



Examining Market Acceptance: Sustainable Approaches to New Food Product Development

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Abstract – This research endeavors to ascertain whether family businesses employ new product development as a strategy that is well received by the market. This qualitative research examined the food and beverage family business in Surabaya. Data was collected from credentialed persons or expertise via the use of purposive sampling. Interviews served as the primary method of data collection. The present study examines the experiences of family business proprietors in the food and beverage industry who, in response to ineffective marketing strategies, initiated the creation of innovative products. This study emphasizes sensory enjoyment, economic value, and brand trust in product development.

Keywords: market acceptance, new product development, sustainability, family business.

Abstrak – Penelitian ini berusaha untuk memastikan apakah bisnis keluarga menggunakan pengembangan produk baru sebagai strategi yang diterima dengan baik oleh pasar. Penelitian kualitatif ini meneliti bisnis keluarga makanan dan minuman di Surabaya. Data dikumpulkan dari orang-orang yang memiliki kredensial atau keahlian melalui penggunaan purposive sampling. Wawancara digunakan sebagai metode utama pengumpulan data. Penelitian ini meneliti pengalaman pemilik bisnis keluarga di industri makanan dan minuman yang, dalam menanggapi strategi pemasaran yang tidak efektif, memprakarsai penciptaan produk yang inovatif. Penelitian ini menekankan pada kenikmatan sensorik, nilai ekonomi, dan kepercayaan merek dalam pengembangan produk.

Kata kunci: penerimaan pasar, pengembangan produk baru, berkelanjutan, bisnis keluarga..

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INTRODUCTION

A family business's intricacy makes it ambiguous and multifaceted. The diverse types of family enterprises in the economy demand different management methods, which adds complexity. Family companies reflect the intricacy of family connections and their operations in many ways. The complicated network of familial relationships and common objectives, often spanning decades, defines a family enterprise. Family interactions provide a unique company culture and add complexity not seen in non-family organizations. Upon deeper study, these occurrences show a variety of family-owned businesses with particular traits and management needs. Family companies range from small ones where family members play multiple roles and participate to many activities to larger ones where different branches have varied degrees of influence. Family businesses operate in agriculture, industry, technology, and services, each with its own challenges. These organizations demonstrate the delicate relationship between family and career. Alignment or conflict between family members' goals and business ecosystem roles requires competent management (Flores-Hernández, Rodero-Cosano, & Perla-Cartagena, 2022; Gimeno, Baulenas, & Coma-Cros, 2010).

Entrepreneurial activities are at the heart of a company, as shown in the strategic rejuvenation of long-standing family enterprises and the ambitious exploration of fresh corporate avenues. In this case, a business's



success and growth depend on its ability to retain an entrepreneurial spirit throughout generations and the organization. A business venture's daring and inventiveness inspire visionaries to turn abstract ideas into reality. The entrepreneurial drive should remain in a company as it grows. To reach this goal, you must welcome change and be open to new chances. These traits are commonly associated with new generations, however entrepreneurs are not usually descendants of the founding family. Diversity in ideas and talents fosters innovation across time and provenance (Carlock & Ward, 2001; Gimeno et al., 2010).

Family businesses have many distinct resources that carefully interact to produce a tapestry of success. Their success stems from their ability to build client-centric relationships, which are nurtured by a corporate culture that values quality and customer service. Their unique approach has built a loyal audience that not only supports the firm but also promotes and collaborates on its growth. Transmission of information and skills over generations is vital to family company longevity. Transmission of information, rooted in tradition yet updated for the present, provides a foundation for continued success. Skill acquisition becomes increasingly important when the baton is transferred, connecting past knowledge and laying the groundwork for future advancement. Sharing knowledge across generations stimulates creativity by combining known experience with new perspectives, helping the company overcome challenges and succeed in the changing business climate. In a family business, the following generation represents both preservation and growth. Leaders with a visionary viewpoint recognize that competition limits reflection due to time. The capacity to act quickly and decisively drives progress. The next leaders are cognizant of quick market and technological developments. They take charge knowing innovation is vital, not a luxury. A holistic vision that combines customary behaviors, forecasts future patterns, and mobilizes the work force to extend viewpoints and redefine potentialities drives the individuals' daring transformation efforts (Gimeno et al., 2010; Poza, 2010).

