. This strategy not only expands business reach but also increases a company's competitiveness by creating a competitive advantage in a competitive market environment. Brynjolfsson et al. (2013) state that customers who use multiple channels (omnichannel shoppers) tend to be more loyal and have higher purchase values compared with customers who use only one channel.

The use of the omnichannel concept in this study is motivated by its position as the latest development of multichannel strategies. Verhoef et al. (2015) state that the omnichannel model represents the refinement stage of multichannel. If multichannel only emphasizes the existence of various sales channels that still operate separately, omnichannel provides comprehensive integration among channels so that consumers obtain a consistent and continuous experience at every interaction point (Rigby DK, 2011; Verhoef et al. 2015). In other words, omnichannel no longer focuses on the performance of each channel separately but on the continuity of the customer journey across channels.

In the context of this study, the omnichannel concept is used as the basis for developing research attributes to examine consumer preferences for spicy food sales channels in Bogor City. The selection of this concept is based on the consideration that omnichannel represents a contemporary marketing strategy that is more relevant to modern consumer behavior, which tends to use multiple channels simultaneously. Through an omnichannel approach, this research can reveal what consumers truly want, which channels are preferred, and the extent to which the interconnectedness between channels has been experienced by consumers in practice.

Given the significant potential of the spicy food market in Indonesia, research on consumer preferences for spicy food sales channels using an omnichannel approach is important. This approach allows the identification of attributes that consumers need when choosing a purchasing channel, whether online, offline, or a combination of both. By understanding these preferences, business actors can gain deeper insight into consumer behavior when purchasing spicy food in Bogor City. The results of this study are expected to provide more accurate and relevant information for business actors in developing sales channels that align with consumer needs, thereby supporting optimal business development.

The formulation of the problem in this study arises from changes in people's shopping behavior after the COVID-19 pandemic, which increasingly shifted toward online methods. This shift also occurred in the F&B sector, which experienced rapid growth through food e-commerce and OFD services in line with the increase in internet users in Indonesia. The spicy food trend in Bogor City has also shown a significant increase; therefore, understanding consumer preferences in choosing purchasing channels—whether online, offline, or a combination of both—is important because it influences consumer interest and purchasing decisions. The omnichannel approach is relevant in this context because it can provide an integrated shopping experience, as implemented by Sephora Indonesia through the integration of online and offline channels to improve customer convenience. However, in the spicy food industry the application of omnichannel has been little studied, especially from a consumer perspective. Therefore, it is not yet clear whether the systems currently implemented reflect true omnichannel integration or remain limited to multichannel practices. This study seeks to answer four main questions: the characteristics of spicy food consumers in Bogor City, the current conditions of omnichannel implementation in sales channels, consumer preferences for

various purchasing channels, and recommendations for appropriate sales channels for business actors. The objectives of this study include identifying respondent characteristics, analyzing the conditions of omnichannel implementation, understanding consumer preferences, and developing recommendations for sales channel strategies. This research is useful for the author in expanding academic insight, for business actors as input for strategy formulation, for individuals who want to start a business as an overview of consumer characteristics, and for universities as a reference for future research.

METHOD

This research was conducted from February 2025 until completion, with data collection carried out in March 2025. The study was conducted in Bogor City due to the significant increase in the number of restaurants, which has intensified competition in the Food and Beverage (F&B) industry. In addition, Bogor City has strong potential as a large market for spicy food, making it important to explore consumer preferences in the city.

This study used primary data collected through an online questionnaire distributed via Google Forms. The questionnaires were completed by respondents who liked spicy food, had experience purchasing spicy food through both online and offline channels, and lived in Bogor City.

The study applied a non-probability sampling method with a purposive sampling technique. Respondents were selected based on several criteria: residents of Bogor City, individuals who liked spicy food, those who had purchased spicy food either online or offline, and individuals aged at least 17 years. The research population referred to data from the Central Statistics Agency (BPS), which recorded a population of 823,245 people aged 15 years and above. The sample size was determined using the Slovin formula with an error rate of 10%, resulting in a total of 100 respondents as the research sample.

Data were analyzed using validity tests, reliability tests, descriptive analysis, and conjoint analysis with the assistance of SPSS version 27.0 and Microsoft Excel. The validity test used the product-moment correlation method, while reliability was measured using Cronbach's Alpha. Descriptive analysis was applied to describe consumer characteristics and the existing conditions of omnichannel implementation. Conjoint analysis was used to measure the utility values and importance levels of sales channel attributes. The analysis was conducted by constructing stimuli based on combinations of attributes such as purchasing channels, prices, product availability, payment methods, seller interaction, and ease of purchase, in order to understand consumer preferences for spicy food sales channels in Bogor City.

