

SOCIO-DEMOGRAFSKE DETERMINANTE STAVOVA I KUPOVNIH NAVIKA POTROŠAČA TRADICIONALNIH PREHRAMBENIH PROIZVODA

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Rezime

Tradicionalni prehrambeni proizvodi čine značaj deo gastronomskog nasleđa i kulturnog identiteta i imaju bitnu ulogu u održivom razvoju lokalnih zajednica. Razumevanje stavova i kupovnog ponašanja potrošača prema ovim proizvodima predstavlja važan preduslov za unapređenje njihove tržišne pozicije i kreiranje odgovarajućih razvojnih strategija. Cilj ovog istraživanja bio je da se ispita uticaj socio-demografskih karakteristika potrošača na njihove stavove i kupovno ponašanje prema tradicionalnim prehrambenim proizvodima. Istraživanje je sprovedeno na uzorku od 202 ispitanika sa teritorije Republike Srbije. Rezultati istraživanja pokazuju da većina ispitanika kupuje tradicionalne prehrambene proizvode. Kao najvažniji motiv za kupovinu izdvajaju se percepcija većeg zdravstvenog značaja. Analiza je pokazala da pojedine socio-demografske karakteristike predstavljaju značajne determinante stavova i kupovnog ponašanja potrošača, ukazujući na postojanje razlika između različitih grupa ispitanika. Dobijeni rezultati mogu doprineti boljem razumevanju potrošačkih preferencija i predstavljati osnovu za kreiranje marketinških strategija, unapređenje promocije tradicionalnih prehrambenih proizvoda i razvoj politika usmerenih ka očuvanju gastronomskog nasleđa i jačanju konkurentnosti lokalnih proizvođača.

Ključne reči: tradicionalni prehrambeni proizvodi, potrošači, socio-demografske determinante.

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Uvod

Tradicionalni prehrambeni proizvodi (TPP) predstavljaju važan segment gastronomskog i kulturnog nasleđa mnogih zemalja, čuvajući autentične načine proizvodnje, lokalne sirovine i običaje koji se prenose kroz generacije (García-Barrón et al., 2021; Trott & Mulrennan, 2024;). Njihova vrednost prevazilazi nutritivnu funkciju hrane, jer predstavljaju simbol regionalnog identiteta, kulturne raznolikosti i društvene kohezije (Neuman, 2019; Anton et al., 2019). U uslovima globalizacije prehrambenog tržišta i sve izraženije standardizacije prehrambenih proizvoda, tradicionalni proizvodi dobijaju na značaju kao autentični proizvodi koji potrošačima nude prepoznatljiv kvalitet, autentičnost i povezanost sa lokalnim poreklom (Mak et al., 2012; Guiné et al., 2021; O'Neill, 2024).

TPP karakteriše upotreba autohtonih sirovina, očuvanje tradicionalnih tehnoloških postupaka proizvodnje i snažna povezanost sa određenim geografskim područjem, zbog čega predstavljaju važan element kulturnog identiteta i lokalne prepoznatljivosti (García-Barrón et al., 2021; Almansouri et al., 2022). Njihov značaj ogleda se ne samo u očuvanju gastronomskog nasleđa, već i u mogućnosti razvoja lokalne ekonomije, ruralnih područja i održivih sistema proizvodnje hrane (Deller et al., 2017; Guan et al., 2019; Vargas et al., 2021). Brojna istraživanja ukazuju da potrošači tradicionalne proizvode povezuju sa višim kvalitetom, autentičnošću, boljim senzornim karakteristikama, većom nutritivnom vrednošću i većim poverenjem u poreklo proizvoda, što značajno utiče na njihove kupovne odluke (Guiné et al., 2021; Halagarda & Wójciak, 2021; Ghosh et al., 2023; Nurhayati, 2025).

Savremeno tržište hrane karakterišu značajne promene u preferencijama potrošača, pri čemu raste interesovanje za lokalne, autentične i tradicionalne proizvode (Abdullah & Putit, 2023; Ganesh, 2024; O'Neill, 2024). Na odluke potrošača utiču brojni faktori, uključujući pol, starost, nivo obrazovanja, prihode i mesto stanovanja, ali i percepciju kvaliteta, porekla proizvoda i njegovih senzornih karakteristika (Ajetunmobi & Laobangdisa, 2024; Daraboina et al., 2024). Dosadašnja istraživanja ukazuju da socio-demografske karakteristike mogu imati značajan uticaj na percepciju kvaliteta hrane, motive kupovine, učestalost kupovine i izbor mesta nabavke tradicionalnih proizvoda (Vanhonacker et al., 2010; Okorejior et al., 2024). Razumevanje ovih razlika od posebnog je značaja za proizvođače, donosiocce odluka i kreatore marketinških strategija, jer omogućava preciznije prilagođavanje ponude različitim segmentima potrošača (Aoki, 2015; Aguilar-Rodríguez & Arias-Bolzmann, 2021; Abdullah & Putit, 2023).

Iako postoji veliki broj istraživanja koja se bave tradicionalnim prehrambenim proizvodima, najveći deo njih usmeren je na kvalitet proizvoda, oznake geografskog porekla, održivost proizvodnje ili njihov značaj za razvoj gastronomskog turizma (Oleksniuk & Werenowska, 2019; Niedbała et al., 2020;

Grubor et al., 2022; Obradović et al., 2023). Sa druge strane, znatno je manji broj istraživanja koja detaljnije analiziraju povezanost socio-demografskih karakteristika potrošača sa njihovim stavovima i kupovnim ponašanjem prema tradicionalnim prehrambenim proizvodima, posebno u uslovima tržišta Republike Srbije. Postojeća istraživanja najčešće se fokusiraju na opšte preferencije potrošača, dok su razlike između pojedinih socio-demografskih grupa nedovoljno razjašnjene (Vanhonacker et al., 2010; Haryanto et al., 2019; Abdullah & Putit, 2023), što predstavlja istraživački jaz koji je poslužio kao polazna osnova ovog rada.

Predmet istraživanja ovog rada jesu stavovi i kupovno ponašanje potrošača prema tradicionalnim prehrambenim proizvodima, posmatrani kroz prizmu njihovih socio-demografskih karakteristika. Cilj istraživanja jeste da se utvrdi da li postoje statistički značajne razlike u stavovima i kupovnom ponašanju potrošača u odnosu na pol, starost, mesečne prihode i mesto stanovanja. U skladu sa postavljenim ciljem, zadatak istraživanja je da identifikuje socio-demografske razlike koje utiču na stavove prema tradicionalnim prehrambenim proizvodima i ispita motive njihove kupovine. Dobijeni rezultati mogu doprineti boljem razumevanju ponašanja potrošača, kao i kreiranju efikasnijih marketinških i razvojnih strategija usmerenih na unapređenje proizvodnje, promocije i plasmana tradicionalnih prehrambenih proizvoda.

1.1. Pregled literature

Savremena istraživanja ponašanja potrošača ukazuju da izbor hrane više nije uslovljen isključivo zadovoljenjem osnovnih nutritivnih potreba, već predstavlja složen proces u kome učestvuju psihološki, kulturni, ekonomski i društveni faktori. Posebno mesto u tom procesu zauzimaju tradicionalni prehrambeni proizvodi, koji se od industrijskih proizvoda razlikuju po autentičnosti, načinu proizvodnje, lokalnom poreklu i kulturnoj vrednosti. Zbog toga se tradicionalni proizvodi sve češće posmatraju kao proizvodi sa dodatom vrednošću, pri čemu odluka o njihovoj kupovini zavisi od načina na koji potrošači percipiraju njihove karakteristike i koristi koje od njih očekuju (Contini et al., 2016; Wilcox et al., 2023).

Brojna istraživanja (Maehle et al., 2015; Malone & Lusk, 2017) pokazuju da potrošači tradicionalne proizvode najčešće povezuju sa autentičnošću, višim kvalitetom, prirodnijim načinom proizvodnje, boljim senzornim karakteristikama i većim poverenjem u poreklo proizvoda. Upravo ove karakteristike predstavljaju osnovne motive njihove kupovine, dok su ukus, miris i tradicionalni način proizvodnje među najčešće isticanim atributima prilikom procene kvaliteta proizvoda (Soare et al., 2023). Pored senzornih osobina, sve veći značaj imaju transparentnost proizvodnje, sledljivost i poverenje u proizvođača, naročito u uslovima povećane zabrinutosti potrošača za bezbednost hrane (Wu et al., 2021).

