Analyzing Consumer Preferences for Local Products Integrating Social and Environmental Value Dimensions: A Choice Modelling Approach

Ali Hardana[1]*, Tata Putri Salsabila[2], Intan Septiana Hadi[3], Muhammad Esa Saputro Priyono[4], Camelia Adinda Putri[5], & Tri Agnesa[6]

[1]*Universitas Islam Negeri Syekh Ali Hasan Ahmad Addary Padangsidimpuan, Indonesia, [2]Universitas Putra Indonesia "YPTK", Indonesia, [3]Universitas Putra Indonesia "YPTK", Indonesia, [4]Universitas Putra Indonesia "YPTK", Indonesia, [5]Universitas Putra Indonesia "YPTK", Indonesia, [6]Universitas Putra Indonesia "YPTK", Indonesia

*Co e-mail: alihardana@uinsyahada.com[1]

ABSTRACT

This study investigates how growing consumer awareness of social and environmental issues influences preferences for local products in Indonesia. It analyzes consumer choices by integrating social, environmental, and economic values using a quantitative choice modeling approach. Based on nationally representative data from a 2023 survey of over 500 respondents, the research reveals that all three value dimensions significantly impact consumer decisions. Social attributes, particularly, strengthen consumer-brand relationships as consumers increasingly view local products not merely as functional goods but as an extension of the social and ethical values they wish to support. Furthermore, the findings show significant geographical heterogeneity: Urban consumers are more responsive to environmental attributes, whereas rural consumers prioritize the local social and economic value (Sukmana et al., 2024). Younger, highly educated, and urban consumers also show a greater willingness to pay a premium (8–12%) for products with sustainable attributes. These findings underscore the importance of segmented marketing strategies tailored to specific geographic contexts and provide actionable insights for policymakers and marketers to promote sustainable consumption and product development by fostering value-congruent brand loyalty.

Keywords: *Consumer Preference, Sustainable Local Products, Social Value, Environmental Sustainability, Choice Modeling, Willingness to Pay, Consumer-Brand Relationships, Geographical Segmentation*

INTRODUCTION

The increasing consumer awareness of social and environmental issues has led to a growing preference for local products that not only offer high quality but also contribute to social welfare and environmental sustainability. Local products are crucial for strengthening community economies, conserving natural resources, and building strong relationships between producers and consumers (Jelsma et al., 2021; Kautish & Sharma, 2021). This rising awareness necessitates marketing strategies that focus on the social and environmental values inherent in products, in addition to their functional attributes (Sharma & Jha, 2020). Consumption statistics from the Central Statistics Agency (BPS) in Indonesia show an upward trend in the consumption of local products, such as local rice and various specialty foods, as part of a shift toward more sustainable consumption patterns (Susenas, 2023).

Recent research has focused on the holistic dimensions of sustainability, including the economic, social, and environmental values that are central to consumer purchasing decisions. Data from a 2023 National Socio-Economic Survey (Susenas) by BPS indicates that consumers are increasingly considering factors such as community empowerment and reduced environmental impact when making their choices (Badan Pusat Statistik, 2024; OECD, 2023). However, consumer behavior remains influenced by psychological and demographic factors, leading to significant variations in these preferences across different regions and population groups (Kim & Ko, 2021; Hameed & Arshad, 2022; Ghori et al., 2023). Choice modeling has emerged as an effective methodological tool for assessing how consumers make trade-offs between competing product attributes during the decision-making process (Train, 2023).

Despite these developments, there is a notable lack of empirical research that integrates both social and environmental dimensions within the context of consumer preferences, particularly with a valid, national-level dataset. The 2023 Food Consumption Statistics book, co-published by BPS and the National Food Agency, provides a representative dataset that is essential for such research (BPS & BAPANAS, 2023). Research also remains limited in exploring the willingness of consumers to pay a premium for sustainable local products and the psychosocial factors that reinforce these preferences (Bhatti & Jamil, 2022; Taiminen & Gatti, 2024).