RESULT AND DISCUSSION

Characteristics of Spicy Food Consumers in Bogor City

1. Gender, Domicile, and Last Education Level

From the results of the survey, the total number of respondents involved in this study was 100 people consisting of 32 men and 68 women. In general, the majority of spicy food respondents in Bogor City are women. When viewed from the last level of education, most of the respondents had a S1 educational background as many as 73 people, while 18 high school graduates/equivalent, 5 Diploma graduates, and 4 Postgraduate graduates.

The distribution of respondents by domicile shows that the North Bogor region is the largest contributor with 36 respondents, followed by Central Bogor with 27 respondents. The area with the least number of respondents is South Bogor, which is only 6 people. Furthermore, if viewed based on the combination of gender and education level, it can be seen that the group of women graduates of S1 dominates almost all regions, especially in North Bogor (20 people) and Central Bogor (16 people). On the other hand, the number of male respondents is relatively smaller, although North Bogor is still the region with the highest male contribution (12 people).

Overall, these results show a tendency that the study respondents are dominated by women with the last education of S1, especially those domiciled in North Bogor and Central Bogor. These findings can provide an initial demographic picture that is relevant in understanding the characteristics of the study population. This may indicate that women tend to have a greater interest in spicy tastes than men. The characteristics of respondents of spicy food consumers in Bogor City can be seen in Table 1.

Table 1 Characteristics of spicy food respondents in Bogor City by gender, domicile, and last level of education

Last Education Level			Bogor Selatan	North Bogor	East Bogor	West Bogor	Central Bogor	Cereal Land	Total
SMA/Equivalent	Gender	Man	1	5	0	2	0	0	8
		Woman	1	2	2	0	5	0	10
	Total		2	7	2	2	5	0	18
Diploma	Gender	Man	1	0	0	0	0	0	1
		Woman	1	2	0	0	0	1	4
	Total		2	2	0	0	0	1	5
S1	Gender	Man	1	6	1	7	5	2	22
		Woman	1	20	3	5	16	6	51
	Total		2	26	4	12	21	8	73
Postgraduate	Gender	Man	0	1	0	0	0	0	1
		Woman	0	0	1	0	1	1	3
	Total		0	1	1	0	1	1	4
Total	Gender	Man	3	12	1	9	5	2	32
		Woman	3	24	6	5	22	8	68
	Total		6	36	7	14	27	10	100

Data Source: BPS (Central Statistics Agency) of Bogor City 2023

2. Average Monthly Employment and Income

Based on the results of cross-tabulation between work and average income per month, it was obtained that the majority of spicy food respondents in Bogor City came from a group of 45 students/students. Most of this group have an income below IDR 2,500,000 per month, although there are a small number who have a higher income, namely above IDR 3,500,000. This condition is reasonable considering the status of students/students generally do not have a fixed source of income.

The employee group occupied the second position with a total of 30 respondents. The majority of employees are in the income category above IDR 3,500,000 per month as many as 22 people, while the rest are spread in the range of IDR 1,500,000 to IDR 3,500,000. This

shows that work as an employee provides relative stability and a higher level of income than other groups.

Meanwhile, respondents who work as self-employed are 21 people. The income distribution in this group is quite diverse, but the majority of 15 people earn an income above IDR 3,500,000 per month. These findings indicate that entrepreneurial activities have the potential to generate competitive incomes, even comparable to formal sector employees.

The group of housewives and non-working women each consisted of only 2 respondents. In the group of housewives, one person has a low income (< IDR 1,500,000), while the other has a high income (> IDR 3,500,000). Similar conditions were also seen in the non-working group, where respondents were spread across the lowest and highest income categories.

Overall, the results of this tabulation show that although students/students dominate the number of respondents, the highest income is actually found more in the employee (22 people) and self-employed (15 people) groups. This underlines that the type of work is closely related to monthly income levels, with the formal sector and entrepreneurship being the main pillars of the high-income group. The characteristics of respondents of spicy food consumers in Bogor City based on employment and average monthly income can be seen in Table 2.