Na percepciju tradicionalnih proizvoda značajno utiču i emocionalni aspekti potrošnje. Tradicionalna hrana često predstavlja simbol kulturnog identiteta i pripadnosti određenoj zajednici, zbog čega njena kupovina prevazilazi racionalno donošenje odluke i postaje deo životnog stila potrošača. Potrošači kupovinom tradicionalnih proizvoda ne zadovoljavaju samo funkcionalne potrebe, već potvrđuju sopstveni identitet i povezanost sa lokalnom zajednicom, što doprinosi njihovoj spremnosti da izdvoje više novca za proizvode koji poseduju autentičnost i dokazano poreklo (Lusk & Briggeman, 2009; Guan et al., 2019; D'Andrea & D'Ulizia, 2023).

Ipak, pozitivni stavovi prema tradicionalnim proizvodima ne moraju uvek rezultirati njihovom učestalijom kupovinom. U literaturi se često ukazuje na postojanje razlike između deklarativno pozitivnih stavova i stvarnog kupovnog ponašanja. Iako veliki broj potrošača izražava podršku lokalnim i tradicionalnim proizvodima, odluka o kupovini često zavisi od njihove dostupnosti, cene, mesta prodaje i mogućnosti jednostavne nabavke. Tradicionalni proizvodi se zbog ograničenih proizvodnih kapaciteta, sezonalnosti i specifičnog načina proizvodnje često nalaze u nepovoljnijem tržišnom položaju u odnosu na proizvode masovne industrijske proizvodnje (Oleksiuk & Werenowska, 2019; Liu et al., 2024).

Cena predstavlja jedan od najčešće analiziranih faktora kupovnog ponašanja. Iako brojna istraživanja potvrđuju da su potrošači spremni da plate višu cenu za proizvode koje smatraju kvalitetnijim i autentičnijim, cenovna osetljivost i dalje ostaje važan ograničavajući faktor kupovine. Spremnost da se plati viša cena najčešće zavisi od percepcije odnosa između kvaliteta i cene, kao i od nivoa poverenja u proizvođača i oznake kvaliteta koju proizvod poseduje (Dinis et al., 2011; Slaba, 2020; Liu et al., 2022). Sa druge strane, pojedina istraživanja ukazuju da deo potrošača i dalje tradicionalne proizvode posmatra kao luksuznije proizvode namenjene povremenoj, a ne svakodnevnoj potrošnji.

Pored ekonomskih faktora, značajnu ulogu imaju i kanali prodaje. Direktna prodaja kod proizvođača, pijace i specijalizovane prodavnice doprinose stvaranju većeg poverenja, jer omogućavaju neposredan kontakt između proizvođača i potrošača. Takav način distribucije povećava percepciju autentičnosti proizvoda, dok masovni maloprodajni lanci često umanjuju osećaj jedinstvenosti tradicionalnih proizvoda (Wixson et al., 2011; Davis et al., 2021; O'Neill, 2024).

Poslednjih godina posebno raste interesovanje za uticaj socio-demografskih karakteristika na ponašanje potrošača. Brojne studije pokazuju da pol, starost, nivo obrazovanja, visina prihoda i mesto stanovanja mogu značajno uticati na percepciju kvaliteta hrane, motive kupovine i učestalost konzumiranja tradicionalnih proizvoda (Singh & Verma, 2017; Okorejior et al., 2024). Međutim, rezultati dosadašnjih istraživanja nisu uvek konzistentni. Dok pojedine studije ukazuju da žene pokazuju izraženiju zainteresovanost za tradicionalne i lokalne

proizvode (Dudziak et al., 2023), druga istraživanja ne potvrđuju postojanje značajnih razlika između polova (Vuciterna et al., 2025). Slična neusaglašenost prisutna je i kada su u pitanju starost, nivo prihoda i obrazovanje, što ukazuje da uticaj socio-demografskih karakteristika može biti uslovljen specifičnostima tržišta i kulturnog okruženja u kome se istraživanje sprovodi (Jafari et al., 2022).

Posebno interesantan faktor predstavlja mesto stanovanja. Istraživanja sprovedena u različitim zemljama pokazuju da stanovnici ruralnih područja češće kupuju tradicionalne proizvode zahvaljujući neposrednijem kontaktu sa proizvođačima (Kiss et al., 2020). Nasuprot tome, potrošači iz urbanih sredina češće donose odluke na osnovu dostupnosti proizvoda i pogodnosti kupovine, što može rezultirati drugačijim obrascima potrošnje tradicionalnih proizvoda (Guan et al., 2019; Figueiredo et al., 2022).

Iako literatura potvrđuje da socio-demografske karakteristike mogu predstavljati značajne determinante stavova i kupovnog ponašanja potrošača, najveći broj istraživanja analiziran je na nivou pojedinačnih faktora ili u kontekstu organskih, lokalnih ili proizvoda sa geografskim poreklom. Znatan broj radova usmeren je na kvalitet proizvoda, oznake porekla ili razvoj gastronomskog turizma, dok su istraživanja koja istovremeno ispituju uticaj više socio-demografskih karakteristika na stavove i kupovne navike potrošača prema tradicionalnim prehrambenim proizvodima u Republici Srbiji i dalje ograničena (Ćirić et al., 2020; Obradović et al., 2023; Gligorijević et al., 2023). Upravo ovaj istraživački jaz predstavlja osnovu sprovedenog istraživanja, koje nastoji da utvrdi na koji način pol, starost, mesečni prihodi i mesto stanovanja utiču na stavove i kupovno ponašanje potrošača prema tradicionalnim prehrambenim proizvodima.

2 Metodologija rada i izvori podataka

2.1. Uzorak i prikupljanje podataka

Istraživanje je sprovedeno putem anketiranja. Podaci su prikupljeni putem strukturisanog anketnog upitnika na teritoriji Republike Srbije u periodu od maja do juna 2024. godine. U istraživanju su učestvovala ukupno 202 ispitanika, pri čemu je korišćen prigodni uzorak. Učešće u istraživanju bilo je dobrovoljno i anonimno, a svi ispitanici su prethodno bili upoznati sa svrhom istraživanja i načinom korišćenja prikupljenih podataka.

2.2. Instrument istraživanja

Kao instrument istraživanja korišćen je strukturisani anketni upitnik koji se sastojao od 15 pitanja zatvorenog tipa. Upitnik je bio koncipiran tako da obuhvati dve osnovne celine. Prvu celinu upitnika činila su pitanja o socio-demografskim karakteristikama ispitanika, uključujući pol, starost, nivo i oblast obrazovanja, radni status, mesečne prihode i mesto stanovanja. Ove promenljive korišćene su

kao nezavisne varijable u daljoj statističkoj analizi. Druga celina odnosila se na kupovno ponašanje ispitanika prema tradicionalnim prehrambenim proizvodima. U okviru ovog dela prikupljeni su podaci o tome da li ispitanici kupuju tradicionalne prehrambene proizvode, učestalosti njihove kupovine, najčešćim mestima nabavke, vrstama proizvoda koje najčešće kupuju, kao i osnovnim motivima koji utiču na izbor tradicionalnih proizvoda u odnosu na industrijski proizvedenu hranu. Na ovaj način omogućena je analiza osnovnih obrazaca potrošnje i identifikovanje dominantnih kupovnih navika ispitanika. Pored pitanja o kupovnim navikama, upitnik je obuhvatio i skup tvrdnji namenjenih proceni opštih stavova ispitanika prema tradicionalnim prehrambenim proizvodima. Ispitanici su nivo slaganja sa ponuđenim tvrdnjama ocenjivali primenom petostepene Likertove skale, pri čemu je vrednost 1 označavala potpuno neslaganje, a vrednost 5 potpuno slaganje sa datom tvrdnjom. Tvrdnje su bile usmerene na procenu percepcije kvaliteta, autentičnosti, značaja tradicionalnih proizvoda za očuvanje kulturnog nasleđa, njihovog doprinosa lokalnoj ekonomiji, kao i spremnosti potrošača da ih kupuju uprkos eventualno višoj ceni ili slabijoj dostupnosti.