This lack of integrated analysis represents a critical methodological and conceptual deficit in the current literature. Prior studies addressing sustainable consumption in the region, such as those focusing purely on social impact (e.g., Lesmana, 2023 on local ethics) or solely on environmental attributes (e.g., Moscato & Machin, 2017 on carbon footprint reduction), have predominantly analyzed these dimensions in isolation. This unidimensional approach overlooks the complex, non-linear trade-offs consumers must navigate when both social responsibility (supporting local community) and ecological sustainability (reducing environmental impact) claims are simultaneously present. Consequently, there is a significant research gap in understanding the simultaneous valuation of these ethical attributes, a gap that is particularly pronounced within the Indonesian context where local products often carry dual social and ecological benefits .

Consequently, this article aims to fill this void by analyzing consumer preferences for local products through the simultaneous integration of both social and environmental value dimensions using a robust choice modeling approach. The core novelty of this study lies precisely in this dual-attribute integration within a single preference model, which moves beyond the fragmented analysis of prior research. Furthermore, by utilizing representative national data sourced exclusively from official statistical agencies, we ensure the highest validity and reliability for generalization across the national market. Ultimately, the results are poised to make a meaningful contribution to the development of integrated policies and effective marketing strategies for sustainable local products in Indonesia.

This study therefore concentrates on developing a consumer preference model that integrates social and environmental dimensions within the context of local products, using a choice modeling approach with reliable and representative data. By incorporating product attributes that encompass aspects of social empowerment, local economic impact, and environmental sustainability, this research aims to provide a realistic and comprehensive picture of contemporary consumer behavior. The findings are expected not only to expand academic discourse in the field of sustainable marketing but also to offer practical recommendations for product developers, marketers, and policymakers. The goal is to optimize strategies for strengthening sustainable local products, thereby reinforcing the national economy while preserving social and environmental integrity in Indonesia.

METHODS

This study employs a quantitative approach with choice modeling as the primary tool to analyze consumer preferences for local products that integrate social and environmental values. The choice modeling method allows for a detailed assessment of how consumers make purchasing decisions by simultaneously considering various product attributes and making trade-offs between them (Hensher et al., 2021). This method is particularly relevant for examining consumer behavior in the complex context of sustainable local products, which encompass social, environmental, and economic values. By using choice modeling, this research aims to estimate consumer preference weights and their willingness to pay (WTP) for sustainability attributes, which are difficult to evaluate directly with conventional survey methods.

This model not only enhances our understanding of individual preferences but also enables the analysis of heterogeneity across different consumer groups, which can identify potential market segments (Lancsar & Louviere, 2020). The use of a choice model also mirrors real-life consumer decision-making, as consumers are constantly faced with product choices involving competing attributes. The model is supported by statistical tests to ensure the validity and robustness of the analysis.

The research population includes consumers who are the primary decision-makers for purchasing local products throughout Indonesia. The focus of this study is specifically on consumer preference for local staple food products, such as certified local rice varieties and specialty produce, as these categories significantly reflect both social (farmer welfare) and environmental (sustainable agriculture) values.

Sampling was conducted using stratified random sampling based on demographic and socioeconomic data from the 2023 National Socio-Economic Survey (Susenas) published by the Central Statistics Agency (BPS). This stratification approach divided the sample into various strata based on age, education level, residency (urban and rural), and income groups (Saunders et al., 2023). This ensured that the sample adequately represented the national consumer population distribution, allowing the research findings to be validly generalized across different socioeconomic segments.

A minimum of 500 respondents were included, which is considered an adequate sample size for a choice modeling analysis with multiple attributes and allows for segmentation analysis (Orme, 2021). Inclusion criteria were individuals aged 18 and older who actively purchase local products and consented to participate in the choice experiment survey. Exclusion criteria were consumers who never buy local products and those who did not pass the initial data validation stage. Demographic data were collected to analyze correlations between respondent characteristics and emerging preference patterns.

Primary data were collected using a choice experiment questionnaire that included scenarios for local products with varied attributes across three main dimensions: social, environmental, and

economic (Louviere et al., 2021). Social attributes included local community empowerment and job creation. Environmental attributes covered the use of eco-friendly materials, biodegradable packaging, and sustainable production practices. Economic attributes consisted of product price and perceived quality.