Table 2 Characteristics of spicy food respondents in Bogor City based on employment and average monthly income

		<Rp.1.5 00.000	Rp.1,500,000- Rp.2,500,000	Rp.2,500,000- Rp.3,500,000	>Rp.3.50 0.000	Total
Work	Student/Student	11	16	10	8	45
	Employee	0	5	3	22	30
	Housewives	1	0	0	1	2
	Self employed	2	3	1	15	21
	Not Working	1	0	0	1	2
Total		15	24	14	47	100

Data Source: BPS (Central Statistics Agency) of Bogor City 2023

3. Expenditure for Spicy Food Per Month

From the results of the study, 38% of the people of Bogor City spend money on small spicy food from Rp.100,000, then as many as 34% of the people spend money in the range of Rp.100,000 to Rp.199,000, 18% with expenses of Rp.200,000 to Rp.499,000, and the last 10% of the respondents spend more than Rp.500,000 to buy spicy food. This can indicate that spicy food is quite popular and an important part of the daily consumption pattern in the city. People in Bogor City have a high preference for spicy food, because it can be seen that most people consume spicy food regularly. The characteristics of respondents of spicy food consumers in Bogor City based on spending on spicy food per month can be seen in Table 3.

Table 3 Characteristics of spicy food respondents in Bogor City based on expenditure on spicy food per month

No	Domicile	Number of respondents	Presentase (%)
1	< IDR100,000	38	38
2	IDR100,000- IDR199,000	34	34

3	IDR200,000- IDR499,000	18	18
4	>Rp500.000	10	10
	Total	100	100

Data Source: Tokopedia, 2023

4. How Often to Consume Spicy Food

In terms of the frequency of respondents consuming spicy food, it is divided into four groups, namely very rarely (less than once a week), rarely (1 to 3 times a week), frequent (more than 3 times a week), and very often (every day). The results showed that 35% of respondents consumed spicy food 1-3 times a week, while 33% consumed more than 3 times a week, 19% of respondents consumed less than once a week, and finally 13% of respondents consumed spicy food daily. The characteristics of respondents of spicy food consumers in Bogor City based on the level of frequency of consuming spicy food can be seen in Table 4.

Table 4 Characteristics of spicy food respondents in Bogor City based on the level of frequency of consuming spicy food

No	Domicile	Number of respondents	Presentase (%)
1	Very rare	19	19
2	Infrequently	35	35
3	Often	33	33
4	Very often	13	13
	Total	100	100

Data Source: Licorice, 2020

5. Spicy Food Brands That Are Frequently Consumed

From the results of the questionnaire distribution, it was found that Gacoan Noodles is the most frequently mentioned and consumed spicy food brand by respondents, which is as much as 25% of the total number of respondents. In addition, other spicy products that are also quite popular among respondents are Macaroni Ngehe, BonCabe, Samyang, and Richeese.

The types of spicy foods that are often consumed are not only limited to spicy noodles, but also include spicy macaroni, seblak, basreng, spicy cimol, and chicken with chili sauce such as geprek chicken, pak gembus gepuk chicken, and richees chicken. Some respondents also mentioned spicy foods from certain brands or places such as Bebek Carok, Wingstop, Shihlin, and Hangry Hot Side Story.

In addition to branded products, respondents also showed interest in homemade food, especially homemade or unbranded chili sauce such as mother-made chili sauce, rica-rica canned chili sauce, and ABC chili sauce. In addition, there are also respondents who consume light spicy snacks such as kilo snacks, Alfamart snacks, and crispy macaroni.

Overall, this data shows that consumers have a high preference for spicy food products based on noodles, macaroni, chili sauce, and chicken, both from well-known brands and those made at home.

6. Levels of spiciness that are often eaten

In terms of the level of spiciness that is often eaten, the medium level of spiciness is the most popular choice, namely by 45 respondents (45%). This shows that most consumers like a

spicy taste that is still comfortable to consume without causing too much of a stinging sensation. Furthermore, spicy was in demand by 40 respondents (40%) and the last one was very spicy only 15 respondents (15%). The characteristics of respondents of spicy food consumers in Bogor City based on the level of spiciness of products that are often consumed can be seen in Table 5.

Table 5 Respondent characteristics based on the level of spiciness of products often consumed

No	Domicile	Number of respondents	Percentage (%)
1	Medium	45	45
2	Spicy	40	40
3	Very spicy	15	15
	Total	100	100

Data Source: Google Trends, 2024

7. Tolerance to commonly eaten spiciness

In terms of consumer tolerance for spicy food, it is divided into four groups, namely low (respondents can only enjoy slightly spicy food), medium (respondents can enjoy spiciness to moderate levels), high (respondents can enjoy spicy food), and very high (respondents can eat very spicy food comfortably). From the results of the study, it was found that as many as 39% of consumers have a moderate level of tolerance and as many as 37% of consumers have a high level of tolerance, which shows that spicy food products with medium to high levels of spiciness have considerable market potential and are acceptable to most consumers. Furthermore, 15% of consumers have a low tolerance level and 9% of consumers have a very high tolerance level. The characteristics of respondents of spicy food consumers in Bogor City based on consumer tolerance to spicy food can be seen in Table 6.