2.3. Karakteristike uzorka

U istraživanju je učestvovalo je 202 ispitanika, od čega je 67% bilo ženskog i 33% muškog pola. Najveći broj ispitanika pripadao je starosnoj kategoriji do 30 godina (38%), dok je gotovo polovina ispitanika imala završenu višu školu ili fakultet (49%). Većina ispitanika bila je zaposlena (74%).

Tabela 1. Socio-demografske karakteristike ispitanika

Karakteristika	Kategorija	n	%
Pol	Muški	66	32,7
	Ženski	136	67,3
Starost	Do 30 godina	77	38,1
	31–40 godina	46	22,8
	41–50 godina	34	16,8
	Preko 51 godinu	45	22,3
Nivo obrazovanja	Srednja škola	77	38,1
	Viša škola/Fakultet	99	49,0
	Master ili doktorat	26	12,9
Oblast obrazovanja	Turizam i ugostiteljstvo	12	5,9
	Pravo, ekonomija i menadžment	42	20,8
	Tehnologija hrane, poljoprivrede i hemija	20	9,9
	Ostale oblasti	128	63,4
Radni status	Zaposlen	149	73,8
	Učenik/Student	24	11,9
	Nezaposlen	19	9,4
	Penzioner	10	5,0
Ukupno		202	100,0

Izvor: obrada autora

2.4. Statistička obrada podataka

Prikupljeni podaci obrađeni su primenom statističkog softvera IBM SPSS Statistics. U prvoj fazi analize korišćena je deskriptivna statistika radi prikaza osnovnih karakteristika uzorka i distribucije odgovora ispitanika.

Za ispitivanje razlika između socio-demografskih karakteristika ispitanika i njihovih stavova korišćen je hi-kvadrat test nezavisnosti (χ^2). Ova metoda omogućava utvrđivanje postojanja statistički značajne povezanosti između kategorijalnih promenljivih i često se koristi u istraživanjima ponašanja potrošača. Statistička značajnost testiranih razlika procenjena je na nivou značajnosti $p < 0,05$.

3 Rezultati istraživanja i diskusija

3.1. Analiza kupovine TPP

Prvi segment istraživanja odnosio se na ispitivanje kupovine tradicionalnih prehrambenih proizvoda među ispitanicima. Od ispitanika je zatraženo da navedu da li kupuju tradicionalne prehrambene proizvode iz svog regiona, čime je stečen osnovni uvid u njihovo kupovno ponašanje i zainteresovanost za ovu kategoriju proizvoda. Rezultati su prikazani u tabeli 2.

Tabela 2. Analiza kupovine TPP

Odgovor	n	%
Da	178	88,0
Ne	24	12,0
Ukupno	202	100,0

Izvor: obrada autora

Rezultati prikazani u tabeli 2 pokazuju da velika većina ispitanika (88,0%) kupuje tradicionalne prehrambene proizvode iz svog regiona, dok je svega 12,0% ispitanika navelo da ne kupuje ovu vrstu proizvoda. Ovakvi rezultati ukazuju na izraženu zastupljenost tradicionalnih prehrambenih proizvoda u svakodnevnom potrošačkim navikama i potvrđuju da oni predstavljaju značajan segment gastronomske ponude na domaćem tržištu.

Nakon pitanja da li kupuju TPP, analizirana je učestalost njihove kupovine. Dinamika nabavke pruža detaljniji uvid u intenzitet potrošnje i omogućava procenu da li tradicionalni prehrambeni proizvodi predstavljaju sastavni deo svakodnevnih kupovnih navika ili se kupuju povremeno. Rezultati su prikazani u tabeli 3.

Tabela 3. Dinamika kupovine TPP

Učestalost kupovine	n	%
Veoma često	13	6,4
Često	88	43,6
Retko	66	32,7
Veoma retko	18	8,9
Ne kupujem	14	6,9
Ukupno	202	100,0

Izvor: obrada autora

Rezultati prikazani u tabeli 3 pokazuju da najveći procenat ispitanika (43,6%) tradicionalne prehrambene proizvode kupuje često, dok je gotovo trećina ispitanika (32,7%) navela da ih kupuje retko. Manji udeo ispitanika izjavio je da ove proizvode kupuje veoma retko (8,9%) ili veoma često (6,4%), dok je 6,9% ispitanika navelo da uopšte ne kupuje tradicionalne prehrambene proizvode.

Dobijeni rezultati ukazuju da, iako većina ispitanika kupuje TPP, njihova nabavka nije izrazito intenzivna. Činjenica da više od polovine ispitanika proizvode kupuje često ili veoma često (50,0%) potvrđuje da tradicionalni proizvodi imaju značajno mesto u potrošačkim navikama. Istovremeno, relativno visok udeo ispitanika koji ih kupuju retko ili veoma retko može ukazivati na postojanje određenih ograničavajućih faktora, poput više cene, ograničene dostupnosti ili navika kupovine, koji utiču na učestalost njihove potrošnje. Ovakvi rezultati u skladu su sa istraživanjem Bosquez et al. (2022), koje pokazuje da odluka o kupovini tradicionalnih proizvoda nije uslovljena isključivo pozitivnim stavovima potrošača, već i praktičnim faktorima poput dostupnosti proizvoda i percepcije njihove vrednosti. Slično tome, Philipp & Zander (2025) ističu da promocija i dostupnost tradicionalnih proizvoda imaju značajan uticaj na njihovu tržišnu zastupljenost, dok Liu et al. (2024) navode da ograničena dostupnost i viša cena predstavljaju jedne od najčešćih prepreka njihovoj učestalijoj kupovini.

Kako bi se stekao uvid u najzastupljenije kanale distribucije tradicionalnih prehrambenih proizvoda, ispitanici su zamoljeni da navedu mesto na kojem ih najčešće kupuju. Rezultati su prikazani u tabeli 4.

Tabela 4. Mesto na kome ispitanici najčešće kupuju TPP

Mesto kupovine	n	%
Na pijacama	71	35,1
U marketima	59	29,2
Direktno od proizvođača	55	27,2
Ostalo	9	4,5
Ne kupujem ih	8	4,0
Ukupno	202	100,0

Izvor: obrada autora

Najveći broj ispitanika (35,1%) naveo je da TPP najčešće kupuje na pijacama. Slede marketi sa 29,2% ispitanika, dok je 27,2% navelo da proizvode nabavlja direktno od proizvođača. Manji broj ispitanika (4,5%) kupovinu obavlja na drugim prodajnim mestima, dok je svega 4,0% odgovorilo da ne kupuje tradicionalne prehrambene proizvode. Rezultati ukazuju da se tradicionalni proizvodi i dalje u najvećoj meri nabavljaju putem kraćih lanaca snabdevanja, pri čemu pijace i direktna kupovina od proizvođača zajedno čine više od 60% svih odgovora.

Dobijeni rezultati potvrđuju značaj alternativnih kanala prodaje za plasman tradicionalnih prehrambenih proizvoda. Pijace predstavljaju mesto na kojem potrošači ostvaruju neposredan kontakt sa proizvođačima, što doprinosi većem poverenju u poreklo, autentičnost i kvalitet proizvoda. Istovremeno, značajno učešće direktne kupovine od proizvođača ukazuje na važnost kratkih lanaca snabdevanja i lokalne proizvodnje (Wu et al., 2021). Iako marketi zauzimaju drugo mesto po zastupljenosti, njihov visok udeo pokazuje da tradicionalni proizvodi postaju sve dostupniji kroz savremene maloprodajne kanale, što može doprineti njihovoj široj tržišnoj zastupljenosti. Ovakvi nalazi u skladu su sa istraživanjima koja ističu da dostupnost proizvoda i mogućnost kupovine na lokalnim pijacama predstavljaju važne determinante kupovine tradicionalnih prehrambenih proizvoda (Arsil et al., 2018; Carfora, & Catellani, 2023).

Pored mesta kupovine, ispitanici su zamoljeni da navedu vrstu tradicionalnih prehrambenih proizvoda koju najčešće kupuju. Analiza odgovora omogućava identifikovanje kategorija proizvoda koje zauzimaju najznačajnije mesto u potrošačkim navikama, kao i uvid u preferencije potrošača prema različitim grupama tradicionalnih proizvoda. Rezultati su prikazani u tabeli 5.

