

Consumer Education and Traditional Foods: A Five-Year Review of Learning Experiences

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ABSTRACT

Objective: This study aims to explore consumer education experiences in choosing traditional foods as an essential component of the culinary industry, and to identify key factors influencing consumer preferences. **Method:** This research adopts a qualitative approach by examining consumer experiences through previous consumption, social interactions, sensory perceptions, and emotional connections with traditional foods. Data were analyzed to identify patterns in consumer decision-making processes, including demographic, cultural, and quality-related considerations. **Results** The findings reveal that consumer preferences for traditional foods are significantly influenced by prior experiences, social engagement, sensory attributes, special events, and emotional memories. In addition, demographic characteristics, food safety, perceived quality, and socio-cultural influences play important roles in shaping consumer choices. These factors collectively contribute to stronger consumer attachment and willingness to engage with traditional culinary products. **Novelty:** This study offers a comprehensive perspective by integrating consumer education experiences with emotional and cultural dimensions in the context of traditional foods. It highlights the importance of authentic and experience-based marketing strategies and provides insights into how technological advancements can be leveraged to enhance competitiveness in the traditional culinary industry.

INTRODUCTION

Consumers' educational experiences in searching for, selecting, and deciding on traditional foods are unique and increasingly important within the marketing discipline (Harisandi et al., 2023). Research on consumer educational experiences is reflected in the continuous growth of traditional culinary businesses despite intense market competition (Elizabeth Eleanor, 2022). To remain competitive amid the expansion of modern food industries, traditional food businesses have increasingly adopted technological innovations in product presentation, packaging, and service delivery. Previous marketing studies have demonstrated that consumers' prior experiences, sensory perceptions, value co-creation, and health considerations significantly influence subsequent purchasing behaviour (Ahmed & Khurshid, 2023). Likewise, traditional food has consistently been recognized as an important cultural heritage transmitted across generations and preserving local identity (Nyarota et al., 2022).

However, despite the growing body of literature on consumer experience and traditional food consumption, the educational dimension of consumer decision-making remains theoretically fragmented. Existing studies predominantly examine purchase intention, food authenticity, service quality, customer satisfaction, or sensory evaluation, while providing limited theoretical explanation of how consumer education shapes consumers' knowledge, cultural understanding, and learning experiences before selecting traditional foods. Consequently, the role of consumer education as a mechanism linking cultural values, previous experiences, and food choice has not yet been systematically synthesized. This theoretical gap highlights the need for a comprehensive

review that integrates existing evidence to establish a clearer conceptual understanding of consumer education experiences in the context of traditional food consumption.

Traditional foods contain ingredients processed with distinctive characteristics that influence their quality and taste according to consumer preferences (Singapurwa et al., 2023). Beyond their culinary value, traditional foods represent an important element of cultural heritage and local identity while also providing opportunities to strengthen regional economies through culinary businesses (Sekaringsih et al., 2023). As consumer preferences continue to evolve, preserving the cultural authenticity of traditional foods alone is no longer sufficient. Food businesses must also ensure that consumers understand the cultural significance, production processes, and unique values embedded in traditional foods, thereby creating meaningful consumer education experiences. Such educational experiences can enhance consumers' appreciation, emotional engagement, and perceived value, ultimately supporting business competitiveness through stronger customer relationships. However, the growing body of research on consumer education experiences in traditional food remains fragmented across different perspectives and contexts, making it difficult to establish a comprehensive understanding of this topic. Therefore, a systematic literature review is conducted to identify, evaluate, and synthesise existing studies, providing a clearer theoretical foundation and future research directions for both scholars and practitioners (Amna & Poels, 2022). Given the fragmented nature of previous studies, which have examined consumer experience, food authenticity, cultural values, and purchasing behaviour separately, a comprehensive synthesis is needed to integrate these findings into a coherent understanding of consumer education in traditional food consumption. A systematic literature review provides an appropriate methodological approach to identify research patterns, consolidate existing evidence, reveal unresolved theoretical issues, and establish directions for future research. Therefore, this study employs a systematic literature review to synthesize current knowledge on consumer education experiences in traditional food selection. The results of this study are expected to provide comprehensive insights from the existing literature, contribute to the advancement of marketing theory related to consumer education and traditional food consumption, and offer practical implications for traditional culinary businesses in developing more effective and relevant marketing strategies.

RESEARCH METHOD

The method used in this study is a systematic literature review (SLR) to identify and synthesize previous studies related to consumer education experiences in searching, selecting, and consuming traditional food (Moyo et al., 2023). The review was guided by two research questions: (1) *What are consumers' educational experiences before consuming traditional food?* and (2) *What characteristics shape consumer perceptions and decision-making regarding traditional food?* Following the literature selection process, a thematic analysis was conducted to systematically categorize the findings from the included studies. The analysis began with an initial coding process in which key concepts, consumer behaviors, educational elements, and contextual factors were extracted from each article. Similar codes were then grouped into broader categories based on conceptual similarity. Through an iterative comparison process, these categories were refined into major themes representing consumer education experiences, including cultural knowledge acquisition, authenticity perception, sensory learning, value co-creation, emotional

engagement, and purchase decision-making. The themes were continuously reviewed and refined to ensure consistency and accurately represent the evidence across the selected studies. This thematic synthesis enabled the identification of recurring patterns, research trends, and gaps in the literature while providing a comprehensive understanding of consumer education experiences in the traditional food context.