Family businesses have distinct competitive advantages that set them apart from larger management-controlled firms. These include their agility, long-term vision, strategic focus on specialized niches, customer orientation, cost-consciousness, and patient capital. These factors, combined with practices that prioritize trust and family unity, create advantages that are challenging for competitors to replicate. In today's competitive landscape, businesses must continuously innovate, developing new products and service combinations, and exploring new supply-chain channels, including the internet (Carlock & Ward, 2001; Poza, 2010). Family business can integrate sustainability into their fundamental principles and operational approaches, fostering a commitment to sustainable business practices, promoting awareness about the benefits of sustainable products, contribute to a more environmentally conscious market (Haanaes, 2016).

The food and beverage industry exhibits a consistent pattern of annual growth. New innovations in this industry might start trends every year. Food advances sometimes result from challenges, mistakes, or new ideas. Indeed, combining seemingly incompatible pieces frequently yields several groundbreaking ideas. In this study, family-owned food and beverage entrepreneurs have produced unique products that have gotten inadequate marketing. Before trying or purchasing a new product, people examine several factors. How well customers view a product is called "market acceptance". Market acceptance is not always good. The word "market acceptance" refers to the concept that purchasers may not quickly embrace new products. It measures how well a product or service meets market needs. This degree of satisfaction determines whether to retain or enhance product or service supply. Market acceptance measures how much buyers in a community like and demand a product Market acceptance occurs when clients are satisfied and ready to buy a product. However, throughout their launch, these products have been exposed to several clients, resulting in different perceptions and reactions (Albertsen, Wiedmann, & Schmidt, 2020; MBA SKool, 2016).

METHOD

Qualitative research is recognized as a technique rooted in the concepts of post-positivism. The distinguishing characteristic of this approach is its adaptability and innovative nature, deviating from the inflexible frameworks often associated with quantitative approaches (Elo et al., 2014; Tenny, Brannan, & Brannan, 2022). The interpretative method is a prominent characteristic of qualitative research, intricately connected to its inherent nature. This methodology involves a rigorous examination and interpretation of data acquired in the field in order to discover significant insights. One notable characteristic of qualitative research is its prioritization on the complicated process itself, which is typically given more importance than just focusing on the end findings (Elo et al., 2014; Tenny et al., 2022).

This study focused on three specific organizations within the food and beverage industry, as it sought to explore the world of family businesses. The study had a total of 26 individuals who resided in Surabaya and have a strong inclination towards the field of new product creation. The data-collecting approach included purposive sampling, a technique involving the deliberate selection of study participants based on particular and relevant criteria. A deliberate selection of individuals who possess specific qualities or perspectives that align closely with the objectives of the research constitutes the strategic approach delineated by (Campbell et al., 2020).

Table 1. Crosstab for age vs participants' characteristics

	Age				
	17-20	21-24	25-28	29-32	more than 41
Occupation					
Employee					
Man or Woman					
Man		3	2		
Woman		1		1	
Entrepreneur					
Man or Woman					
Man			2		
Woman		4	3		
House wife					
Man or Woman					
Woman			1	2	1
Student					
Man or Woman					
Man	4	1			
Woman	1				
Total					
Man or Woman					
Total	5	9	8	3	1

The 26 informants had diverse backgrounds, with 9 individuals being entrepreneurs (aged between 21 and 28 years old). There were 7 individuals that were employed, and their ages ranged from 21 to 32 years old. There are 6 individuals who are students and 4 individuals who are housewives.

Within the framework of this research, interviews were used as the primary means of data collection. Interviews provide direct communication between the interviewer and participants, creating an organized venue for the exchange of information. The interviewer, armed with a pre-established set of targeted inquiries pertaining to the subject matter of the study, guides the dialogue (Elo et al., 2014; Onwuegbuzie, Dickinson, Leech, & Zoran, 2009). The development of a robust rapport between the researcher and the participants assumes critical importance, as it enables effective participation in the role of data sources.

The process of data gathering involves participant observation and in-depth interviews. Semi-structured interviews are widely recognized as a crucial instrument in qualitative research, enabling the investigation of many topics within a flexible and open setting, while eliciting the ideas and opinions of the participants.