Tabela 5. Vrste TPP koje najčešće kupuju

Vrsta proizvoda	n	%
Sir i drugi mlečni proizvodi	69	34,2
Suhomesnati proizvodi	66	32,7
Med	26	12,9
Pekarski proizvodi	20	9,9
Prerađeni proizvodi od povrća	8	4,0
Ne kupujem ih	6	3,0
Alkoholna pića	5	2,5
Voćni džemovi i sokovi	2	1,0
Ukupno	202	100,0

Izvor: obrada autora

Rezultati prikazani u tabeli 5 pokazuju da ispitanici najčešće kupuju sir i druge mlečne proizvode (34,2%), kao i suhomesnate proizvode (32,7%), koji zajedno čine gotovo dve trećine svih odgovora. Znatno ređe kupuju med (12,9%) i pekarske proizvode (9,9%), dok su prerađeni proizvodi od povrća (4,0%),

alkoholna pića (2,5%) i voćni džemovi i sokovi (1,0%) zastupljeni u manjoj meri. Mali procenat ispitanika (3,0%) naveo je da ne kupuje tradicionalne prehrambene proizvode.

Dominacija mlečnih i suhomesnatih proizvoda ukazuje da potrošači najveću vrednost pridaju tradicionalnim proizvodima koji su deo svakodnevne ishrane i koji imaju dugu tradiciju proizvodnje u Republici Srbiji. Ove kategorije proizvoda odlikuju se izraženom prepoznatljivošću i širokom dostupnošću što doprinosi njihovoj većoj zastupljenosti prilikom kupovine. Sa druge strane, znatno manja zastupljenost proizvoda poput voćnih džemova, sokova i tradicionalnih alkoholnih pića može biti posledica njihove sezone potrošnje ili ređe kupovine u odnosu na proizvode namenjene svakodnevnoj ishrani. Dobijeni rezultati u skladu su sa prethodnim istraživanjima koja ukazuju da potrošači tradicionalne proizvode najčešće biraju prema njihovoj funkcionalnoj ulozi u svakodnevnoj ishrani, ali i prema percepciji kvaliteta, autentičnosti i senzorskih karakteristika koje ih izdvajaju od industrijskih proizvoda (Rai et al., 2023; Peulić et al., 2023).

3.2. Analiza glavnih motiva i barijera u nabavci TPP

U cilju boljeg razumevanja položaja TPP među potrošačima, analizirani su motivi kupovine i prepreke koje utiču na njihovu zastupljenost u svakodnevnoj potrošnji. Najvažniji rezultati prikazani su u Tabeli 6.

Tabela 6. Motivi i barijere za kupovinu tradicionalnih prehrambenih proizvoda

Varijabla	Kategorija	%
Glavni motiv kupovine	Zdraviji su od industrijskih proizvoda	44,1
	Imaju bolji opšti kvalitet	23,8
	Ukusniji su od industrijskih proizvoda	22,3
	Proizvođač je poznat	5,9
	Ne kupujem tradicionalne proizvode	4,0
Glavna barijera kupovine	Nedovoljna zastupljenost na tržištu	40,6
	Visoka cena	35,1
	Briga o sigurnosti i zdravlju	21,3
	Industrijski proizvodi su jednakog kvaliteta	3,0

Izvor: obrada autora

Kao što se može uočiti iz tabele 6, najveći broj ispitanika tradicionalne prehrambene proizvode kupuje zbog percepcije njihove zdravstvene vrednosti (44,1%), dok značajan broj ispitanika kao motive navodi kvalitet i ukus proizvoda. Ovakvi rezultati pokazuju da potrošači prvenstveno sagledavaju kvalitativne i zdravstvene benefite tradicionalnih proizvoda. Bolhuis et al (2023) navode da potrošači percipiraju TPP kao zdraviju alternativu industrijskim proizvodima, dok Šmugović et al (2024) navode da su senzorne karakteristike tradicionalnih proizvoda, među kojima su i ukus i miris, među glavnim karakteristikama koje utiču na izbor ovih proizvoda kod potrošača.

Sa druge strane, rezultati pokazuju da pozitivni stavovi prema tradicionalnim proizvodima nisu uvek praćeni njihovom učestalijom kupovinom. Kao što je prikazano u tabeli 6, ispitanici kao najznačajnije prepreke navode nedovoljnu zastupljenost proizvoda na tržištu (40,6%) i njihovu višu cenu (35,1%). Ovakvi rezultati nisu neočekivani jer se po prirodi proizvodnje ovih proizvoda, koja uključuje zanatsku i ručnu proizvodnju, u manjim kontingentima, nedovoljna zastupljenost i dostupnost ispoljavaju kao jedan od najvećih problema za veću distribuciju ovih proizvoda, što potvrđuju i Bayir et al (2022) u svom istraživanju.

3.3. Analiza glavnih motiva i barijera u nabavci TPP

Radi sagledavanja opštih stavova potrošača prema tpp, ispitanici su ocenjivali stepen slaganja sa nizom tvrdnji korišćenjem petostepene Likertove skale. Tvrdnje su obuhvatale percepciju kvaliteta, autentičnosti, dostupnosti, zdravstvene vrednosti, cene, poverenja u proizvođače i značaja tradicionalnih proizvoda za očuvanje kulturnog identiteta. Rezultati deskriptivne statistike prikazani su u Tabeli 7.

Tabela 7. Generalni stavovi ispitanika prema tradicionalnim prehrambenim proizvodima

Redni broj	Tvrdnja	AS	SD
1	Zadovoljan/na sam ponudom tradicionalnih prehrambenih proizvoda na tržištu	2,89	1,16
2	Zadovoljan/na sam kvalitetom tradicionalnih prehrambenih proizvoda	3,40	1,28
3	Smatram da je potrebna veća raznolikost ponude tradicionalnih prehrambenih proizvoda	3,27	1,32
4	Smatram da dobar kvalitet opravdava cenu tradicionalnih prehrambenih proizvoda	3,43	1,25
5	Ponuda tradicionalnih prehrambenih proizvoda utiče na ponudu u restoranima na turističkim destinacijama	3,25	1,25
6	Turisti na različitim destinacijama žele da kupe tradicionalne prehrambene proizvode	3,62	1,26
7	Zadovoljan/na sam lakoćom nabavke tradicionalnih prehrambenih proizvoda u marketima	2,63	1,09
8	Zadovoljan/na sam lakoćom nabavke tradicionalnih prehrambenih proizvoda na pijacama	3,18	1,19
9	Smatram da tradicionalni prehrambeni proizvodi iz naše zemlje imaju dobar potencijal za izvoz	3,65	1,33
10	Smatram da država treba različitim podsticajima da pomogne proizvođačima tradicionalnih prehrambenih proizvoda	3,89	1,29

Izvor: obrada autora

Rezultati prikazani u tabeli 7 ukazuju na generalno pozitivan stav ispitanika prema tradicionalnim prehrambenim proizvodima. Najveći stepen saglasnosti zabeležen je kod tvrdnje da država treba različitim podsticajima da pomogne proizvođačima tradicionalnih prehrambenih proizvoda ($AS = 3,89$), kao i kod tvrdnje da tradicionalni prehrambeni proizvodi iz Srbije imaju dobar potencijal za izvoz ($AS = 3,65$). Takođe, ispitanici su se u velikoj meri složili sa tvrdnjom da turisti na različitim destinacijama žele da kupuju tradicionalne prehrambene proizvode ($AS = 3,62$).

Sa druge strane, najniže prosečne ocene zabeležene su kod tvrdnji koje se odnose na zadovoljstvo dostupnošću tradicionalnih prehrambenih proizvoda u marketima ($AS = 2,63$) i ukupnom ponudom tradicionalnih proizvoda na tržištu ($AS = 2,89$). Ovi rezultati ukazuju da ispitanici prepoznaju značaj tradicionalnih proizvoda za turizam, lokalnu ekonomiju i međunarodnu promociju zemlje, ali istovremeno smatraju da postoji prostor za unapređenje njihove dostupnosti i tržišne zastupljenosti.

Dobijeni rezultati ukazuju da ispitanici TPP prvenstveno posmatraju kao proizvode značajne kulturne i ekonomske vrednosti, ali istovremeno prepoznaju potrebu za unapređenjem njihove dostupnosti i raznovrsnosti na tržištu. Ovakvi nalazi u skladu su sa prethodnim istraživanjima (Kalenjuk Pivarski et al., 2023; Kalenjuk Pivarski et al., 2024) koja ističu da potrošači tradicionalne proizvode povezuju sa visokim kvalitetom, autentičnošću i značajem za očuvanje gastronomskog nasleđa, dok se ograničena dostupnost i nedovoljna zastupljenost u maloprodajnim objektima izdvajaju kao jedni od najčešće navođenih izazova njihove šire tržišne afirmacije.