The review process began by identifying the research focus based on previous systematic literature review studies relevant to consumer experience and traditional food (Helena Koller et al., 2011). A comprehensive literature search was then conducted across three academic databases: Scopus, EBSCO, and Emerald. The search employed combinations of keywords including "consumer education experience", "pre-consumption experience", "traditional food", "food choice", and "customer characteristics" using Boolean operators (AND/OR) where appropriate.

To ensure transparency and replicability, explicit inclusion and exclusion criteria were established. The inclusion criteria consisted of: (1) peer-reviewed journal articles; (2) publications written in English; (3) articles published between 2019 and 2024; (4) studies focusing on consumer education, consumer experience, traditional food, food choice, or related consumer behaviour; and (5) articles providing empirical or conceptual evidence relevant to the research questions. The exclusion criteria included conference proceedings, books, book chapters, dissertations, editorials, duplicate publications, non-English articles, and studies that did not directly address consumer education or traditional food. After screening titles, abstracts, and full texts according to these criteria, the eligible articles were retained for qualitative synthesis and thematic analysis (David & Darwin, 2014).

This synthesis process helps develop a comprehensive understanding of the dynamics of consumers' experiences before they choose traditional food, as well as identify the characteristics of the offering that influence the decision (Felicetti et al., 2023). Based on this, a systematic literature review is carried out by organising the structural findings into relevant themes, discussing the implications of this research for practitioners and teachers, and making recommendations for future research (Pradana et al., 2023). The literature search was conducted using predefined Boolean search strings adapted to the search syntax of each database (Scopus, EBSCO, and Emerald). The primary search string was:

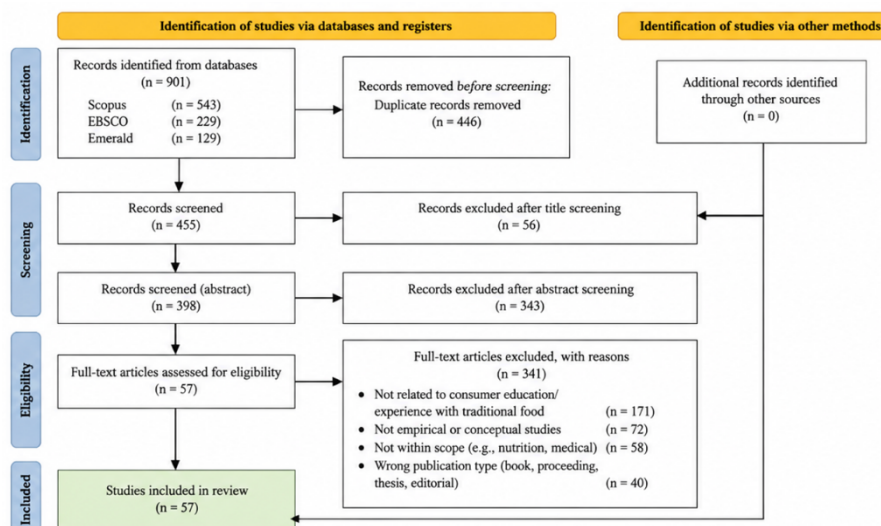


Figure 1. Article Selection Process of Systematic Literature Review Method

("consumer education" OR "consumer learning" OR "consumer experience" OR "pre-consumption experience") AND ("traditional food" OR "traditional foods" OR "local food") AND ("consumer characteristics" OR "food choice" OR "consumer behaviour").

The search was limited to peer-reviewed journal articles published between 2019 and 2024 in English. Minor syntax adjustments were applied across databases to accommodate their respective search interfaces while preserving the same conceptual search strategy.

RESULTS AND DISCUSSION

The results of the research conducted based on the literature review are as follows:

1. Theme Linkage

Some of the themes studied and adapted to the topic of discussion can be expressed as follows, according to several experts: Relationships among nostalgic emotion, destination images, and tourist behaviours: An empirical study of Istanbul (Akgün et al., 2020). Who really values healthy food?(Arroyo et al., 2021). Consumer acceptance of innovations in traditional foods: the case of extra-virgin olive oil (Carlucci et al., 2023). The importance of food and beverages in wellness experiences: a cross-continental analysis of tourists' perceptions (Forlani et al., 2022). Prost with craft beer! Do customer experience and price sensitivity affect product price image, perceived value, and repurchase intention?(Rizzon et al., 2023). Local food communities: exploring health-related adaptivity and self-management practices (Birtalan et al., 2021), Exploring consumer constructions of local food: meanings and influences (Banerjee & Quinn, 2022). Towards co-created food well-being: culinary consumption, braggart word-of-mouth and the role of participative co-design, service provider support, and C2C interactions (Taheri et al., 2021), "012012 or 111000": preference for consumption pattern-seeking (J. Kim et al., 2020). Effect of emotion induction on potential consumers' visual attention in beer advertisements:

- a. A neuroscience study (Damião de Paula et al., 2023)
- b. Adoption of AI-based chatbots for hospitality and tourism (Pillai & Sivathanu, 2020)
- c. Enhancing customer-brand relationships by leveraging loyalty program experiences that foster customer-brand identification (Shin et al., 2020)