Table 2. Themes for semi-structured interview

Theme	Indicators
<i>Appearance assessment</i>	When you learn about a new product, you share your expectations (Maina, 2018). You described your first thoughts upon viewing and using the new product (Maina, 2018).
<i>Attitude Acceptance</i>	You mentioned how you felt about the new product at first glance (Albertsen, Wiedmann, & Schmidt, 2020).
<i>Action Acceptance</i>	No matter your opinion on the new product, you've shown interest in it (Albertsen et al., 2020).
<i>Use Acceptance</i>	You gave some thought to the frequency with which you may use the new product (Albertsen et al., 2020).
<i>Performance Acceptance</i>	You stated your thoughts on whether or not you would purchase the new product (Albertsen et al., 2020).

Proponents of triangulation in the social sciences argue that diverse perspectives should be incorporated to gain a comprehensive understanding of human behavior (Carter, Bryant-Lukosius, Dicenso, Blythe, & Neville, 2014; Cohen, Manion, & Morrison, 2007).

RESULT AND DISCUSSION

Assessment Acceptance

Family businesses rely heavily on strategic planning, especially in the food and beverage sector, as it guides them through transformations and new management. Strategic objectives, particularly those rooted in entrepreneurship and innovation, are crucial in this dynamic industry (Nwuke & Adeola, n.d.; Picken, 2017). The goal is to introduce and improve innovative products, leveraging client familiarity and shared experiences (Izzuwan Shah Bin Mazla, Khata Bin Jabor, Tufail, Faisal Noor Yakim, & Zainal, 2020; Tan, 2010). This approach not only leverages nostalgia but also stimulates improved customer experiences. The core of strategic planning is recognizing the constantly evolving customer preferences, which are influenced by sensory elements and expectations. Customers' choices about purchases are often motivated by emotional connections and personal preferences. The food and beverage sector's strategic planning acknowledges that customer decisions are influenced by perceptions, memories, and ambitions, not just functional features (Consoli, 2009; Lemon & Verhoef, 2016).

In this area, the idea of creating new goods from old ones becomes more prevalent. This approach is consistent with the phase of evaluation acceptance, whereby customers have already become familiar with the sensory attributes, such as flavour and sight, of the product (Maina, 2018). It is worth noting that within the domain of customer preferences, experience aspects, evaluations, and anticipations have gained more prominence compared to technical requirements. Consequently, there has been a change in focus towards the establishment and efficient communication of customer expectations via the product itself (Bhuiyan, 2011; Carlock & Ward, 2001).

The results indicate that informants have varying but optimistic expectations for the development of new products. The expectations about the emergence of new goods as innovative objects or commodities have been articulated in the accounts of 19 interviewees. Despite the anticipation of a disparity between conventional products and newly developed goods, the informants expressed specific expectations about the texture, taste, and scent. The notion that customers' inclination to embrace novel and innovative products can be gauged from their initial perception or impression of the product being tested. Factors such as customer concerns regarding new innovative products, their level of knowledge, attitudes towards existing products, motivations for purchasing based on information, and the perceived benefits and sustainability associated with the product all contribute to customers' willingness to purchase said innovative product (Esfahani & Reynolds, 2021; Maina, 2018). Based on the outcomes of the study, it was observed that all participants had positive first perceptions, including appealing aesthetics, palatability, and appropriate consistency. The ability of a product to make a favorable first impression on potential buyers is essential to the product's success. Initial impressions may be formed based on a variety of sensory components. The individual seemed to concur with this particular perspective. The degree of acceptance of a dish is contingent upon the amount of pleasure derived from its social and sensory attributes (Piqueras-Fiszman & Spence, 2015; Verbeke, 2005).

In the first case, an interviewee, a 22-year-old young woman, says:

“First impression is good, visually it looks just like a typical cake”

In another case, an interviewee, a 23-year-old young woman, says:

“The first impression is very pleasant, and it feels like the white egg layer cake would be healthier. The egg whites do not affect the taste, color, aroma, or texture. As for the taste, it will remain similar to a regular layered cake but sweeter due to the inclusion of milk. There's no need to worry about any fishy odor from the egg whites.

Another interviewee, a 45-year-old woman, says:

“The product's appearance is more appealing and indistinguishable from other products, making it easily accepted by the people in Surabaya”

Another interviewee, a 18-year-old young woman, says:

“The new product's appearance is more visually appealing and indistinguishable from the previous product, making it readily accepted by the people in Surabaya.”