3.4. Analiza socio-demografskih karakteristika potrošača povezanih sa potrošnjom TPP

Pored analize opštih stavova, motiva i prepreka za kupovinu tradicionalnih prehrambenih proizvoda, sprovedena je i analiza povezanosti socio-demografskih karakteristika ispitanika sa njihovim potrošačkim ponašanjem. Rezultati su pokazali da određene socio-demografske karakteristike značajno utiču na obrasce kupovine, percepciju prepreka i dostupnost tradicionalnih prehrambenih proizvoda. Statistički značajni rezultati prikazani su u Tabeli 8.

Rezultati prikazani u Tabeli 8 ukazuju da socio-demografske karakteristike imaju značajan uticaj na pojedine aspekte potrošnje tradicionalnih prehrambenih proizvoda. Kada je reč o polu ispitanika, utvrđena je statistički značajna povezanost između pola i kupovine tradicionalnih prehrambenih proizvoda iz regiona ($\chi^2 = 3,717$; $p = 0,044$). Analiza frekvencija pokazuje da žene češće kupuju tradicionalne prehrambene proizvode u odnosu na muškarce. Naime, čak 91,2% ispitanica navelo je da kupuje tradicionalne proizvode iz svog regiona, dok

je isti odgovor dalo 81,8% ispitanika muškog pola. Ovakvi rezultati u skladu su sa prethodnim istraživanjima (Grzymisławska et al., 2020; Dahal et al., 2022) koja pokazuju da žene generalno iskazuju veće interesovanje za kvalitet hrane, poreklo proizvoda i zdravstvene aspekte ishrane. Pored toga, žene češće povezuju hranu sa brigom o porodici, očuvanjem tradicije i lokalnim identitetom, što može doprineti većoj spremnosti za kupovinu tradicionalnih prehrambenih proizvoda.

Tabela 8. Statistički značajni socio-demografski faktori povezani sa potrošnjom tradicionalnih prehrambenih proizvoda

Socio-demografska karakteristika	Analizirana varijabla	χ^2	p
Pol	Kupovina tradicionalnih prehrambenih proizvoda iz regiona	3,717	0,044
Starost	Mesto kupovine tradicionalnih prehrambenih proizvoda	3,546	0,030
Starost	Glavne barijere za kupovinu tradicionalnih prehrambenih proizvoda	5,327	0,041
Mesečni prihodi	Dinamika nabavke tradicionalnih prehrambenih proizvoda	15,862	0,044
Mesečni prihodi	Mesto kupovine tradicionalnih prehrambenih proizvoda	15,741	0,046
Mesečni prihodi	Glavne barijere za kupovinu tradicionalnih prehrambenih proizvoda	4,962	0,034
Mesto stanovanja	Glavne barijere za kupovinu tradicionalnih prehrambenih proizvoda	10,617	0,014

Napomena: Prikazane su samo statistički značajne povezanosti na nivou $p < 0,05$.

Izvor: obrada autora

Starost ispitanika pokazala se kao značajan faktor kada je reč o mestu kupovine tradicionalnih proizvoda i percepciji prepreka za njihovu kupovinu. Mlađi ispitanici češće kupuju proizvode u maloprodajnim objektima i na pijacama, dok starije starosne grupe pokazuju veću sklonost direktnoj kupovini od proizvođača. Istovremeno, razlike su zabeležene i u percepciji prepreka za kupovinu, pri čemu mlađi ispitanici češće ističu ekonomsku dostupnost proizvoda, dok stariji ispitanici veću pažnju posvećuju njihovoj dostupnosti na tržištu. Ovakvi nalazi potvrđuju da različite generacije tradicionalne prehrambene proizvode posmatraju kroz različite potrošačke prioritete i životne navike (Makowska et al., 2024).

Najizraženije razlike identifikovane su u odnosu na mesečne prihode ispitanika. Rezultati pokazuju da prihodi značajno utiču na dinamiku nabavke proizvoda, mesto kupovine i percepciju glavnih prepreka za njihovu kupovinu. Ispitanici sa prihodima ispod proseka značajno češće navode cenu kao osnovnu prepreku

kupovini tradicionalnih proizvoda, dok ispitanici sa višim prihodima pokazuju veću učestalost kupovine i manju cenovnu osetljivost. Ovakvi nalazi potvrđuju da ekonomska dostupnost predstavlja jedan od ključnih faktora koji oblikuju tržišni položaj tradicionalnih prehrambenih proizvoda. Slične zaključke iznose Šmugović et al (2025) koji navode da viša cena tradicionalnih proizvoda predstavlja jednu od najčešćih prepreka njihovoj široj tržišnoj prihvaćenosti.

Značajna povezanost utvrđena je i između mesta stanovanja i percepcije prepreka za kupovinu tradicionalnih prehrambenih proizvoda ($\chi^2 = 10,617$; $p = 0,014$). Ispitanici iz urbanih sredina češće su ukazivali na probleme dostupnosti proizvoda i ograničenu zastupljenost na tržištu, dok su ispitanici iz ruralnih područja u većoj meri isticali pitanja kvaliteta i sigurnosti proizvoda. Ovakvi rezultati ukazuju da prostorna dostupnost i distribucija tradicionalnih proizvoda i dalje predstavljaju važan izazov njihovog šireg uključivanja u svakodnevnu potrošnju.

4 Zaključak

Cilj ovog istraživanja bio je da se ispita uticaj socio-demografskih karakteristika potrošača na njihove stavove i kupovno ponašanje prema tradicionalnim prehrambenim proizvodima. Dobijeni rezultati potvrđuju da tradicionalni prehrambeni proizvodi zauzimaju značajno mesto u potrošačkim navikama ispitanika, pri čemu se najčešće kupuju na pijacama i direktno od proizvođača. Potrošači ih prvenstveno biraju zbog njihove zdravstvene vrednosti, kvaliteta i ukusa, dok se nedovoljna zastupljenost na tržištu i viša cena izdvajaju kao najznačajnije prepreke njihovoj češćoj kupovini. Takođe, ispitanici iskazuju pozitivne stavove prema značaju tradicionalnih prehrambenih proizvoda za razvoj turizma, izvozni potencijal i očuvanje gastronomskog nasleđa, uz izraženu potrebu za većom institucionalnom podrškom proizvođačima.

Rezultati istraživanja ukazuju da socio-demografske karakteristike predstavljaju značajne determinante pojedinih aspekata kupovnog ponašanja. Statistički značajne razlike utvrđene su u odnosu na pol, starost, mesečne prihode i mesto stanovanja, pri čemu su prihodi identifikovani kao faktor koji u najvećoj meri utiče na učestalost kupovine, izbor mesta nabavke i percepciju prepreka za kupovinu tradicionalnih prehrambenih proizvoda. Ovi nalazi potvrđuju da ponašanje potrošača nije uslovljeno isključivo njihovim pozitivnim stavovima prema tradicionalnim proizvodima, već i ekonomskim i tržišnim faktorima koji određuju njihovu dostupnost i pristupačnost.

Dobijeni rezultati mogu biti od značaja za proizvođače tradicionalnih prehrambenih proizvoda, kreatore razvojnih politika i donosiocima odluka, jer ukazuju na potrebu unapređenja distribucije, povećanja tržišne dostupnosti i pružanja veće institucionalne podrške proizvođačima. Ograničenje istraživanja

ogleda se u primeni prigodnog uzorka, zbog čega buduća istraživanja treba usmeriti na veći i reprezentativniji uzorak ispitanika, kao i na primenu naprednijih statističkih metoda radi detaljnijeg sagledavanja faktora koji oblikuju stavove i kupovno ponašanje potrošača prema tradicionalnim prehrambenim proizvodima.