Resilience in hospitality and tourism: issues, synthesis, and agenda (P. A. Hall et al., 2023). Mobile technologies and applications towards smart tourism – state of the art (Doric et al., 2019); Antecedents involved in developing fast-food restaurant customer loyalty (Gupta & Singharia, 2021). The influence of banner position and user experience on recall. The mediating role of visual attention(Muñoz-Leiva et al., 2021), Factors affecting restaurant choices for traditional foods among Gen Y and Gen Z: a multigenerational study on Vietnamese "Pho" (Hoang et al., 2024). Exploring the role of service quality, atmosphere and food for revisits in restaurants by using a e-mystery guest approach (Bichler et al., 2020), Memorable cultural consumption: differences between local and non local visitors to domestic sites (Gannon et al., 2022), Cross-cultural perspective of situated learning and coping: understanding psychological closeness as mediator (Bose & Ye, 2020), Understanding customer experience of culinary tourism through food tours of Delhi (Kaushal & Yadav, 2021), The role of artificial intelligence in improving the omnichannel customer experience (Calvo et al., 2023), Health and self-control: promoting unconscious healthy food choices inside the store (Grandi et al., 2020),

Exploring how digital kiosk customer experience enhances shopping value, self-mental imagery and behavioral responses (Lao et al., 2021). Will the “nouveau-riche” (new-rich) waste more food? Evidence from China (Hao et al., 2023)., Cross-Cultural Differences in Food Preferences and Consumption Patterns (Lindsey, 2024), Curbside Cravings: A Taste Of Customer Preferences In Food Trucks (Dr. D. Singh et al., 2024), Context in food behavior and product experience a review (Dacremont & Sester, 2019), Examining traditional restaurant diners’ intention: An application of the VBN theory (Youn et al., 2020) , The bibliometric mapping reveals four major thematic streams in consumer education research related to traditional foods.

First, a substantial body of literature emphasizes cultural heritage and authenticity, highlighting that traditional foods represent not only culinary products but also cultural identity and intergenerational knowledge that shape consumers' educational experiences (Kapelari et al., 2020). Second, many studies focus on consumer perception and sensory experience, demonstrating that sensory attributes such as taste (Yang & Lee, 2019), aroma, texture, and authenticity significantly influence food preferences and purchasing decisions (García-Barrón et al., 2021). A third research stream examines consumer behaviour and purchasing decisions (Peulić et al., 2023), including food choice, online shopping experiences, customer orientation (Rastini et al., 2020), and purchase intention across different consumption contexts (R. Singh, 2019a). Finally, recent publications increasingly integrate sustainability and innovation, investigating consumers' acceptance of sustainable food products, environmentally responsible consumption, and generational differences in food preferences ((Bradford & Grier, 2019).

These thematic clusters indicate that while previous studies have extensively explored consumer behaviour, authenticity, and sustainability, relatively limited attention has been devoted to understanding consumer education as an integrated learning process that shapes traditional food selection. This finding further supports the need for a systematic synthesis of consumer education experiences within the traditional food context (Makowska et al., 2024).

2. World Cloud

The results of data processing from articles collected and meeting the search criteria with the systematic literature review method, using word cloud analysis, are explained based on the figure below:



Figure 2. WordCloud Analysis

Based on the figure 2, the word cloud analysis visualizes the frequency of terms appearing across the selected articles, highlighting the dominant concepts within the reviewed literature (Rodrigues et al., 2013) . The most prominent keywords are closely associated with consumer education, traditional food, consumer experience, and related behavioral concepts, indicating that these topics receive the greatest attention in the existing literature. The prominence of these terms suggests that current research primarily emphasizes consumers' learning processes, perceptions, and experiences in relation to traditional food. These findings provide an overview of the conceptual focus of the reviewed studies and serve as the basis for the subsequent thematic analysis.

3. Network Visualization

Figure 3 presents the network visualization generated using VOSviewer to illustrate the conceptual relationships among keywords extracted from the selected articles. In this visualization, each node represents a keyword, while the size of the node reflects its frequency of occurrence across the reviewed studies. The connecting lines indicate co-occurrence relationships between keywords, with thicker lines representing stronger associations. The distance between nodes reflects the degree of conceptual relatedness, where shorter distances indicate stronger relationships. Different colors represent distinct thematic clusters generated using the VOSviewer clustering algorithm, indicating groups of keywords that frequently appear together within the literature.