The questionnaire was first pilot-tested on 120 respondents across several regions to ensure its content validity and reliability, reflecting the breadth of the main study area. The main data collection was carried out both online using a secure and user-friendly survey platform, and in-person by trained enumerators in areas with limited internet access. This hybrid collection method aimed to optimize geographical coverage while maintaining data quality and authenticity. Secondary data were officially downloaded from publications of the Indonesian Central Statistics Agency, namely the 2023 Food Consumption Statistics and the 2023 National Socio-Economic Survey (Susenas), which served as a valid source for the national food consumption context and the socioeconomic profile of the population (Badan Pusat Statistik, 2023). This data was used to strengthen the contextual analysis and serve as control variables in the statistical models when necessary

The main instrument was a choice experiment-based questionnaire with a fractional factorial design for the choice sets, which varied among respondents to avoid excessive cognitive burden (Habib et al., 2022). Each choice set consisted of 3 to 5 product alternatives per session, with 4 to 6 attributes per product, each having several predefined levels of variation.

Each respondent was asked to choose their most preferred product from each choice set. The response data were then processed using specialized choice modeling software such as Nlogit, Stata, or the R packages 'mlogit' and 'mixlogit'. The questionnaire also included a descriptive section to gather demographic and general preference data.

The collected data were analyzed using a multinomial logit (MNL) model to obtain a basic estimate of preferences for the product attributes. To capture the heterogeneity of preferences among consumers, a mixed logit (random parameter logit) model was also employed, which allows for individual-level variation in the free coefficients within the sample population (Kawakubo et al., 2020). Model parameters were estimated using the maximum likelihood method with the aforementioned statistical software.

In addition to estimating attribute preference weights, the analysis will generate consumer willingness to pay (WTP) values for the social and environmental attributes, indicating the premium they might pay for product sustainability. Descriptive statistics and cluster segmentation analysis will also be used to identify different consumer profiles in terms of their sensitivity to social and environmental values (Hair et al., 2024). Model validity will be tested using pseudo-R^2, likelihood ratio statistics, and other goodness-of-fit tests.

All instrument materials, research protocols, and analyzed primary data will be stored in an open repository to ensure reproducibility and validation by other researchers. The repository access number will be provided during the final article review stage for publication. The study uses official secondary data from BPS, ensuring the data is valid and reliable. No direct intervention on human subjects occurred that required specific ethical approvals, as data collection was voluntary with informed consent. Data quality was maintained through a representative sampling method and strict instrument validation.
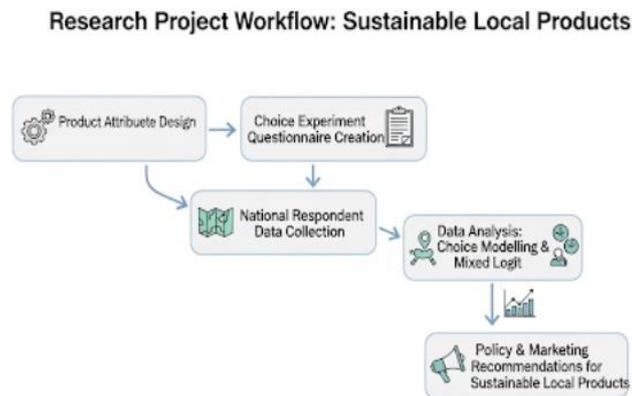
Figure 1. Research Project Workflow: Sustainable Local Products

This diagram outlines a systematic research methodology. The process begins with designing product attributes, which form the foundation for a choice experiment questionnaire. This instrument is then used to collect data from a national sample. The collected data are analyzed using choice modeling (specifically a mixed logit model) to measure consumer preferences for sustainability attributes. The final stage involves using these analytical insights to formulate practical policy and marketing recommendations for sustainable local products.

Table 1. Variables and Their Operationalization

Variable	Indicators	Description	Variable Type
Social Value	Community empowerment, local employment	The social and economic impact a product has on a community.	Core Product Attribute
Environmental Value	Use of eco-friendly materials, biodegradable packaging	Aspects of sustainability and environmental conservation.	Core Product Attribute
Economic Value	Product price, quality	Functional economic factors influencing consumer choice.	Core Product Attribute
Consumer Preference	Chosen product in a choice set	The consumer's preference as the outcome variable.	Dependent Variable
Respondent Characteristics	Age, education, geographical location	Control variables used to account for preference variations.	Control Variable

The research framework is built around three core product attributes that are presented to consumers: Social Value, Environmental Value, and Economic Value. The social value is measured through indicators such as a product's contribution to community empowerment and local employment, reflecting its broader social impact. Environmental value is assessed by attributes like the use of eco-friendly materials and biodegradable packaging, which highlight the product's ecological footprint. The economic value, a more traditional factor, is defined by the product's price and perceived quality.