Table 6 Respondent characteristics based on consumer tolerance to spicy foods

No	Domicile	Number of respondents	Percentage (%)
1	Low	15	15
2	Medium	39	39
3	High	37	37
4	Very High	9	9
	Total	100	100

Data Source: Tokopedia, 2023

8. Preferred spicy flavor

In terms of the spicy taste they like, as many as 48% of respondents like savory spicy food, 29% of respondents like sweet spicy, 19% of respondents like salty spicy, and 4% of respondents like sour spicy. The characteristics of respondents of spicy food consumers in Bogor City based on their preferred spicy taste can be seen in Table 7.

Table 7 Respondents' characteristics based on preferred spicy taste

No	Domicile	Number of respondents	Presentase (%)
1	Sweet Spicy	29	29
2	Savory spicy	48	48
3	Salty bits	19	19
4	Spicy and sour	4	4
	Total	100	100

Data Source: Tokopedia, 2023

9. Preferred types of spicy foods

In terms of the type of spicy food they prefer, as many as 39% of respondents like dry food, 31% of respondents like nyemek food (slightly soupy), and 27% of respondents like soupy food. In addition, some respondents liked the type of spicy food in the form of chili sauce and depending on the type of food.

10. Spicy foods that are consumed more often

The spicy foods that respondents most often consumed were heavy foods as much as 58% and snacks as much as 42%, which means that spicy foods not only play a role as a complement or interlude, but also become a major part of the respondents' daily consumption patterns. The characteristics of respondents to spicy food consumers in Bogor City based on spicy foods that are more often consumed can be seen in Table 8.

Table 8 Respondents' characteristics based on spicy foods that are more commonly consumed

No	Gender	Number of respondents	Percentage (%)
1	Heavy food	58	58
2	Snacks	42	42
	Total	100	100

Data Source: Tokopedia, 2023

11. Reasons for liking spicy food

Based on the results of the study in terms of the reasons consumers like spicy food, as many as 74% of respondents like the unique taste sensation of spicy taste, which means that consumers like spicy food not only because of its spiciness, but also because of the taste experience it causes. This unique sensation provides its own enjoyment, so it is the main factor in choosing spicy food. Furthermore, as many as 14% of respondents are used to eating spicy food because it has been a habit since childhood, 8% of respondents feel that there are challenges when eating spicy food, and as many as 2% of respondents stated that spicy food can improve digestive function, while the other two people stated that they like spicy food because spicy food makes food delicious and stimulates the release of endorphins, which can improve mood and improve pain tolerance.

Consumer Preferences for Spicy Food Sales Channels in Bogor City

1. Analyze the Level Utility Value of each Attribute

Utility values are used to see the average respondents' preference for a level of attributes. In conjoint analysis, you can look at the value of the utility estimate to see the extent to which

consumers like or tend to prefer a certain level in each attribute. The utility values generated in Table 18 reflect the utility values of the 100 respondents in this study for each attribute level. A level with a positive utility value indicates a tendency to be preferred and be the top choice in decision-making. Conversely, if a level has a negative utility value, then it tends to be less desirable and not the top choice in the attributes of the product being assessed. The overall utility value of the respondents can be seen in Table 9.

Table 9 Attribute-level utility values

Attribution	Side	Utility estimate	Std. Error
Purchasing Channels	Physical Stores	0.108	0.076
	<i>Marketplace</i> (shopee/gojek)	-0.013	0.090
	<i>Social Commerce</i> (intagram/wa)	-.096	0.090
Prices and Promos	Same across all channels	-0.116	0.076
	Exclusive pricing on <i>the marketplace</i>	-0.188	0.090
	Exclusive pricing in social commerce	0.304	0.090
Product Availability	Stock is always available on all channels	-0.123	0.076
	Product stock available online	0.124	0.090
	Product stock available offline	-0.001	0.090
Ease of Purchase	Purchase directly in store	0.005	0.076
	Delivery	0.023	0.090
	<i>Click & Collect</i> (buy online, pick up in store)	-0.27	0.090
Interaction with Sellers	Direct interaction	0.051	0.057
	Interaction through <i>online platforms</i>	-0.051	0.057
Payment Methods	Cash	0.080	0.057
	Non-cash	-0.080	0.057

Data Source: Primary Survey, 2025 (data collected via questionnaires)