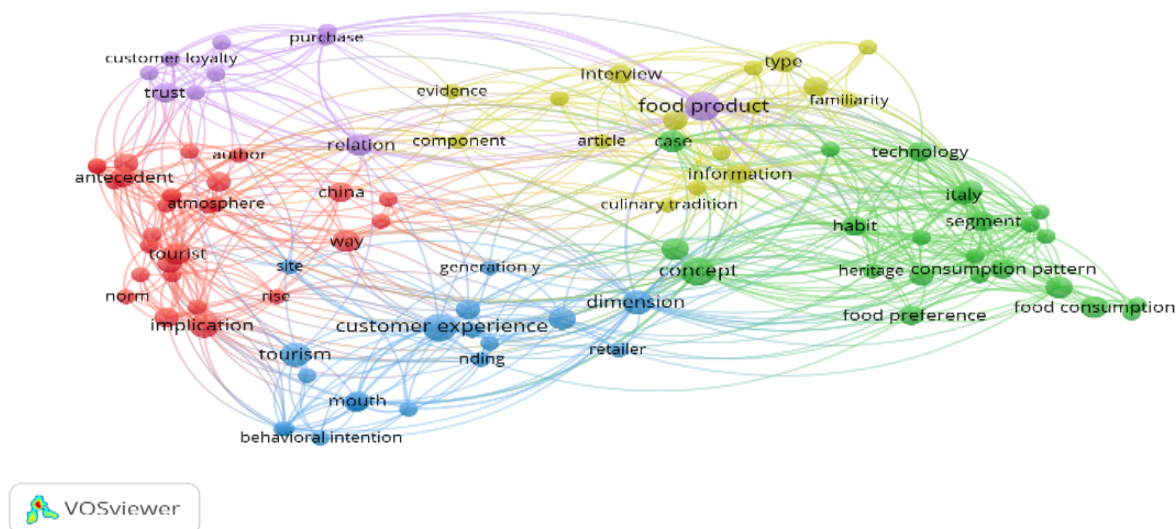


Figure 3. Network Visualization

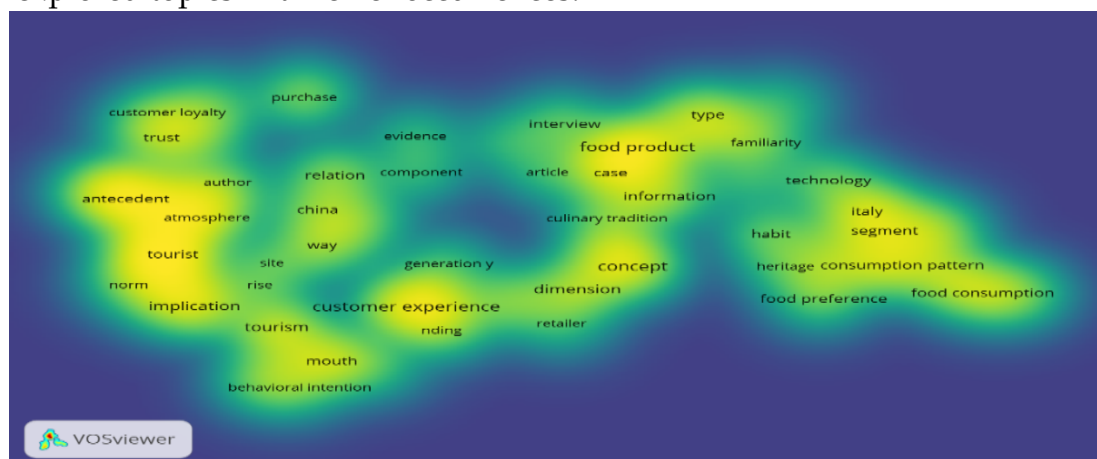
The visualization reveals several interconnected thematic clusters. One cluster emphasizes consumer experience and behavioural intention, another focuses on traditional food, food preference, and cultural heritage, while additional clusters highlight technology, innovation, and sustainability. The close proximity among these clusters indicates that consumer education in traditional food research is multidimensional, integrating cultural, behavioural, and technological perspectives rather than being confined to a single research domain.

4. Overlay Visualization

Figure 4 illustrates the temporal evolution of research themes using the overlay visualization feature of VOSviewer. The color gradient represents the average publication year associated with each keyword, ranging from earlier studies (blue) to

The overlay visualization indicates that earlier studies primarily focused on traditional food, consumer behaviour, and food preference. More recent studies increasingly address themes related to consumer education, customer experience, sustainability, technology, and consumption patterns. The emergence of these newer topics suggests a gradual shift from product-oriented research toward consumer-centred educational perspectives. Nevertheless, consumer education experience remains relatively less interconnected with other major themes, indicating that this area continues to offer opportunities for further theoretical development and empirical investigation.

Figure 5 presents the density visualization generated using VOSviewer to identify the concentration of research topics within the literature. Density values are represented using a color gradient, where yellow indicates areas with high keyword frequency and strong co-occurrence, green indicates moderate density, and blue represents relatively underexplored topics with fewer occurrences.



The visualization demonstrates that research has predominantly concentrated on themes related to traditional food, food products, consumer experience, and food preference, as reflected by the high-density yellow areas. In contrast, topics associated

with consumer education, learning experiences, and educational dimensions appear in lower-density regions, suggesting that these themes have received comparatively limited scholarly attention. This distribution supports the argument that consumer education represents an emerging research area requiring further conceptual refinement and empirical exploration within the traditional food literature.

6. Co-Authorship

As for the writing of articles based on previous research on consumer education experiences related to traditional food, on average, the researchers produced 2 (two) articles that were predominantly interrelated among researchers, as shown in the graph below.