The retrieved data from the study reveal a distinct pattern, providing insight into the alignment or divergence between initial impressions and expectations among the participants. Upon conducting interviews with a sample of seven participants, it became evident that their first impressions and perspectives had noteworthy commonalities. In contrast, among the subgroup of 19 participants, a significant disparity emerged in their first evaluations and anticipations. Nevertheless, this divergence in perception ultimately proved to be useful as a result of the unique product shown by the original product, which served to differentiate it from others. The deviation, instead of being disadvantageous, presented a favorable aspect due to the distinctive quality that set the first product apart. Consistent with this viewpoint, the crucial significance of satisfying customer expectations. Customer discontent arises when the expectations of a service or product are not met (Lemon & Verhoef, 2016; Maina, 2018; Stone & Desmond, 2007). Family-owned enterprises, similar to other types of businesses, depend on satisfied and devoted clientele for their prosperity and expansion. Establishing a customer-centric culture inside the family company is of paramount importance for family members engaged in the enterprise. It is important to foster a culture within the family and workforce that places utmost importance on customer satisfaction, with a steadfast commitment to continually surpassing or meeting customer expectations (Donnelley, 1988; Poza, 2010). It is vital to possess a willingness to adapt and modify one's approach. In light of shifting customer expectations, it is essential for family businesses to demonstrate adaptability and a willingness to make necessary modifications in order to effectively cater to these evolving demands. Embedding continual improvement as a fundamental principle across the family company. It is important to constantly evaluate and revise one's processes and offers in order to maintain congruence with client expectations (Carlock & Ward, 2001; Gimeno et al., 2010).

Attitude Acceptance

The stage of attitude acceptance refers to the point at which a person develops a preference or aversion towards a product based on their first perceptions (Albertsen et al., 2020). The findings of the study indicate that out of the twenty-six individuals, twenty-four showed a predilection for product creation rooted in their early perceptions. Nevertheless, a subset of the participants had not yet developed a conclusive preference or aversion towards the product. An essential factor to be taken into account within domain of food acceptability is sensory quality since customers actively want certain sensory characteristics in their meals. The level of acceptance of a food product is determined by its compatibility with customer preferences and the level of enjoyment it may provide (Baker, Lu, Parrella, & Leggette, 2022; Verbeke, 2005).

The engagement of customers in the creation of goods begins at an early stage, with a specific emphasis on optimizing products from a customer-centric perspective. In light of the intense rivalry that characterizes the global market, companies are obligated to prioritize the fulfillment of the constantly developing demands of their customer base. Achieving success on the world stage is no longer sufficient by relying just on high-volume manufacturing and cost efficiency. In order to establish a competitive position in highly competitive marketplaces, firms must concentrate their efforts on developing innovative goods that effectively meet and satisfy customer wants (Farida & Setiawan, 2022; Gebauer, Gustafsson, & Witell, 2011).

In such situations, it is crucial to acknowledge that the variables manipulated by the investigator, often the ingredients, may not demonstrate a direct association with the dependent variable, namely acceptance. Hence, it is essential to conduct a thorough examination in order to determine if alterations in components or possible interplays between them may elicit discernible alterations in sensory characteristics. The crucial point comes in assessing if these modifications affect the overall level of acceptance of the product. This highlights the complex relationship between customer perceptions, sensory characteristics, and the acceptance of a product (Farida & Setiawan, 2022; Fiorentini, Kinchla, & Nolden, 2020). The study findings provide a full understanding of the relationship between first impressions and preferences, emphasizing the need of aligning product development with customer desires. Successful market penetration and sustainable expansion are dependent on many key factors in the face of global competition. These factors include adaptability, customer-centricity, and the capacity to predict developing tastes.

In this point, a 28-year-old woman and a 16-year-old young man described their opinion in the following way:

“It's great that you like to try new things just because you're interested. Also, the desire to try something new because it's different and has never been done before can be very exciting. It can be fun and beneficial to try out new goods.”

In another case, a 17-year-old young man, told us:

“It makes sense that you like to try new, unusual goods. As long as you know the name and what the product is made of, it can be fun to try new things and learn about new things. When trying something new, knowing about the brand and products can help you make a better, more informed choice.”

In another case, a 32-year-old woman, says:

“This new product is considered necessary because it can provide a new variant, making it acceptable to the public.”

In addition, a woman (30 years old) explained that:

“The new product is considered necessary due to its practical and competitive concept, making it acceptable to the community.”