2. Purchase Channel Attributes

The purchase channel is one of the important attributes that consumers consider because it shows the media or distribution channels that consumers use to buy spicy food, such as physical stores, marketplaces, or social commerce. In the context of omnichannel, understanding purchasing channel preferences can help businesses strategically integrate online and offline channels, to increase satisfaction and reach more consumers. Based on the results of the conjoint analysis in Table 10, it is known that respondents prefer the purchase channel through physical stores. This can be seen from the positive and largest utility value, namely in the physical store attribute worth 0.108 while Marketplace (shopee/gojek) has a utility value of -0.013 and social Commerce (intagram/wa) has a utility value of -0.96. The negative utility value indicates that online sales channels tend to be less in demand by consumers in spicy food purchase decisions. These results show that the in-person shopping experience in a physical store is still the top preference of consumers, likely due to the factors of trust in product quality, ease of direct view of the product, and direct interaction with the seller. Therefore, spicy food business actors in Bogor City still need to optimize physical stores as the main channel.

3. Price and Promo Attributes

Price is one of the main factors in consumer decision-making. In addition, if price is associated with promotional strategies, such as discounts, cashback, or bundling, this attribute is able to attract attention and increase consumer loyalty. In the omnichannel concept, consistency of prices and promos between channels is key to creating an integrated shopping

experience. Based on the results of the conjoint analysis, the level that has the highest and largest utility value is the exclusive price in social commerce with a value of 0.304 while the exclusive price in the marketplace has a value of -0.188 and the same price in all channels has a utility value of -0.116 which means that consumers tend to prefer the existence of special price offers in social commerce compared to the consistency of prices in all channels and exclusives in the marketplace. Thus, these results show that there is a gap between the omnichannel concept that emphasizes cross-channel consistency and consumer preferences in Bogor City who prefer price differentiation, especially in social commerce. This means that consumers do not place price integration as a top priority, but rather appreciate added value that is exclusive to certain channels.

4. Product Availability Attributes

Product availability represents the spicy food products that consumers want to be available in real-time across the various channels provided by the seller. In an omnichannel approach, the availability of stock between channels is very important to avoid consumer disappointment due to product unavailability, as well as to help businesses maintain satisfaction and distribution efficiency. Based on the results of the conjoint analysis, the availability of products online has the largest utility value, which is 0.124, while for offline availability has a utility value of -0.001 and is always available on all channels, it has a value of -0.123. This shows that consumers prefer spicy food products to be available and easily accessible online. This means that consumers do not demand full integration between channels, but rather value the availability of products on online platforms that are considered practical and in accordance with their current shopping patterns.

5. Attributes of Ease of Purchase

Ease of purchase sees the extent to which the purchase process is considered easy, fast, and practical by consumers both in physical stores and on digital platforms. In the context of omnichannel, the ease of purchasing can be realized according to consumer needs. In this attribute, there are 2 levels that have a positive value, namely direct purchases in stores (0.005) and delivery (0.023), while for click & collect it has a value of -0.27, which means consumers are more inclined to like to make direct or online purchases with certainty than taking them themselves after ordering online which means consumers prefer transactions that are completed in full on one channel (offline or online). It's not a cross-channel experience that has to move from online to offline.

6. Attributes of Interaction with Sellers

Interaction with sellers includes 2 things, namely direct interaction and interaction through the platform. From the results of the analysis, consumers are more likely to like to interact directly with a utility value of 0.051, while interaction through the platform has a value of -0.051 which means that consumers prefer to interact and communicate directly with sellers rather than through digital media.

7. Payment Method Attributes

The choice of cash and non-cash payment methods affects the convenience and flexibility of consumers. In an omnichannel approach, it's important to ensure that payment methods across multiple channels are mutually supportive and easy to use. From the results of the analysis, consumers prefer cash payments (0.051) while non-cash ones (-0.051). This shows

that business actors should continue to provide cash payment options, because they are still the main choice for most consumers.

8. Attribute Importance Level Analysis

The importance level describes how much each attribute contributes to a consumer's purchasing decision. Attributes that have a high level of importance are the main factors that consumers consider in choosing products and that are considered most important by respondents. The following importance values can be seen in Table 10.