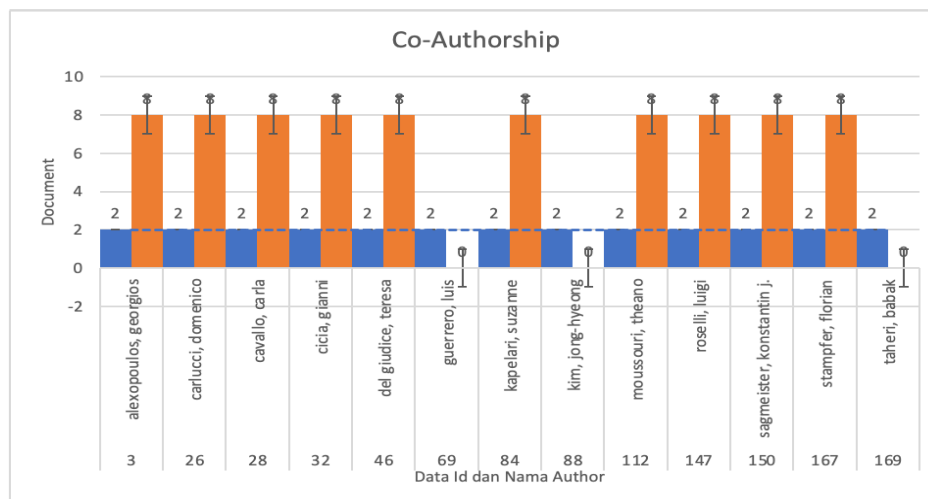


Figure 6. Co-Authorship

7. Year of Publication

The number and year of publication of articles based on the following graphic image: Based on this data, the dominant articles related to consumer education experience in traditional food were published in Scopus, Emerald, and Ebsco-indexed journals in 2020, as many as 13 articles from the total number of articles reviewed, namely 57 articles and a decrease in publication productivity in 2024, as many as six articles.

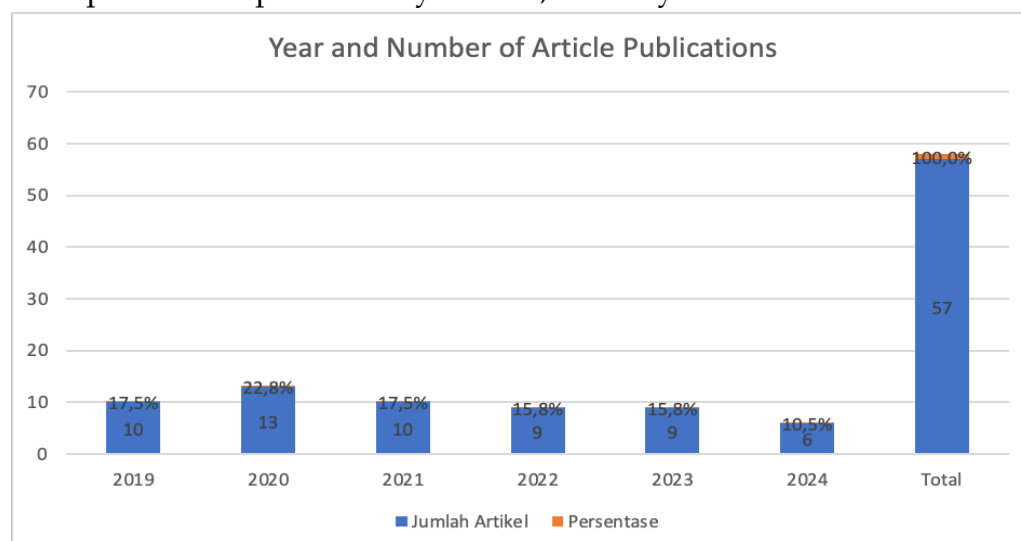


Figure 7. Year and Number of Article Publications

Source: Processed Data, 2024

8. Country Of Origin the Author

The following is the identity data for the author of the article on consumer education experience in traditional food.

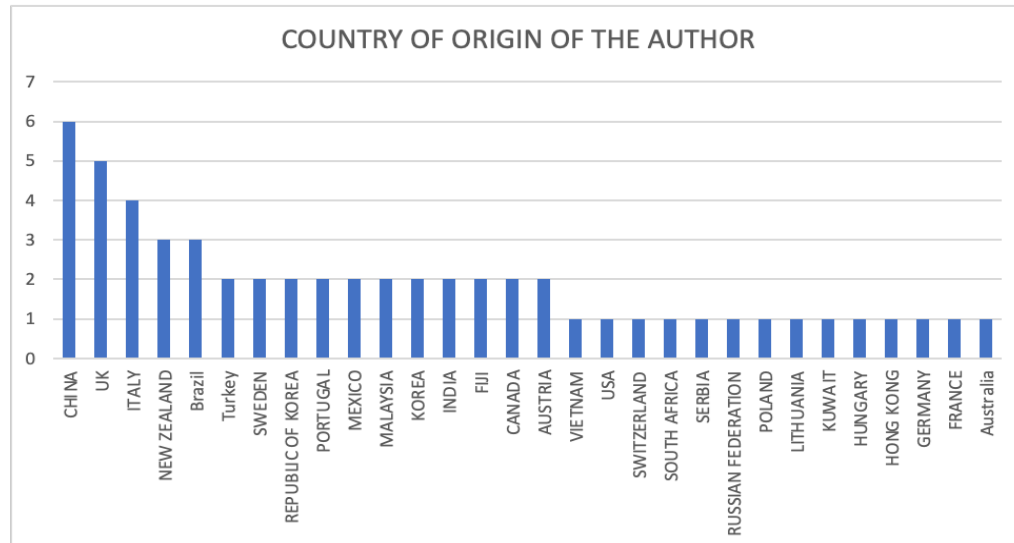


Figure. 8 Country of origin of the author

Based on Figure 8, most authors related to consumer education experience regarding traditional food are from China, based on articles published from 2019 to 2024 and sourced from Scopus, Emerald, and Ebsco

9. Subject Area

The following is the Subject Area, where articles by previous researchers on consumer education experiences with traditional food are published.