A food product must successfully meet a wide range of requirements in order to be deemed to be endorsed. These requirements include sensory considerations, as well as cognitive and attitudinal considerations. They also take into account the broader societal impact influenced by social and demographic factors. (Piqueras-Fizman & Spence, 2015) emphasize the importance of sensory qualities in influencing both the expectation and the final perception of a food product. The authors emphasize the significance of these sensory attributes as the fundamental basis for shaping customer expectations and determining the overall acceptance of a product. Customers possess a notable and well-acknowledged attribute that is inherent to them, which is their innate inclination toward novelty (Maina, 2018). The inclination for novel and inventive encounters acts as a motivating factor influencing their decision-making. Within the framework of this attitude, a noteworthy discovery arises from the performed interviews, wherein every participant indisputably shows a pronounced enthusiasm to interact with novel offers. The inclination for novelty may be ascribed to a powerful combination of elements. Primarily, a genuine inclination towards curiosity motivates individuals to go into unexplored domains inside their gastronomic endeavors. The fascination is heightened by the appeal of uniqueness, as people are attracted to the possibility of experiencing something that diverges from the norm and guarantees a singular experience. Furthermore, the aesthetic allure communicated via promotional materials has a compelling impact, increasing the inclination to interact with these innovative commodities (Verbeke, 2005). The intricate interaction between sensory stimulation, cognitive appeal, and the broader social context of customer decision-making all play a role in shaping the diverse terrain of product acceptability. It is essential to use a multidimensional approach in order to understand the resonance of food items with customers. This method allows for the examination of numerous aspects that come together to form a positive impression, aligning with the preferences and expectations of discriminating customers in contemporary times.

Action Acceptance

An important turning point comes during the action acceptance phase of the development toward product acquisition when a person considers whether to accept or reject a recently discovered product (Albertsen et al., 2020; Baker et al., 2022). In the scope of this study, the stage of action acceptance was observed via observable actions or verbal indications of excitement specifically aimed toward the creation of a new product. The outcomes of the research revealed a range of responses among the participants. Certain individuals exhibited a restrained level of excitement for the creation of a novel product, nevertheless, an underlying inclination to engage in a purchase was still perceptible. It is noteworthy that the process of developing new products successfully aroused interest among certain individuals. The interviews revealed that participants expressed a considerable inclination towards curiosity-driven interest when they encountered the notion of new product creation. Nevertheless, it is noteworthy to observe that while this sense of inquisitiveness was there, the fundamental motives or aims driving this inquisitiveness were not always made explicit. The current stage of action acceptance highlights a significant transition from contemplation to action, when customer decisions go beyond simple contemplation to decisive choices. The complex nature of customer reaction becomes apparent when customers navigate through many personal motives and environmental stimuli, eventually resulting in their attitude toward the product. The results derived from the study shed light on the intricate relationship among customer interest, motivation, and propensity to interact with novel goods, providing a comprehensive understanding of customer behavior in the context of product adoption.

To explain action acceptance, a 24-year-old woman told us:

“Showing an interest in the new product from the beginning and being curious to try it out immediately.”

Another informant, a 45-year-old woman stated:

“The product is more aesthetically pleasing and almost indistinguishable from its predecessor, which increases the likelihood of its social acceptance”

Another informant, a 28-year-old woman, told us:

“Showing an interest in the new innovative product and being curious about its differences.”

Prioritizing client attention is of the utmost importance when a family-owned business introduces an innovative and unique product. Individuals who exhibit a preference for novelty are more likely to be attracted to innovative products. A company that consistently offers innovative and compelling products can distinguish itself within the market and attract a broader customer base. The implementation of a novel product can provide opportunities for growth inside a family-owned company. Curious customers often demonstrate increased levels of engagement with new products. Users are provided with the chance to examine the features, benefits, and differences of current items, so enhancing their understanding and maybe influencing their inclination to make purchases. The concept of innovation within a family-owned enterprise extends beyond the scope of particular products. This relates to the business's ability to adapt, evolve, and consistently provide unique solutions. Therefore, it is plausible that this approach might effectively sustain customer involvement for an extended duration (Hirschman, 1980; Sung, Hartley, Vanman, & Phau, 2016).