Tabel 10 Importance Values

Information	Value
Purchasing Channels	15.350
Prices and Promos	23.130
Product Availability	20.402
Ease of Purchase	18.512
Interaction with Sellers	12.057
Payment Methods	10.549

Data Source: Primary Survey, 2025 (data collected via questionnaires)

Based on the value of importance values, the attributes that are considered most important by consumers are prices and promos with a value of 23,130. This shows that price and supply are the main factors considered in the decision to buy spicy food. Judging from the results of the utility value, it shows that in this attribute, the exclusive price level in social commerce obtained the highest value of 0.304. This means that consumers prefer special price offers when shopping through social commerce channels. These results reinforce that in the omnichannel concept, consumers not only pay attention to the availability of various sales channels, but also look for added value on each channel. Therefore, spicy food business actors in Bogor City need to optimize pricing strategies and promos specifically on each channel to adjust to consumer preferences.

The second attribute that is considered the most important and considered by consumers based on Table 20 is the availability of products with an importance value of 20,402 which means that stock availability is one of the important factors in consumers' decisions when buying spicy foods. Based on the utility results, the level with the highest value on this attribute is "stock available online" with a utility value of 0.124. This means that consumers show a stronger preference for spicy food products available on online platforms. The consistent availability of products on online channels can increase consumer convenience and trust, as well as become a competitive advantage for spicy food business actors in Bogor City in responding to increasingly digital consumer needs.

The third attribute is considered the most important and considered by consumers based on Table 20, namely ease of purchase with an Importance Values value of 18,512. This shows that a practical and non-difficult purchase process is an important aspect in consumer decision-making regarding spicy foods. In this attribute, the level with the highest utility value is purchases through delivery services with a value of 0.023. This means that consumers show a preference for purchasing methods that do not require physical interaction or in-person visits to the store.

The fourth attribute is considered the most important and considered by consumers based on Table 20, namely the purchase channel with an Importance Values value of 15,350. While not the most primary, the buying channel remains an important part of determining consumer preferences for spicy foods. The results of the conjoint analysis showed that physical stores had the highest utility value of 0.108, which means consumers still showed a greater tendency to buy spicy foods directly in stores. These results show that the existence of physical stores still needs to be maintained because it provides a sense of trust and a direct shopping experience that is considered more convincing by some consumers. Thus, although the role of digital channels continues to grow, offline channels such as physical stores remain relevant and must be effectively integrated in sales strategies for spicy food business actors in Bogor City.

The fifth attribute is considered the most important and considered by consumers based on Table 20, namely interaction with sellers with an Importance Values value of 12,057. This shows that while it's not a top priority, the way consumers interact with sellers still influences purchasing decisions. Based on the results of the conjoint analysis, direct interaction has the highest utility value of 0.051, which indicates that consumers prefer face-to-face or in-person communication over through digital platforms.

The last attribute is considered the most important and considered by consumers based on Table 20, namely payment methods with an Importance Values value of 10,549. Even though it has the lowest value compared to other attributes, the payment method still affects consumer preferences in making spicy food purchases. Based on the results of the conjoint analysis, cash payments obtained the highest utility value of 0.080, which shows that consumers are still more comfortable and used to using direct payment methods with cash.

The accuracy value of the research results can be seen in Table 11. Correlation values are used to measure the accuracy of predictions. The Pearson's R value obtained is 0.894 which means significant because it is greater than 0.005.

Tabel 11 Correlations

Information	Value	Significant
Pearson's R	0.894	0.000
Kendall's tau	0.689	0.000

Data Source: Primary Survey, 2025 (data collected via questionnaires)

Based on the results of the conjoint analysis, it can be concluded that consumer preferences for spicy food sales channels in Bogor City tend to be diverse, considering both online and offline channels, but are more inclined to multichannel patterns than omnichannels. This can be seen from the tendency of consumers to prefer price differentiation, especially exclusive prices in social commerce with the highest utility value of 0.304, as well as preferences for online product availability (0.124) and direct purchases in physical stores (0.108). Consumers are also more comfortable with direct interaction with sellers (0.051) and cash payment methods (0.080).

On the other hand, from the results of the study, it can be seen that typical omnichannel concepts such as click & collect (-0.270), not wanting uniform prices across all channels (-0.116), and not placing cross-channel stock integration as an essential need (-0.123) are less in demand by consumers. Thus, these results confirm that consumers are more likely to choose transactions that are completed on a single channel, both offline and online, and appreciate the

variety of offers between channels. This means that the most appropriate strategy today is to strengthen multichannel by optimizing each channel, while the implementation of fully integrated omnichannel is not yet the main need of consumers.