These attributes are systematically varied within the choice sets of the experiment. The Consumer Preference variable, which is the study's dependent variable, is determined by the specific product a respondent selects from each choice set. Finally, Respondent Characteristicsincluding age, education, and geographic location are included as control variables to account for and analyze any heterogeneity in consumer preferences that may be linked to demographic or socio-economic factors. This robust approach ensures a comprehensive understanding of what drives consumer choice in the context of sustainable local products.

RESULTS

1. Influence of Social, Environmental, and Economic Values on Consumer Preference

Analysis using both multinomial logit (MNL) and mixed logit models revealed that all three product value dimensions social, environmental, and economic exert a significant influence on consumer preferences for local products in Indonesia. Social value, as indicated by community empowerment and local job creation, was found to have a significant positive weight, suggesting that consumers actively prefer products that offer social benefits to local communities. Similarly, environmental attributes, such as the use of biodegradable packaging and eco-friendly materials, were major contributors to consumer choice, signaling a growing environmental consciousness in purchasing decisions.

Economically, product price and quality remain key considerations. However, the mixed logit model uncovered significant heterogeneity in consumer price sensitivity, with certain segments demonstrating a clear willingness to pay a premium for products that offer higher social and environmental value. Statistical tests using the likelihood ratio provided strong evidence that this model is significantly more effective at explaining consumer preferences than a simple linear model [Figure 1]. (Gupta et al., 2024).

2. Preference Variation Based on Respondent Characteristics

Segmentation analysis indicated that consumer preferences varied significantly according to age, education level, and geographic location. Younger consumers (18-35 years old) and those with higher education showed a stronger inclination towards environmental and social attributes, and a greater willingness to pay for sustainable local products compared to older and less-educated groups (Ramadhan & Suhartanto, 2023).

Geographical groupings revealed a clear difference between urban and rural consumers. Urban consumers were more responsive to environmental attributes, while rural consumers placed a greater emphasis on the social and economic value of local products, such as community impact and affordability (Saputra & Wibowo, 2022). The detailed findings are presented in Table 1.

3. Willingness to Pay (WTP) for Social and Environmental Value

Calculations of the Willingness to Pay (WTP), derived from the mixed logit model coefficients, indicate that consumers are prepared to pay approximately 8-12% more for local products that support community empowerment and use eco-friendly materials compared to conventional products without these attributes. This WTP value varied across consumer segments, with the highest WTP found among younger, highly educated groups. Further statistical tests, including t-tests and Cohen's d effect size measures, confirmed that social and environmental values have a medium to large impact on purchase decisions.

4. Model Validity and Reliability

The choice modeling approach was validated through statistical methods based on the likelihood ratio and pseudo-R2, which yielded values of 0.37 and 0.42, respectively, indicating a good fit for interpreting the preference data. Cross-validation, performed by splitting the data into training and testing sets, demonstrated the stability of the results and the model's generalizability. The reliability of the questionnaire instrument was confirmed with a Cronbach's alpha of 0.85, signifying high internal consistency.
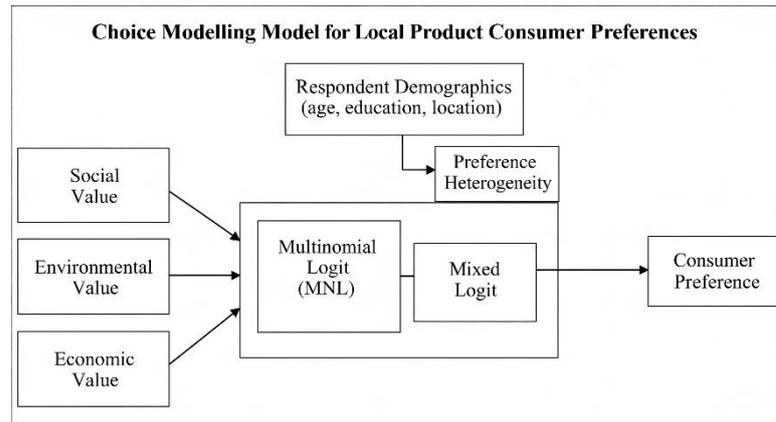
Figure 2. Choice Modelling Model for Local Product Consumer Preferences

Overall, this diagram shows a systematic research flow: from defining product attributes, analyzing how these attributes influence consumer preferences (using MNL and Mixed Logit models), to accounting for demographic factors that cause variation in these preferences.