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Sukob interesa

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SOCIO-DEMOGRAPHIC DETERMINANTS OF ATTITUDES AND PURCHASING HABITS OF CONSUMERS OF TRADITIONAL FOOD PRODUCTS

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Abstract

Traditional food products are an important part of gastronomic heritage and cultural identity, playing a key role in the sustainable development of local communities. Understanding consumer attitudes and buying behavior towards these products is essential for improving their market position and creating proper development strategies. The aim of this research was to examine the impact of consumers' socio-demographic characteristics on their attitudes and buying behavior towards traditional food products. The research was conducted on a sample of 202 respondents from the Republic of Serbia. The results show that the majority of respondents buy traditional food products. The most important motive for buying is the perception of greater health benefits. The analysis showed that certain socio-demographic characteristics are significant determinants of consumer attitudes and buying behavior, indicating differences between different groups of respondents. The obtained results can contribute to a better understanding of consumer preferences and serve as a basis for creating marketing strategies, improving the promotion of traditional food products, and developing policies aimed at preserving gastronomic heritage and strengthening the competitiveness of local producers.

Keywords: traditional food products, consumers, socio-demographic determinants.

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1

Introduction

Traditional food products (TFP) represent an important part of the gastronomic and cultural heritage of many countries, preserving authentic production methods, local ingredients, and customs passed down through generations (García-Barrón et al., 2021; Trott & Mulrennan, 2024). Their value goes beyond just nutrition; they are a symbol of regional identity, cultural diversity, and social connection (Neuman, 2019; Anton et al., 2019). In a world where the food market is becoming more globalized and standardized, traditional products are gaining importance as authentic products that offer consumers recognizable quality, authenticity, and a connection to their local roots (Mak et al., 2012; Guiné et al., 2021; O'Neill, 2024).

TFP are characterized by the use of local ingredients, the preservation of traditional production methods, and a strong connection to a specific geographical area, which makes them a key element of cultural identity and local recognition (García-Barrón et al., 2021; Almansouri et al., 2022). Their importance is not only in preserving gastronomic heritage but also in developing the local economy, rural areas, and sustainable food production systems (Deller et al., 2017; Guan et al., 2019; Vargas et al., 2021). Many studies show that consumers associate traditional products with higher quality, authenticity, better sensory characteristics, higher nutritional value, and greater trust in the product's origin, which significantly affects their buying decisions (Guiné et al., 2021; Halagarda & Wójciak, 2021; Ghosh et al., 2023; Nurhayati, 2025).

The modern food market is seeing significant changes in consumer preferences, with a growing interest in local, authentic, and traditional products (Abdullah & Putit, 2023; Ganesh, 2024; O'Neill, 2024). Consumer decisions are influenced by many factors, including gender, age, education level, income, and place of residence, as well as their perception of quality, product origin, and sensory characteristics (Ajetunmobi & Laobangdisa, 2024; Daraboina et al., 2024). Previous research shows that socio-demographic characteristics can significantly affect how people perceive food quality, their motives for buying, how often they buy, and where they choose to buy traditional products (Vanhonacker et al., 2010; Okorejior et al., 2024). Understanding these differences is especially important for producers, policymakers, and marketing experts, as it allows them to better adjust their offers to different segments of consumers (Aoki, 2015; Aguilar-Rodríguez & Arias-Bolzmann, 2021; Abdullah & Putit, 2023).

Although there are many studies on traditional food products, most focus on product quality, geographical origin labels, production sustainability, or their importance for gastronomic tourism (Oleksiuk & Werenowska, 2019; Niedbała et al., 2020; Grubor et al., 2022; Obradović et al., 2023). However, far fewer studies analyze in detail the connection between consumers' socio-demographic characteristics and their attitudes and buying behavior, especially in the

conditions of the Serbian market. Existing research usually focuses on general consumer preferences, while the differences between specific socio-demographic groups are not fully explained (Vanhonacker et al., 2010; Haryanto et al., 2019; Abdullah & Putit, 2023), which represents a research gap that served as the starting point for this paper.

The subject of this research is the attitudes and buying behavior of consumers towards traditional food products, viewed through the lens of their socio-demographic characteristics. The goal is to determine if there are statistically significant differences in attitudes and buying behavior based on gender, age, monthly income, and place of residence. Following the set goal, the task of the research is to identify socio-demographic differences that affect attitudes towards traditional food products and to examine the motives for their purchase. The obtained results can contribute to a better understanding of consumer behavior, as well as to creating more effective marketing and development strategies aimed at improving the production, promotion, and placement of traditional food products.

1.1. Literature Review

Modern consumer behavior research shows that choosing food is no longer just about meeting basic nutritional needs, but represents a complex process involving psychological, cultural, economic, and social factors. Traditional food products hold a special place in this process, differing from industrial products in their authenticity, production methods, local origin, and cultural value. Because of this, traditional products are increasingly seen as products with added value, and the decision to buy them depends on how consumers perceive their features and the benefits they expect from them (Contini et al., 2016; Wilcox et al., 2023).

Many studies show that consumers mostly associate traditional products with authenticity, higher quality, more natural production methods, better sensory characteristics, and greater trust in the product's origin (Maehle et al., 2015; Malone & Lusk, 2017). These features are the main motives for buying them, while taste, smell, and traditional production methods are among the most highlighted attributes when judging product quality (Soare et al., 2023). Besides sensory features, transparency, traceability, and trust in the producer are becoming more important, especially in conditions of increased consumer concern for food safety (Wu et al., 2021).

Emotional aspects of consumption also significantly affect how traditional products are perceived. Traditional food is often a symbol of cultural identity and belonging to a certain community, which is why buying it goes beyond a simple rational decision and becomes part of the consumer's lifestyle. By buying traditional products, consumers do not just meet functional needs; they confirm their own identity and connection to the local community, which contributes to

their willingness to pay more for products that possess authenticity and proven origin (Lusk & Briggeman, 2009; Guan et al., 2019; D'Andrea & D'Ulizia, 2023).

However, positive attitudes towards traditional products do not always result in more frequent buying. Literature often points out a gap between stated positive attitudes and actual buying behavior. Even though a large number of consumers express support for local and traditional products, the actual decision to buy often depends on their availability, price, place of sale, and the possibility of easy procurement. Due to limited production capacity, seasonality, and specific production methods, traditional products are often at a disadvantage in the market compared to mass-produced industrial food products (Oleksiuk & Werenowska, 2019; Liu et al., 2024).

Price is one of the most analyzed factors in buying behavior. Although many studies confirm that consumers are willing to pay a higher price for products, they consider higher quality and more authentic, price sensitivity remains an important limiting factor for buying. The readiness to pay a higher price most often depends on the perception of the relationship between quality and price, as well as the level of trust in the producer and the quality labels the product has (Dinis et al., 2011; Slaba, 2020; Liu et al., 2022). On the other hand, some studies show that some consumers still see traditional products as luxury items meant for occasional, rather than everyday, consumption.

Besides economic factors, sales channels play a significant role. Direct sales from producers, farmers' markets, and specialty stores contribute to building greater trust because they allow direct contact between the producer and the consumer. This type of distribution increases the perception of product authenticity, while mass retail chains often reduce the feeling of uniqueness of traditional products (Wixson et al., 2011; Davis et al., 2021; O'Neill, 2024).

In recent years, there has been growing interest in the impact of socio-demographic characteristics on consumer behavior. Many studies show that gender, age, education level, income, and place of residence can significantly affect food quality perception, buying motives, and the frequency of consuming traditional products (Singh & Verma, 2017; Okorejior et al., 2024). However, the results of previous research are not always consistent. While some studies indicate that women show greater interest in traditional and local products (Dudziak et al., 2023), other research does not confirm the existence of significant differences between genders (Vuciterna et al., 2025). Similar inconsistencies exist regarding age, income, and education, which shows that the impact of socio-demographic characteristics can be conditioned by the specificities of the market and the cultural environment where the research is conducted (Jafari et al., 2022).

Place of residence is a particularly interesting factor. Studies conducted in different countries show that residents of rural areas more often buy traditional

products thanks to closer contact with producers (Kiss et al., 2020). On the other hand, consumers from urban environments more often make decisions based on product availability and shopping convenience, which can result in different patterns of consuming traditional products (Guan et al., 2019; Figueiredo et al., 2022).

Although literature confirms that socio-demographic characteristics can be significant determinants of consumer attitudes and buying behavior, most research is analyzed at the level of individual factors or in the context of organic, local, or geographically protected products. Many papers focus on product quality, origin labels, or gastronomic tourism development, while research that simultaneously examines the impact of multiple socio-demographic characteristics on attitudes and buying habits towards traditional food products in the Republic of Serbia is still limited (Ćirić et al., 2020; Obradović et al., 2023; Gligorijević et al., 2023). This research gap is the basis for the conducted research, which aims to determine how gender, age, monthly income, and place of residence affect consumer attitudes and buying behavior towards traditional food products.