According to Rigby DK (2011), the concept of multichannel is characterized by unintegrated sales channels, so that each channel stands alone without deep connectivity. In practice, companies can utilize various traditional media such as billboards, newspapers, television, radio, to telephones, SMS, emails, catalogs, brochures, and social media to reach customers, but their use is still separate (Verhoef et al., 2015). The main focus of a multichannel strategy is to maximize the performance of each channel individually, rather than creating a seamless consumer experience across channels (Rigby DK, 2011). The information provided on each channel is also limited and not interconnected, so the consumer data obtained cannot be combined between channels (Verhoef et al., 2015). The multichannel way of working places more emphasis on providing multiple channels for consumers to have choices, but without integrations that facilitate a continuous customer journey. Thus, the main task of multichannel is to utilize multiple channels to expand market reach, although connectivity between channels has not been built in depth (Rigby DK, 2011; Verhoef et al., 2015).

Thus, from the results of the research, the concept of multichannel is more relevant to answer the needs of today's consumers. Spicy food consumers in Bogor City prefer a multichannel pattern to omnichannel. Consumers tend to choose to shop directly at physical stores or online with transactions completed on one channel, like exclusive prices in social commerce, prioritize product availability on online channels, and still choose direct interaction and cash payments. On the other hand, consumers are less interested in omnichannel integration features such as click & collect, uniform pricing across channels, and unified stock availability across channels. This shows that today's consumer needs are more in line with the concept of multichannel maximizing the role of each channel separately. However, it is possible that in the future consumers will be better prepared to accept the full implementation of omnichannel, if the foundation of integration between channels begins to be built gradually.

This finding is also in line with the results of the formulation of the second problem, where spicy food business actors in Bogor City in general still apply a multichannel system and have not integrated all channels thoroughly. Thus, consumer preferences that tend to choose separate channels are in line with the condition of business actors who are still operating in a multichannel framework. Both show that both in terms of supply and demand, the application of the omnichannel concept is not yet an urgent need at the current stage, but is still in the transition phase towards more mature integration in the future.

Based on these findings, it can be concluded that the preferences of spicy food consumers in Bogor City tend to lead to diverse sales channels, but they remain independent of each other because consumers at this time do not need integration between sales channels. Consumers choose to use certain channels according to their goals and convenience. Therefore, business actors need to provide various sales channels, both offline and online, each of which has its own added value. For example, physical stores are focused on customer service and experience, while online channels are developed through marketplaces and social media with exclusive offers and wider product availability. That way, business actors can reach more consumers and adjust to people's shopping behavior patterns at this time.

Recommendations for sales channels that can be applied by spicy food business actors in Bogor City

Based on the results of research on consumer preferences for spicy food sales channels in Bogor City, consumer preferences show that the multichannel concept is still more suitable to be applied by spicy food business actors in Bogor City, which means that business actors combine the use of online and offline channels in a balanced manner. Consumers prefer direct purchases in physical stores or online with transactions completed on one channel, and value exclusive prices in social commerce more than price consistency across all channels. Therefore, business actors are advised to strengthen two main channels, namely physical stores and online channels by providing differentiation of offers in each channel.

There are several attributes and standards that are the main considerations in making a purchase decision. These attributes include purchase channels, prices and promos, product availability, ease of purchase, interaction with sellers, and payment methods. Each attribute has a level that shows consumer choices, so that it can provide an overview for business actors in designing the right marketing strategy.

The first attribute is the purchase channel. The results of the study show that consumers still have a preference for buying in physical stores, even though the trend of online purchases is growing. This indicates that the presence of physical stores is still important as a place of direct interaction between consumers and products and sellers. Business actors still need to maintain stores that are not only a place of sale, but also a means of interaction, promotion, and building closeness with consumers.

The second attribute is price and promo. Consumers show a high preference for exclusive prices in social commerce, which is the biggest attraction compared to prices on the marketplace and the same price on all channels. This shows that exclusive pricing in social commerce can encourage consumers to make purchases such as buy one get one or bundling promos that directly direct consumers to personal websites. On the other hand, exclusive prices in the marketplace are actually less attractive to consumers.

The third attribute is product availability. Consumers prefer products to be available on online channels, rather than only available offline. The availability of products that are evenly distributed across all channels is not very important for consumers, but they pay more attention to ease of access through online platforms. Therefore, business actors must provide online sales channels and ensure the availability of products in online channels in order to meet consumer expectations.

The fourth attribute is ease of purchase. Consumers prefer the delivery option because it is considered practical and efficient, while the click & collect option (buy online, pick it up in store) is not very popular. Direct in-store purchases have a neutral value, meaning they are still necessary but not a major factor. This shows that home delivery services are an important added value in the decision to buy spicy food. Business actors can provide and optimize delivery services as the main added value, and can provide free delivery for consumers. Meanwhile, direct in-store purchases are maintained as an alternative for consumers who want to interact directly, while the click & collect option is enough to be used as an additional service for certain consumers who need practicality without waiting for delivery.