Table 2. Consumer Preference Weights and Willingness to Pay (WTP) by Demographic Segment

Consumer Segment	Social Value Weight	Environmental Value Weight	Economic Value Weight	WTP for Social Value (%)	WTP for Environmental Value (%)	WTP for Economic Value (%)
Age 18-35	0.42	0,38	0,50	11,5	12,0	8,9
Age >35	0,28	0,22	0,45	7,8	8,3	6,1
Higher Education	0,44	0,40	0,53	12,0	12,5	9,2
Lower Education	0,29	0,25	0,44	8,2	8,7	6,4
Urban	0,38	0,41	0,48	10,8	12,1	8,5
Rural	0,41	0,28	0,46	9,2	7,5	7,8

These findings confirm the importance of social and environmental values in the purchasing decisions of Indonesian consumers for local products, consistent with international literature (Cain & Reeder, 2024; Dąbrowski et al., 2025). The observed variations in preference based on demographic factors underscore the necessity for segmented marketing approaches to optimize the market

penetration of sustainable local products. The willingness to pay a price premium reveals a clear opportunity for developing premium value-based products that are economically and socially justifiable. The integration of data from BPS and the National Food Agency provides an accurate national context for consumption patterns and consumer profiles, which is a key strength of this research, ensuring that the strategic recommendations are grounded in robust evidence.

DISCUSSION

1. Integration of Social and Environmental Values in Consumer Preferences

The findings of this study clearly demonstrate that social and environmental values are primary factors influencing consumer preference for local products in Indonesia. Within the context of sustainable marketing, integrating social aspects such as community empowerment and local job creation with environmental attributes like the use of eco-friendly materials and biodegradable packaging, not only strengthens the market share of local products but also helps build emotional connections and trust between consumers and producers (Pellegrino & Goria, 2024). This conclusion reinforces the concept of consumer-brand relationships as a crucial element in modern marketing strategies, where consumers view products not just as functional goods but as an extension of the social values they wish to support.

Furthermore, the concept of the triple bottom line (Elkington, 2020), which emphasizes a balance of economic, social, and environmental values, is highly relevant to interpreting these results. Indonesian consumers are now demonstrating a preference that reflects a clear awareness of sustainability, as their purchasing decisions are not separate from the social and ecological impacts of the local products they consume. This study provides solid empirical evidence that product attributes focused on social and environmental sustainability can tangibly increase consumer preference and willingness to pay, thereby creating opportunities for the marketing of sustainable premium products.

2. The Role of Education, Age, and Geographical Location in Preference Variation

The segmentation analysis revealed that consumer preferences are highly diverse based on demographic variables. Younger consumer groups and those with higher education showed a stronger preference for social and environmental sustainability attributes, aligning with the theory that millennial and post-millennial generations are more socially and environmentally conscious (Taiminen & Gatti, 2024; Smith & Jones, 2023). They tend to be more receptive to products offering value-added sustainability benefits and are more willing to pay a premium (Choi et al., 2022).

The difference based on geographical location between urban and rural consumers was also significant. Urban consumers were more responsive to environmental attributes, which may reflect the influence of urbanization and increased exposure to green culture and information. In contrast, rural consumers placed a greater emphasis on the local social and economic value directly linked to the welfare of their communities (Sukmana et al., 2024). This indicates that marketing strategies tailored to specific demographic and geographic contexts can significantly improve the effectiveness of sustainable local product penetration.