Use Acceptance

The concept of utilization acceptability pertains to the extent to which customers incorporate items into their everyday activities, therefore assessing the influence of these products on their lifestyles (Albertsen et al., 2020). There is a consensus among experts on the validity of new product advancements, affirming their suitability for widespread use in daily life. The (MBA SKool, 2016) has proposed a theory that explores the concept of market acceptance. Based on the premises of this theory, customers demonstrate a willingness to make financial investments in order to get items that fit with their aspirations. The level of willingness shown by individuals is considered a pivotal factor in determining the success of new items in the market. The propensity of customers to adopt unique and creative items becomes apparent via their early views or hesitant engagements with the product. This entails a comprehensive examination of several elements, including customer apprehensions about the novelty, their prior knowledge, attitudes towards current goods, buying motivations associated with information, and the perceived advantages and sustainability of the innovative proposition. The amalgamation of these many forces plays a pivotal role in determining customer receptiveness towards and prospective adoption of these novel and inventive items (Farida & Setiawan, 2022; Rajapathirana & Hui, 2018).

Multiple studies have shown the complex interaction between cost, taste, and quality as fundamental factors in the domain of food selection. The notion that "you receive commensurate value for your expenditure" is a well-known saying, and this concept is applicable in the domain of customerism, where price often acts as an indicator of quality (Chen & Antonelli, 2020; Köster, 2009). This perspective is consistent with the overarching economic idea of perceived value. In the realm of new product creation, the interconnection between advantages and competitive price arises as a pivotal factor in promoting universal acceptance. In the current customer environment, the choice to embrace or reject a new product is influenced by a variety of complex factors. Gaining an understanding of these elements, encompassing customer dispositions and willingness in addition to pricing perceptions, is vital for businesses as they maneuver through the competitive environment. The formation of market dynamics is influenced by the interplay of several elements, which subsequently impacts the trajectory of new product development and its reception within the market. The results obtained from these several studies underscore the intricate interaction between customer psychology, economic principles, and market dynamics in shaping the path of new products toward client acceptance (Kim, Park, & Sawng, 2016; Park & Suzuki, 2021).

An interviewee, a 24-year-old woman, explained this as follows:

“This new product can be consumed at any time, but it is not meant to be a staple food like rice. It can be enjoyed as a snack or for breakfast.”

One 22-year-old man explained this as follows:

“This new product can be consumed at any time because it is made from unique ingredients and offers many benefits.”

In another informant, we observed, a 23-year-old woman:

“This new product can be consumed at any time, not just on specific occasions, as there may be a desire to consume it outside of special events.”

Meanwhile, a 45-year-old woman stated:

“The price is pretty reasonable and in line with what people in Surabaya normally pay.”

Family-owned businesses predominantly introduce novel products or services to the market through the process of new product development. The process entails the development of novel creations or the substantial enhancement of current ones, which serves as a tangible demonstration of innovativeness. The introduction of new goods enables family companies to establish a unique market position in relation to their rivals. Continuous efforts in developing new products play a crucial role in maintaining relevance and fostering innovation within a family company in the long run. Innovation is a continuous process rather than a singular occurrence (Carlock & Ward, 2001; Yin, Crowley, Doran, Du, & O’Connor, 2023).

The Performance Evaluation

The phase of performance acceptance is a key component of the broader process of market adoption, as described by (Albertsen et al., 2020). During this critical phase, customers engage in a process of reflection and evaluation after their encounter with a product, contemplating whether or not to continue with the purchase. One notable finding derived from the interviews is that every participant clearly articulated their desire to acquire the newly developed products. The users' propensity was motivated by the product's capacity to meet their original expectations, thereby coinciding with the commitments made upon the product's launch. The observations made in the research indicate a current trend among customers to prioritize experiential aspects, endorsements, and the congruence between products and their expectations, rather than technical complexities (Lili et al., 2022). Upon further examination, the domain of taste emerges as a discernible factor that significantly influences customer purchase choices. Notably, the flavor characteristic of a newly developed product influences the purchasing decisions of some individuals. The significance of taste as a primary factor in influencing the purchase of a product (Lemon & Verhoef, 2016).