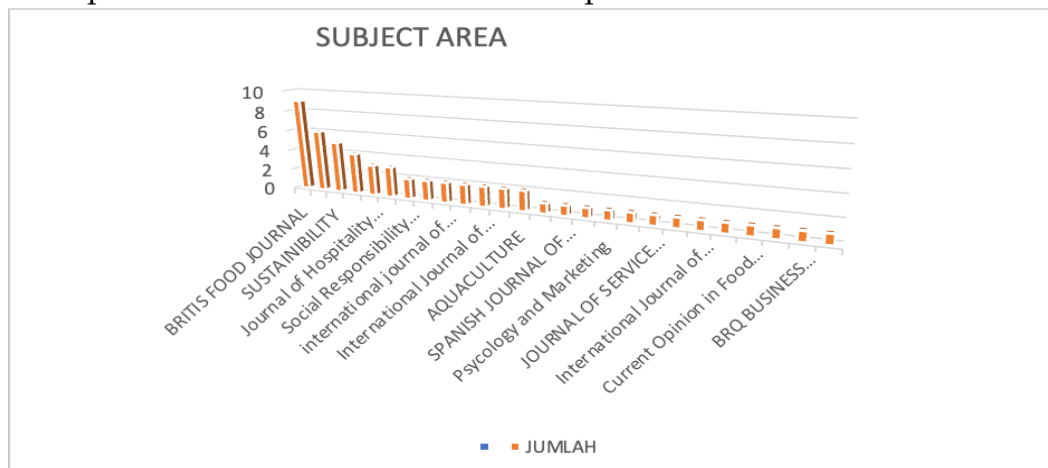


Figure. 9 shows that the most published articles

The most published articles on consumer education experiences with traditional food in the British Food Journal are 9, compared to other journals.

10. Article Citations

The citation analysis indicates that highly cited studies do not only emphasize traditional food as a product, but also frame it as a socio-cultural consumption object. Direct food attributes, such as taste, sensory quality, freshness, healthiness, authenticity, and product innovation, are frequently discussed because they directly shape consumers' immediate

evaluations of traditional foods (Arroyo et al. (2021); Yang & Lee (2019); R. Singh (2019)). These attributes influence consumer decisions through tangible product-related considerations that can be experienced before, during, or after consumption.

Table 1. Article Citations

Nu.	Authors	Citations
1	Arroyo et al. (2021)	398
2	J. J. Kim et al. (2021)	325
3	Banerjee & Quinn (2022)	195
4	Taheri et al. (2021)	170
5	Shin et al. (2020)	139
6	R. Singh (2019)	127
7	Akgün et al. (2020)	104
8	Yang & Lee (2019)	87
9	C. M. Hall et al. (2023)	79
10	Ferraris et al. (2021)	77

Source: Processed Data, 2024

In contrast, indirect socio-cultural norms operate through less visible but equally influential mechanisms, including cultural heritage, nostalgia, social identity, local values, community interaction, and intergenerational food knowledge Banerjee & Quinn (2022); Akgün et al. (2020); Taheri et al. (2021)). While direct attributes explain why consumers may prefer a specific traditional food based on product quality or sensory appeal, socio-cultural norms explain why consumers attach symbolic, emotional, and educational meaning to traditional food consumption. This contrast suggests that consumer education in traditional food should not be understood merely as product knowledge, but as a learning process that integrates sensory evaluation with cultural understanding, social values, and identity formation.

11. Types of Research.

The types of research about traditional food are listed in the following table.

Table 2. Type of Research

Metode/Design	#	Authors
quantitative	32	Rizzon et al. (2023), Shin et al. (2020), J. J. Kim et al. (2021), Bichler et al. (2020), Gannon et al. (2022), Lao et al. (2021), Hao et al. (2023), Gupta & Singharia (2021), Afaq et al. (2023), G. Singh et al. (2021), Cevdet Altunel & Erkut (2015), Arroyo et al. (2021) (Kapelari et al., 2020), Mangiò & Di Domenico (2022), Yang & Lee (2019), Youn et al. (2020), (García-Barrón et al., 2021), Akgün et al. (2020), Rastini et al. (2020), Peulić et al. (2023), Makowska et al. (2024), Silva et al. (2022), Ferraris et al. (2021), Forlani et al. (2022), Zhang et al. (2021), Ma (2023), Al-Azab & Abulebda (2023), Ahn & Shamim (2023), Wasudawan (2020), Taylor & Galanis (2020), X. Wang & Chao (2020), Santini et al. (2023), Bhutto & Rütelioné (2024)
qualitative	8	Birtalan et al. (2021), Banerjee & Quinn (2022), Guerrero et al. (2009), Dresler & Jackson (2024), Hartmann & Brunk (2019), C. M. Hall (2020), Afaq et al. (2023), Buehring & O'Mahony (2019)
Mix method	4	Kaushal & Yadav (2021), Abbasian (2019), Dr. D. Singh et al. (2024), Taheri et al. (2021)
Experiment Study	4	Singapurwa et al. (2023), Muñoz-Leiva et al. (2021), Grandi et al. (2020), J. J. Kim et al. (2021)
Theme Review	7	Dorcic et al. (2019), Lindsey (2024), Dacremont & Sester (2019), Moyo et al. (2023), Felicetti et al. (2023), Rana et al. (2022), C. M. Hall (2020),
Mixtures and SOR Theory	1	Hoang et al. (2024)
Netnographic	1	R. Singh (2019)