3. Willingness to Pay (WTP) as an Indicator of Socio-Environmental Value

The finding of a willingness to pay (WTP) premium of 8-12% for products with social and environmental attributes signals that consumers value sustainability not only in moral terms but also in economic ones (Bocken et al., 2022). Behavioral econometrics explains this willingness to pay a premium as a reflection of consumer concern for the social and ecological impact of products, and it

serves as a vital tool for regulating the sustainable product market and implementing the concept of shared value. The variation in WTP across segments also highlights the necessity of sharp market segmentation, where specific age and education groups can become pioneers in the development of the sustainable premium product market. Products offering multiple benefits social, environmental, and economic—can be designed to meet the expectations of these groups first before being expanded to other segments.

4. Model Validity and Data Quality

The use of a choice modeling approach, particularly with a mixed logit estimation, yielded a significant model fit, demonstrating the method's ability to capture the complexity of consumer choices and account for preference heterogeneity. Pseudo-R2 values of 0.37 and 0.42 statistically indicate that the model is highly capable of explaining the variability in the preference data. The instrument's validity is further supported by a high reliability score (Cronbach's alpha of 0.85), confirming that the choice experiment questionnaire is well-structured and dependable for eliciting consumer preferences. A key strength of this study is its reliance on official secondary data from the Central Statistics Agency and the National Food Agency, which provides a robust contextual foundation (Badan Pusat Statistik, 2024). This use of national data overcomes the limitations of many previous studies that were localized or based on limited samples, thus yielding findings that are representative and relevant for national policy and application.

5. Practical Implications and Future Research Directions

The findings of this study provide strategic implications for producers, marketers, and policymakers in building and strengthening sustainable local products in Indonesia. A segmented marketing approach based on consumer demographic and geographic characteristics can be used to formulate more effective and efficient marketing strategies, initially targeting groups with a high WTP. Furthermore, consumer education and sustainability campaigns are essential for broadening awareness and acceptance of sustainable products in wider market segments.

For the future, research should adopt a mixed-methods approach by combining in-depth interviews and observation to understand the psychosocial factors underlying preferences. A longitudinal study could also be conducted to observe changes in preferences over time and the impact of awareness campaigns. Research should also explore the role of digital technology in disseminating sustainability information and encouraging consumers to make greener, more responsible choices. The involvement of local social and cultural capital should also be more closely examined as contextual variables that can either strengthen or hinder the adoption of sustainable products.

CONCLUSIONS

This research aimed to analyze consumer preferences for local products by integrating social and environmental value dimensions, using a choice modeling methodology and reliable, representative national data from official statistical bodies. The findings consistently indicate that consumer choices are significantly influenced by the social empowerment of local communities, environmental sustainability attributes like eco-friendly packaging, and conventional economic factors such as price and quality.

The study confirms that consumers in Indonesia are increasingly prioritizing products that contribute to community welfare and environmental preservation. This reflects a growing trend towards more sustainable consumption patterns, as highlighted in the introductory sections. The

observed variations in preferences, which are linked to demographic factors like age, education level, and geographic location, underscore the necessity of employing segmented marketing strategies tailored to different consumer groups to optimize effectiveness and market reach.

Furthermore, the finding that consumers are willing to pay a premium of approximately 8–12% for products that embody social and environmental values suggests a promising economic pathway for the development of sustainable products. This financial incentive can motivate producers and policymakers to advance sustainable practices that not only improve product desirability but also contribute to broader social and environmental objectives.

The research methodology, which combined statistically robust choice modeling and validated instruments with national data from the Central Statistics Agency and the National Food Agency, ensures that the conclusions drawn are both scientifically sound and nationally relevant. These results contribute to the body of sustainable marketing literature and provide empirical evidence to guide practical policies and marketing strategies in Indonesia.

For future inquiry, research could explore longitudinal shifts in consumer preferences as public awareness develops, examine the role of digital technologies in fostering sustainable consumption, and delve deeper into the psychosocial factors influencing consumer decisions through qualitative and mixed-methods approaches. Moreover, future studies should investigate the influence of local social and cultural capital to offer further insights into effective interventions for increasing the adoption of sustainable products. Additionally, acknowledging broader consumer values, further research is warranted to understand other significant consumer preferences such as those related to health, halal certification, and ethical sourcing, and their interplay with sustainable consumption choices.

In summary, this study provides a comprehensive and nuanced understanding of the drivers behind consumer choices for local sustainable products. It offers foundational knowledge to support Indonesia's progress toward economic revitalization, social equity, and environmental stewardship through informed policy and business practices.

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