2 Methodology

2.1. Sample and Data Collection

The research was conducted using a survey. Data was collected using a structured questionnaire on the territory of the Republic of Serbia from May to June 2024. A total of 202 respondents participated in the study using a convenience sample. Participation was voluntary and anonymous, and all respondents were previously informed about the purpose of the research and how the data would be used.

2.2. Research Instrument

The research instrument was a structured questionnaire consisting of 15 closed-ended questions. The questionnaire was designed to cover two main parts. The first part included questions about the socio-demographic characteristics of the respondents: gender, age, education level and field, employment status, monthly income, and place of residence. These variables were used as independent variables in the further statistical analysis. The second part related to the respondents' buying behavior towards traditional food products. This part collected data on whether they buy TFP, how often, where they usually buy them, what types they buy most often, and the main motives for choosing TFP over industrially produced food. This allowed for an analysis of basic consumption patterns and the identification of dominant buying habits. In addition to questions about buying habits, the questionnaire included a set of statements to assess the respondents' general attitudes towards TFP. Respondents rated their level of

agreement using a 5-point Likert scale, where 1 meant complete disagreement and 5 meant complete agreement. The statements focused on assessing the perception of quality, authenticity, the importance of TFP for preserving cultural heritage, their contribution to the local economy, and the willingness of consumers to buy them despite potentially higher prices or lower availability.

2.3. Sample Characteristics

The study included 202 respondents, of which 67% were female and 33% were male. The largest number of respondents belonged to the age group under 30 (38%), while almost half had completed higher education or a university degree (49%). The majority of respondents were employed (74%). The results are shown in Table 1.

Table 1. Socio-demographic characteristics of respondents

Characteristic	Category	n	%
Gender	Male	66	32,7
	Female	136	67,3
Age	Under 30 years	77	38,1
	31–40 years	46	22,8
	41–50 years	34	16,8
	Over 51 years	45	22,3
Education Level	High School	77	38,1
	College / University	99	49,0
	Master's or PhD	26	12,9
Field of Education	Tourism and Hospitality	12	5,9
	Law, Economics, and Management	42	20,8
	Food Tech, Agriculture, and Chemistry	20	9,9
	Other fields	128	63,4
Employment Status	Employed	149	73,8
	Student / Pupil	24	11,9
	Unemployed	19	9,4
	Penzioner	10	5,0
Total		202	100,0

Source: authors' processing

2.4. Statistical Data Processing

The collected data was processed using IBM SPSS Statistics software. In the first phase of the analysis, descriptive statistics were used to show the basic characteristics of the sample and the distribution of respondents' answers.

To test the differences between the socio-demographic characteristics of the respondents and their attitudes, the Chi-square test of independence (χ^2) was used. This method determines if there is a statistically significant connection between categorical variables and is often used in consumer behavior research. Statistical significance was tested at the $p < 0.05$ level.

3 Results and Discussion

3.1. Analysis of TFP Purchasing

The first segment of the research examined the purchasing of traditional food products among the respondents. They were asked to state whether they buy TFP from their region, which gave a basic insight into their buying behavior and interest in this category of products. The results are shown in Table 2.

Table 2. Analysis of TFP Purchasing

Answer	n	%
Yes	178	88,0
No	24	12,0
Total	202	100,0

Source: authors' processing

The results in Table 2 show that a large majority of respondents (88.0%) buy traditional food products from their region, while only 12.0% said they do not buy this type of product. These results indicate the strong presence of traditional food products in everyday consumer habits and confirm that they represent a significant segment of the gastronomic offer on the domestic market.

After asking if they buy TFP, the frequency of their purchases was analyzed. The dynamics of procurement provide a deeper insight into the intensity of consumption and allow an assessment of whether traditional food products are an integral part of everyday buying habits or are bought occasionally. The results are shown in Table 3.

Table 3. Frequency of TFP Purchasing

Purchase Frequency	n	%
Very often	13	6,4
Often	88	43,6
Rarely	66	32,7
Very rarely	18	8,9
Do not buy	14	6,9
Total	202	100,0

Source: authors' processing

The results in Table 3 show that the largest percentage of respondents (43.6%) buy TFP "often", while almost a third (32.7%) said they buy them "rarely". A smaller share said they buy them "very rarely" (8.9%) or "very often" (6.4%), while 6.9% said they do not buy traditional food products at all. These results show that although most respondents buy TFP, their purchasing is not extremely intensive. The fact that over half buy them often or very often (50.0%) confirms that

traditional products have a significant place in consumer habits. At the same time, the relatively high share of those who buy them rarely or very rarely may point to certain limiting factors, such as higher prices, limited availability, or shopping habits, which affect the frequency of their consumption. These results are in line with the research by Bosquez et al. (2022), which shows that the decision to buy traditional products is not conditioned solely by positive consumer attitudes, but also by practical factors such as product availability and perception of their value. Similarly, Philipp & Zander (2025) point out that promotion and availability of traditional products have a significant impact on their market presence, while limited availability and higher prices represent some of the most common barriers to their more frequent purchase (Liu et al., 2024).

To gain insight into the most common distribution channels for traditional food products, respondents were asked to state where they most often buy them. The results are shown in Table 4.

Table 4. Where respondents most often buy TFP

Place of Purchase	n	%
At markets (farmers' markets)	71	35,1
In supermarkets	59	29,2
Directly from producers	55	27,2
Other	9	4,5
Do not buy them	8	4,0
Total	202	100,0

Source: authors' processing

The largest number of respondents (35.1%) said they most often buy TFP at markets. This is followed by supermarkets with 29.2%, while 27.2% said they buy products directly from producers. A smaller number (4.5%) buy at other places, and only 4.0% answered that they do not buy traditional food products. The results indicate that traditional products are mostly bought through shorter supply chains, with markets and direct purchases from producers making up over 60% of all answers.

These results confirm the importance of alternative sales channels for the placement of traditional food products. Markets are places where consumers have direct contact with producers, which contributes to greater trust in the origin, authenticity, and quality of the products. At the same time, the significant share of direct purchases from producers indicates the importance of short supply chains and local production (Wu et al., 2021). Although supermarkets are in second place, their high share shows that traditional products are becoming more available through modern retail channels, which can contribute to their wider market presence. These findings are in line with research that highlights that

product availability and the possibility of buying at local markets represent important determinants for buying traditional food products (Arsil et al., 2018; Carfora & Catellani, 2023).

Besides the place of purchase, respondents were asked to state the type of traditional food products they buy most often. The analysis of the answers allows the identification of product categories that occupy the most significant place in consumer habits, as well as an insight into consumer preferences towards different groups of traditional products. The results are shown in Table 5.

Table 5. Types of TFP most often purchased

Product Type	n	%
Cheese and other dairy products	69	34,2
Cured meats	66	32,7
Honey	26	12,9
Bakery products	20	9,9
Processed vegetables	8	4,0
Do not buy them	6	3,0
Alcoholic beverages	5	2,5
Fruit jams and juices	2	1,0
Total	202	100,0

Source: authors' processing

The results in Table 5 show that respondents most often buy cheese and other dairy products (34.2%), as well as cured meats (32.7%), which together make up almost two-thirds of all answers. They buy honey (12.9%) and bakery products (9.9%) much less often, while processed vegetables (4.0%), alcoholic beverages (2.5%), and fruit jams and juices (1.0%) are present to a lesser extent. A small percentage of respondents (3.0%) stated that they do not buy traditional food products.

The dominance of dairy and cured meat products indicates that consumers place the greatest value on traditional products that are part of their everyday diet and have a long production tradition in the Republic of Serbia. These product categories are characterized by high recognition and wide availability, which contributes to their greater presence when shopping. On the other hand, the significantly lower presence of products like fruit jams, juices, and traditional alcoholic drinks might be due to their seasonal consumption or less frequent purchasing compared to products meant for everyday diet. The obtained results are in line with previous research indicating that consumers most often choose traditional products according to their functional role in everyday diet, but also according to the perception of quality, authenticity, and sensory characteristics that set them apart from industrial products (Rai et al., 2023; Peulić et al., 2023).

3.2. Analysis of Main Motives and Barriers in TFP Purchasing

To better understand the position of TFP among consumers, the motives for buying and the barriers that affect their presence in everyday consumption were analyzed. The most important results are shown in Table 6.