Source: Processing Data, 2024

Based on these data, most researchers on consumer education experiences regarding traditional food conducted quantitative research, accounting for 32 articles (65%) compared to other research types, including qualitative, mixed, and other. Of course, the data processed illustrate the large number of quantitative studies conducted. However, behind the advantages of research using quantitative methods, there are definite shortcomings related to the lack of information obtained from respondents and limited questionnaires made using the Likert scale and depending on the quality of the measuring instruments used, such as differences in the validation value of processed results using SPSS, with a minimum data validation standard of 0.3, using SEM PLS, with a minimum data validation standard of 0.7.

12. Research question

a. How is the pre-experience of consumers in determining traditional food?

As for the discussion of consumer pre-experience in determining traditional food based on the source of the article, it can be explained as follows:

- 1) **Previous experience:** Consumer education experiences in the past related to traditional food consumption positively or negatively certainly affect consumer perceptions and preferences for the future, whether to end or continue to consume these traditional foods. (Akgün et al., 2020; Buehring & O'Mahony, 2019; Damião de Paula et al., 2023; Dorcic et al., 2019; Muñoz-Leiva et al., 2021; Rizzon et al., 2023)
- 2) **Knowledge:** Understanding the origins, cultural values, and production processes of traditional foods can increase consumer interest and preference for them, (García-Barrón et al., 2021)
- 3) **Expectations:** Expectations assessment about quality, taste, authenticity, and overall dining experience by previous experience, online reviews, and the brand image of restaurants serving traditional food (Akgün et al., 2020).
- 4) **Familiarity:** Consumers tend to choose traditional foods that they know and love. (Wasudawan, 2020).
- 5) **Access to traditional foodstuffs:** Access to Nostalgia: Nostalgia can encourage consumers to choose traditional foods that remind them of fond memories of the past (Bhutto & Rütelionè, 2024; Buehring & O'Mahony, 2019; Lindsey, 2024)
- 6) **traditional foodstuffs** from the country of origin can be an important factor for diasporas in determining their traditional food choices (Kapelari et al., 2020)
- 7) **Familiarity:** Familiarity with certain types of food can increase consumer acceptance of those foods (Yang & Lee, 2019)
- 8) **Country of origin of products:** Consumers, especially the older generation, can pay more attention to the country of origin of food products due to their patriotism and life experience (Makowska et al., 2024)
- 9) **Cultural values and norms:** Cultural values and norms may prioritise familiar foods, sensitive prices, and scepticism of new ideas, such as organic products (Ahn & Shamim, 2023; Bhutto & Rütelionè, 2024; Felicetti et al., 2023).
- 10) **Authenticity:** Consumers seek traditional foods that reflect local culture (Al-Azab & Abulebda, 2023).
- 11) **Quality:** Consumers choose traditional foods made from high-quality ingredients and processed hygienically (Singapurwa et al., 2023)

The systematic review demonstrates that consumers' pre-consumption experiences in selecting traditional food emerge through the interaction of both direct product-related attributes and indirect socio-cultural influences, rather than being determined by a single factor. Across the reviewed studies, direct attributes such as food quality, taste, aroma, authenticity, and safety consistently shape consumers' immediate sensory evaluations and initial purchase considerations. These tangible characteristics influence consumers by providing functional and experiential value that can be directly assessed before or during consumption.

However, the review also reveals that sensory evaluations alone are insufficient to explain traditional food choices. Indirect socio-cultural factors, including cultural values, nostalgia, familiarity, country of origin, and local traditions, provide the symbolic meanings that reinforce consumers' emotional attachment and long-term preferences. These factors influence food choices by shaping consumers' knowledge, identity, and cultural understanding, thereby transforming traditional food consumption into a learning experience rather than merely a purchasing decision.

The interaction between these two dimensions suggests that consumer education is a multidimensional process in which cognitive evaluation of product attributes is continuously reinforced by socio-cultural learning and accumulated experiences. Consequently, effective marketing strategies for traditional food should integrate both tangible product quality and intangible cultural values. Businesses should therefore communicate not only the sensory excellence of traditional food but also its cultural heritage, authenticity, and educational value to strengthen consumer engagement and long-term loyalty.

b. "What are the characteristics that drive customer offerings to traditional foods?"