The fifth attribute is interaction with the seller. The results of the analysis show that consumers still prefer direct interaction to interaction through online platforms. Face-to-face

interactions are considered to provide more satisfaction and comfort for consumers, so business actors still need to maintain personal relationships with consumers even though online services continue to develop.

The last attribute is the payment method. Consumers in Bogor City still show a preference for cash payments compared to non-cash. This indicates that the habit of using cash is still strong among consumers, so business actors must continue to provide cash payment options even though digital payment systems are increasingly developing, such as providing COD systems.

Based on the findings of the research, the recommendation for sales channels that can be applied by spicy food business actors in Bogor City is to combine the use of online and offline channels in a balanced manner. Online channels need to be maximized to offer more competitive prices, guarantee product availability, and provide convenient delivery services. For example, through integration with delivery platforms such as GoFood, GrabFood, or ShopeeFood, business actors can expand their reach to consumers while taking advantage of the promo features offered by the application. Meanwhile, offline channels are maintained to provide a direct experience, establish personal interactions with consumers, and facilitate cash payment methods. For example, by maintaining the quality of service in physical outlets, providing comfortable dining areas, and ensuring that products are always available to consumers who buy directly. Thus, the most relevant strategy is not full integration as the omnichannel concept is, but a multichannel approach that emphasizes optimizing the advantages of each channel according to consumer needs.

Managerial Implications

In the F&B industry, currently still in the transition stage from a multichannel to an omnichannel system, the managerial implications that need to be considered are the importance of building gradual and thorough cross-channel integration across organizational functions. Verhoef et al. (2015) emphasized that the implementation of an omnichannel strategy requires not only integration between sales channels, but also cross-functional coordination between marketing, operations, and information technology divisions to create a seamless customer experience. This means that top management needs to play an active role as a key strategy director and decision-maker who ensures alignment between the omnichannel vision and the company's organizational structure, business processes, and technology systems.

The first step that can be taken by F&B companies is to form a cross-functional team that is tasked with designing and implementing an integrated omnichannel strategy. This approach is in line with the findings of Brynjolfsson et al. (2013) that the success of omnichannel implementation is greatly influenced by the organization's ability to unify information systems and customer data across channels. Therefore, F&B companies need to invest in digital infrastructure such as customer data management systems (customer data platforms) and integration of POS applications, e-commerce, and third-party food delivery applications (e.g. GoFood, GrabFood, or ShopeeFood).

In addition to the technology aspect, companies also need to transform organizational culture and employee training to create a common understanding of the concept of omnichannel. Piotrowicz and Cuthbertson (2019) explain that the transformation towards omnichannel is not only a technological change, but also a change in mindset that demands

coordination, collaboration, and high flexibility between departments. In the context of F&B, this means that employees in outlets need to understand how to handle orders from digital channels with the same service standards as customers who come directly to the outlet.

In addition, managers must establish cross-channel performance indicators such as cross-channel conversion rates, cross-channel stock suitability, and customer satisfaction. These indicators are the basis for continuous evaluation of the effectiveness of the strategies implemented. In addition, companies can establish strategic partnerships with technology providers to speed up the integration process without having to build systems from scratch. Thus, the implementation of omnichannel in the F&B industry requires a long-term commitment from top management, cross-functional coordination, digital infrastructure investment, and the formation of an organizational culture that is adaptive to changing consumer behavior.

CONCLUSION

Various research findings show that spicy food consumers in Bogor City are dominated by women with a S1 education, domiciled in North Bogor, with student jobs and an income of more than Rp 3,500,000, who generally consume medium-level spicy food 1-3 times a week, like savory spicy tastes, and prefer heavy foods such as Gacoan Noodles. On the other hand, spicy food business actors in Bogor have used many sales channels, but are still at a multichannel stage that has not been fully integrated. The results of the conjoint analysis also show that consumers prefer multichannel patterns with price differentiation, direct in-store purchases, personal interactions, and cash payments, while omnichannel features such as click & collect or stock integration are less popular. Therefore, the best strategy for business actors is to optimize each channel separately while starting to build the foundation towards omnichannel, as well as maximizing online and offline channels according to their advantages. Future research suggestions include the involvement of business actors' perspectives to understand the readiness of channel integration, as well as a more in-depth exploration of the transformation process from multichannel to omnichannel in the spicy food culinary sector in Bogor City.

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