Table 6. Motives and barriers for buying traditional food products

Variable	Category	%
Main motive for buying	They are healthier than industrial products	44,1
	They have better overall quality	23,8
	They taste better than industrial products	22,3
	The producer is known	5,9
	I do not buy traditional products	4,0
Main barrier to buying	Insufficient presence on the market	40,6
	High price	35,1
	Concern for safety and health	21,3
	Industrial products are of equal quality	3,0

Source: authors' processing

As can be seen in Table 6, the largest number of respondents buy traditional food products because of the perception of their health value (44.1%), while a significant number also cite quality and taste as motives. These results show that consumers primarily look at the qualitative and health benefits of traditional products. Bolhuis et al. (2023) state that consumers perceive TFP as a healthier alternative to industrial products, while Šmugović et al. (2024) state that the sensory characteristics of traditional products, including taste and smell, are among the main characteristics that affect consumers' choice of these products.

Instead, the results show that positive attitudes towards traditional products are not always followed by more frequent buying. As shown in Table 6, respondents cite insufficient market presence (40.6%) and higher price (35.1%) as the most significant barriers. These results are not unexpected because the nature of the production of these products, which includes artisanal and manual production in smaller quantities, means that insufficient presence and availability manifest as one of the biggest problems for wider distribution of these products, which is also confirmed by Bayir et al. (2022) in their research.

3.3. Analysis of General Attitudes towards TFP

To see the general attitudes of consumers towards TFP, respondents rated their level of agreement with a series of statements using a 5-point Likert scale. The statements covered the perception of quality, authenticity, availability, health value, price, trust in producers, and the importance of traditional products for preserving cultural identity. The results of descriptive statistics are shown in Table 7.

Table 7. General attitudes of respondents towards traditional food products

No.	Statement	Mean (M)	SD
1	I am satisfied with the offer of TFP on the market	2,89	1,16
2	I am satisfied with the quality of TFP	3,40	1,28
3	I believe a greater variety of TFP offer is needed	3,27	1,32
4	I believe good quality justifies the price of TFP	3,43	1,25
5	The offer of TFP affects restaurant offers in tourist destinations	3,25	1,25
6	Tourists at various destinations want to buy TFP	3,62	1,26
7	I am satisfied with how easy it is to buy TFP in supermarkets	2,63	1,09
8	I am satisfied with how easy it is to buy TFP at markets	3,18	1,19
9	I believe TFP from our country have good export potential	3,65	1,33
10	The state should help TFP producers with various incentives	3,89	1,29

Source: authors' processing

The results in Table 7 indicate a generally positive attitude of respondents towards traditional food products. The highest level of agreement was recorded for the statement that the state should help TFP producers with various incentives (Mean = 3.89), as well as for the statement that traditional food products from Serbia have good export potential (Mean = 3.65). Also, respondents largely agreed with the statement that tourists at various destinations want to buy traditional food products (Mean = 3.62).

On the other hand, the lowest average scores were recorded for statements related to satisfaction with the availability of traditional food products in supermarkets (Mean = 2.63) and the total offer of traditional products on the market (Mean = 2.89). These results indicate that respondents recognize the importance of traditional products for tourism, the local economy, and the international promotion of the country, but at the same time believe that there is room to improve their availability and market presence.

The obtained results indicate that respondents primarily see TFP as products of significant cultural and economic value, but at the same time recognize the need to improve their availability and variety on the market. These findings are in line with previous research (Kalenjuk Pivarski et al., 2023; Kalenjuk Pivarski et al., 2024) which highlights that consumers associate traditional products with high quality, authenticity, and importance for preserving gastronomic heritage, while limited availability and insufficient presence in retail facilities stand out as some of the most frequently cited challenges for their wider market affirmation.

3.4. Analysis of Socio-Demographic Characteristics Linked to TFP Consumption

In addition to analyzing general attitudes, motives, and barriers to buying traditional food products, an analysis was conducted to see how socio-demographic characteristics of respondents are connected to their consumer behavior. The results showed that certain socio-demographic characteristics significantly affect buying patterns, perception of barriers, and availability of traditional food products. The statistically significant results are shown in Table 8.

The results in Table 8 indicate that socio-demographic characteristics have a significant impact on certain aspects of traditional food product consumption. Regarding gender, a statistically significant connection was found between gender and buying TFP from the region ($\chi^2 = 3.717$; $p = 0.044$). The frequency analysis shows that women buy traditional food products more often than men. Namely, as many as 91.2% of female respondents said they buy traditional products from their region, while the same answer was given by 81.8% of male respondents. These results are in line with previous research (Grzymisławska et al., 2020; Dahal et al., 2022) which shows that women generally show greater interest in food quality, product origin, and health aspects of diet. In addition, women more often connect food with caring for the family, preserving tradition, and local identity, which can contribute to a greater willingness to buy traditional food products.

Table 8. Statistically significant socio-demographic factors linked to TFP consumption

Socio-demographic characteristic	Analyzed variable	χ^2	p
Gender	Purchasing TFP from the region	3,717	0,044
Age	Place of TFP purchase	3,546	0,030
Age	Main barriers to TFP purchase	5,327	0,041
Monthly Income	Purchase frequency of TFP	15,862	0,044
Monthly Income	Place of TFP purchase	15,741	0,046
Monthly Income	Main barriers to TFP purchase	4,962	0,034
Place of Residence	Main barriers to TFP purchase	10,617	0,014

Note: Only statistically significant connections at the $p < 0.05$ level are shown.

Source: authors' processing

The age of respondents proved to be a significant factor when it comes to the place of purchase of traditional products and the perception of barriers to their purchase. Younger respondents more often buy products in retail stores and at markets, while older age groups show a greater tendency to buy directly from producers. At the same time, differences were noted in the perception of barriers to buying, where younger respondents more often point out the economic

affordability of products, while older respondents pay more attention to their availability on the market. These findings confirm that different generations view traditional food products through different consumer priorities and life habits (Makowska et al., 2024).

The most pronounced differences were identified in relation to the monthly income of respondents. The results show that income significantly affects the dynamics of product procurement, place of purchase, and perception of main barriers to their purchase. Respondents with below-average incomes significantly more often cite price as the main barrier to buying traditional products, while respondents with higher incomes show greater frequency of purchase and lower price sensitivity. These findings confirm that economic affordability represents one of the key factors shaping the market position of traditional food products. Similar conclusions are drawn by Šmugović et al. (2025), who state that the higher price of traditional products represents one of the most common barriers to their wider market acceptance.

A significant connection was also found between place of residence and the perception of barriers to buying traditional food products ($\chi^2 = 10.617$; $p = 0.014$). Respondents from urban environments more often pointed out problems with product availability and limited market presence, while respondents from rural areas to a greater extent highlighted issues of product quality and safety. These results indicate that spatial availability and distribution of traditional products still represent an important challenge for their wider inclusion in everyday consumption.

4 Conclusion

The aim of this research was to examine the impact of consumers' socio-demographic characteristics on their attitudes and buying behavior towards traditional food products. The obtained results confirm that traditional food products hold a significant place in the consumer habits of the respondents, with most being bought at markets and directly from producers. Consumers primarily choose them for their health value, quality, and taste, while insufficient market presence and higher price stand out as the most significant barriers to more frequent buying. Also, respondents have positive attitudes towards the importance of traditional food products for tourism development, export potential, and the preservation of gastronomic heritage, along with an expressed need for greater institutional support for producers.

The results of the research indicate that socio-demographic characteristics represent significant determinants of certain aspects of buying behavior. Statistically significant differences were found regarding gender, age, monthly income, and place of residence, with income identified as the factor that most

affects the frequency of purchase, choice of purchase location, and perception of barriers to buying traditional food products. These findings confirm that consumer behavior is not driven only by their positive attitudes towards traditional products, but also by economic and market factors that determine their availability and accessibility.

The obtained results can be useful for traditional food product producers, creators of development policies, and decision-makers, as they point to the need to improve distribution, increase market availability, and provide greater institutional support to producers. A limitation of the research is the use of a convenience sample, which is why future research should focus on a larger and more representative sample of respondents, as well as the use of more advanced statistical methods for a more detailed view of the factors that shape consumer attitudes and buying behavior towards traditional food products.

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Conflict of Interest

The authors declare that there is no conflict of interest.

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