The correlation between customer purchase decisions and the convergence of performance acceptability highlights the pinnacle of a customer's journey. The intersection at which preliminary anticipations and perceived actuality converge is critical in determining how effectively a product can fulfill its advertised commitments. The evaluation analysis explained in this particular context carries significant ramifications for businesses striving to develop products that satisfactorily align with customer needs and aspirations. The interplay between functional attributes, sensory experiences, and conformity with customer expectations is critical in the current customer environment for achieving effective product adoption and market positioning. Recognizing the significant influence of sensory experiences and gustatory contentment, organizations are strategically positioned to develop products that effectively resonate with their intended customer base, thereby cultivating not only initial approval but also enduring allegiance to the brand (Lemon & Verhoef, 2016; Monferrer et al., 2023; Shavitt & Barnes, 2020).

An interviewee, a 20-year-old man, explained this as follows:

“There is a desire to purchase this new product because of its taste, but the price is being considered before making a decision.”

Another participant, a 23-year-old woman, told us:

“There is a desire to purchase this new product because it is appealing and aligns with the desired product content.”

In another case, an 18-year-old young woman says:

“An affordable price for the portion size that is acceptable to the people of Surabaya would be even better.”

Another participant, a 45-year-old woman, told us:

“The price of the new product is acceptable because it has a sufficient size, is deemed to have a longer shelf life, and when compared to similar products in Surabaya, it is relatively cheaper.”

A key area of investigation in a number of family business studies has been the strategic planning process, which has been linked in a big way to the general idea of family company continuity. The significant

impact of strategic planning on the longevity of family companies and its ability to create a favorable atmosphere for innovation and expansion (Carlock & Ward, 2001; Litz & Kleysen, 2001). Simultaneously, the significance and impact of brand awareness on customer purchasing choices became evident. This aligns with the viewpoints of influential sources, who repeatedly emphasize the utmost importance of branding. In the present context, the concept of branding encompasses more than just a logo or name. It plays a fundamental role in product identification and acts as a means to generate trust and confidence among customers. The significant influence of brands in ensuring the presence of reliable characteristics and principles in goods. The impact of brands on customer purchasing choices extends beyond the immediate selection and extends into the wider domain of customer perception and loyalty (Kumar Maurya & Mishra, 2012; Wijaya, 2013).

Within the complex realm of family enterprises and customer behavior, these observations intersect to emphasize the delicate interaction between strategic planning, branding, and customer decision-making. The strategic planning process plays a crucial role in maintaining the longevity and prosperity of family companies, guaranteeing their sustained success and growth through several generations (Carlock & Ward, 2001; Sievinen, Ikäheimonen, & Pihkala, 2020). Customers are often attracted to new products due to their ability to provide unique, innovative, or enhanced features compared to existing options available on the market. This phenomenon has the potential to enhance customer interest in the acquisition of novel products. The price of a product or service has the potential to impact the financial resources of customers (Farida & Setiawan, 2022; Lemon & Verhoef, 2016). The purchasing decision of a customer is significantly impacted by their perceived value of a product or service. Customers are more inclined to engage in a transaction when they have the perception that the price is just. If customers see value in the newly introduced features, they may exhibit a willingness to pay a premium for the product. In order to recover the costs associated with innovation, it may be necessary for family enterprises to use higher pricing strategies (Farida & Setiawan, 2022; Razak, Nirwanto, & Triatmanto, 2016; Stone & Desmond, 2007).

CONCLUSION

Family businesses often have unique competitive advantages over larger, management-controlled organizations. Culinary innovation often arises from a combination of obstacles, mistakes, or new ideas. This study examines the experiences of family business owners in the food and beverage industry who have developed new products that have not been fully utilized due to insufficient marketing strategies. The research shows a convergence between customer fascination and the success of the products, leading to a strong propensity for investment in new product creation.

Family businesses, due to their direct connection with their activities, may possess a superior understanding of resource allocation and effectiveness. Minimizing waste and maximizing resource utilization are essential for sustainability, since they directly contribute to both environmental and economic sustainability. Pricing remains a significant factor in new product creation, with the relationship between cost and value being crucial throughout the ideation and implementation stages. Customers may be inclined to spend an additional cost for things that are in accordance with their principles, such as sustainability. Conveying the sustainability features of the items might increase the perceived worth. The study highlights the complex relationship between sensory gratification, financial worth, and brand confidence, emphasizing the importance of these factors in shaping new product development and market adoption. Customers are more inclined to endorse firms that exhibit a dedication to environmental and social responsibility. Family businesses, characterized by their often intimate and enduring approach, may use this affiliation to cultivate confidence in relation to sustainability.

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