Consumer awareness of the need to always consume traditional foods has increased. This is based on consumers' positive experiences and on health factors prioritised through examination of the nutritional content of these traditional foods. The results of a systematic review of literature on "What are the characteristics that drive customer offerings to traditional food?" can be expressed as follows:

- 1) **Cultural Values and Social Norms:** These factors can influence consumers' food choices. Consumers tend to choose traditional foods that align with their values and habits. (Lu et al., 2024)
- 2) **Nostalgia:** Memories and associations with traditional foods can encourage customers to choose and offer them. (ÖZGÜNEŞ & BOZOK, 2022).
- 3) **Temporal Orientation:** Consumers who have a strong past orientation tend to value and choose foods that have significant historical or cultural value (X. Wang & Chao, 2020) .
- 4) **Local Ingredients and Methods:** The use of local ingredients, methods, and cooking techniques unique to a region is the main attraction for customers (Adéyèmi et al., 2020) .
- 5) **Uniqueness and Novelty:** Unique food features, unusual preparation methods, and new food experiences can attract customers (Erban et al., 2019).
- 6) **Social Interaction:** Food experiences that encourage social interaction between locals and tourists, as well as between fellow travellers, are also important factors (Rewtrakunphaiboon & Sawangdee, 2022).

- 7) **Sensory Attributes:** The appearance, aroma, taste, and texture of food play an important role in attracting customers (Pinke et al., 2020).
- 8) **Events and Experiences:** Participation in special occasions or family traditions involving traditional food can strengthen the consumer education experience (P.-C. Wang et al., 2023)
- 9) **Sensory Experience:** The taste, texture, and aroma of traditional foods are often the main factors influencing consumer choice (Forde & de Graaf, 2022)
- 10) **Demographic Factors:** Age, gender, and geographic location can also influence consumer preferences towards traditional foods (Carreras-Simó et al., 2023)
- 11) **Food Safety and Quality:** Trust in food safety and quality is also an important factor (Vukolić et al., 2025)

Based on the systematic results of the review literature, the consumer education experience related to the characteristics that drive customer offers to traditional food is certainly influenced by several factors such as nostalgia, consumer emotional memories, events, and consumer education experiences, of course, factors inherent in consumers' long-term memory related to traditional food so that it becomes a consideration to repeat the momentum Togetherness in consuming traditional food with family. Other things related to factors that encourage consumer characteristics in determining traditional foods include attributes and sensory experiences sourced from food that provide a stimulus for consumers to consume these foods that can arouse the appetite, such as aroma, food texture, and food safety that uses natural cooking raw materials, to have a positive impact on consumer health.

13. Upcoming research

Future research should extend this study by examining how technological factors influence consumer education experiences in the context of traditional food. Specifically, future studies should prioritize variables such as digital platform usability, social media engagement, augmented reality (AR)-based food visualization, artificial intelligence (AI)-driven recommendation systems, and mobile application quality, as these technologies may enhance consumer interaction and value co-creation with traditional food businesses. In addition, demographic characteristics should be investigated as potential moderating variables, particularly age, gender, education level, income, and digital literacy, since these factors may shape consumers' emotional responses, perceptions of traditional food visualization, and positive Word of Mouth (WoM). Exploring these technological and demographic dimensions will provide deeper theoretical insights and practical guidance for traditional food entrepreneurs in designing more personalized and technology-enabled marketing strategies.

CONCLUSION

Fundamental Finding: This systematic literature review indicates that consumer education plays an important role in shaping preferences toward traditional foods by integrating knowledge, cultural understanding, and experiential learning into consumer decision-making. Across the reviewed studies, consumers' choices are influenced not only by direct product attributes, such as taste and food quality, but also by indirect socio-cultural factors, including cultural values, emotional attachment, nostalgia, and accumulated consumption experiences. However, these conclusions should be interpreted in light of the composition of the reviewed literature, where approximately

65% of the included studies employed quantitative approaches. Consequently, the findings primarily reflect patterns identified across existing empirical studies rather than universally applicable causal relationships, highlighting the need for further qualitative and mixed-method research to provide deeper contextual understanding of consumer education in traditional food consumption. **Implication:** The results provide important implications for culinary companies and marketers to develop value co-creation strategies with consumers. By emphasizing authenticity, nostalgia, and familiarity, businesses can design more effective marketing approaches that strengthen emotional engagement. Additionally, ensuring food quality and highlighting cultural value can enhance consumer trust and encourage repeat purchases, ultimately improving competitiveness in the traditional culinary sector. **Limitation:** This study has several limitations that should be considered when interpreting the findings. First, the review was restricted to peer-reviewed journal articles published in English between 2019 and 2024 and retrieved exclusively from the Scopus, EBSCO, and Emerald databases. Consequently, relevant studies indexed in other databases or published in different languages may not have been captured. Second, the reviewed literature was dominated by quantitative studies (approximately 65%), which may have limited the depth of contextual understanding regarding consumers' educational experiences and cultural interpretations of traditional food. Third, although the review synthesized evidence from diverse geographical contexts, differences in cultural backgrounds, consumer behaviour, and food traditions may reduce the transferability of findings across regions. Finally, the selection of search keywords and inclusion criteria, while designed to ensure methodological consistency, may have excluded studies that addressed similar concepts using alternative terminology. **Future Research:** Future studies are encouraged to expand the scope by incorporating quantitative approaches, diverse demographic groups, and cross-cultural comparisons. Further research can also explore the role of digital technology and innovation in enhancing consumer education and promoting traditional foods in a modern market context.

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