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# Analysis Of the Influence of Price Changes on The Demand of Stop Materials in the Community

***Jesni Serkasari Harefa[1], Kayla Anwar[2], Nailatulliza[3], Zahran Zahira Lubis[4], Munzir Phonna[5]***

*[12345] Fakultas Ekonomi, Universitas Negeri Medan, Indonesia*
*Correspondensi: jesniserkasari@gmail.com*

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**Abstract**

Changes in staple food prices are one factor that can influence consumption patterns and public demand. This study aims to analyze the relationship between price changes and demand for staple foods, identify previous research findings, and formulate applicable solutions to address the impact of price changes. The study used a descriptive method with a literature review approach, focusing on relevant previous research published between 2021 and 2026. Data were analyzed descriptively and comparatively, taking into account the concept of price elasticity of demand. The study results indicate that price changes are related to changes in demand for staple foods, but the level of response varies across commodities and household conditions. Several studies have shown that food demand tends to be inelastic, so people continue to purchase even when prices increase. In addition to price, income, population, consumption patterns, and the availability of substitute goods also influence demand. Price fluctuations in several commodities, such as chilies, shallots, and cooking oil, are one of the obstacles to maintaining the affordability of staple foods. Based on these findings, the solutions formulated include monitoring price fluctuations, implementing policies based on commodity elasticity characteristics, protecting household purchasing power, planning supply based on population size and consumption patterns, educating consumers about substitute goods, and strengthening price and consumption databases. This study is expected to serve as a reference in understanding the public's demand response to changes in staple food prices.

**Keywords** : Price, Demand, Staple Foods, Elasticity, Food Consumption

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## INTRODUCTION

Staple goods are an essential part of people's lives because they are directly related to meeting daily needs (Zainuddin et al., 2024). Commodities such as rice, cooking oil, sugar, eggs, shallots, garlic, chilies, and meat have relatively high consumption levels. Therefore, changes in staple food prices are not only related to market conditions but can also affect a household's ability to meet consumption needs (Cizmovic et al., 2022). When prices increase, people can adjust their purchasing patterns by reducing the quantity purchased, choosing substitutes, or continuing to buy certain quantities because these items are difficult to do without.

In microeconomic theory, price is one of the factors influencing demand. The law of demand states that, assuming other factors remain constant, an increase in the price

of a good tends to cause a decrease in the quantity demanded. However, this relationship does not always have the same degree of influence on all goods. For staple goods, changes in quantity demanded can be relatively small because the goods remain in demand. This condition can be explained through the concept of price elasticity of demand, a measure that shows how much demand changes in response to a change in price (Fitri Utami et al., 2022).

Previous research has shown that the relationship between food prices and demand varies depending on the commodity and household conditions. (Pramujati et al., 2025), for example, found that the price of shallots had no significant partial effect on shallot demand in South Kalimantan, while population did. These findings demonstrate that demand for a food item cannot always be explained solely by price changes. Research by Phetcharat et al., (2025);Chen et al., (2025) also discusses the elasticity of demand for animal-based foods in Indonesia and demonstrates the importance of examining the characteristics of each food group in analyzing demand.

Amri's (Corno et al., 2020) research on household food consumption in Riau Province shows that price and income are factors related to food demand, with most price elasticities being inelastic. Meanwhile, Aulia & Yuliana, (2024) used the LA-AIDS and SUR approaches to analyze the patterns, determinants, and elasticity of household food consumption in Indonesia. The results of this study indicate a link between food commodity prices and changes in household consumption patterns. In terms of prices, Premandaru & Adrison, (2026) found fluctuations in several staple foods in Bandung City, particularly chilies, shallots, and cooking oil (Irwan et al., 2022).

These findings indicate that changes in staple food prices can be related to changes in demand, but public responses are not always consistent. The magnitude of demand changes can be influenced by the level of demand for a commodity, household income, population, consumption patterns, and the availability of substitute goods (Andani & Wardoyo, 2024). Therefore, price increases do not automatically lead to a significant decrease in demand, especially for commodities that are essential for daily needs (BPS, 2022).

Although various studies have addressed food demand and price changes, a more focused comparison of research findings on the response of staple food demand to price changes is needed (Bakar, 2020). Such a comparison is crucial for assessing trends in demand elasticity and understanding other factors that influence consumer consumption decisions. This study can also provide insight into differences in demand responses across commodities, enabling an understanding of the relationship between price and demand beyond the general law of demand (Gunawan, 2023).

Based on the above description, this study aims to analyze the effect of price changes on the demand for staple foods in the community, based on the results of previous research. Specifically, this study discusses the relationship between price changes and demand, compares research findings on the elasticity of food demand, and identifies other factors that may influence changes in demand for staple foods. The results are expected to provide a clearer understanding of the public's demand behavior in response to changes in staple food prices and serve as a basis for further research related to food consumption and household economics.

## RESEARCH METHODS

This research uses a descriptive approach with a literature review method. This method was used to examine and compare the results of previous studies that discussed the relationship between price changes, demand, and consumption of staple foods in the community (Siswati et al., 2021). The study did not use primary data obtained through surveys or interviews, but rather secondary data from published research (Meo et al., 2018).

### Data source

The data used in this study is secondary data obtained from scientific journal articles and research publications relevant to the topic of food prices and demand. The literature used prioritized research published between 2021 and 2026. This period was chosen to ensure the discussion is based on relatively recent research findings and is in line with developments in public food consumption (Shaik et al., 2022).

### Literature Selection Criteria

The literature used was selected based on several criteria. First, the article discussed prices, demand, food consumption, demand elasticity, or staple foods. Second, the research had an object related to households, communities, or food commodities. Third, the article clearly explained the research methods and results. Fourth, the research results were relevant to the research objectives, particularly in explaining the relationship between price changes and demand for staple foods.

Based on these criteria, this study uses five previous studies as the main material for analysis, namely research by (Pramujati et al., 2025; Ridwan & Sa'diyah, 2025; Rossita et al., 2026)

### Data collection technique

Data collection was conducted through a literature search using research-related keywords, such as staple food prices and demand, food demand elasticity, household food consumption, Indonesian food demand, and food price changes. Articles found were then selected based on topic suitability and the availability of information regarding the research object, methods, variables, and results (Kamaruddin et al., 2021).

Information from each selected study was recorded and grouped by year, research object, analysis method, factors studied, and main results. This data was then used as a basis for comparing findings between studies (Millah et al., 2025).

### Data Analysis Techniques

The data was analyzed descriptively and comparatively. Descriptive analysis was used to illustrate the results of previous studies on the relationship between prices and demand for staple foods. Next, a comparative analysis was conducted by comparing the results of each study to examine similarities and differences in findings, particularly regarding demand responses to price changes (Shunko & Gavirneni, 2023).

In this discussion, the concept of price elasticity of demand is used to help explain the responsiveness of the quantity demanded to changes in price. In general, price elasticity of demand can be formulated as follows:

**Ed = % change in quantity demanded / % change in price**

An absolute value of elasticity less than one indicates inelastic demand, while an absolute value greater than one indicates elastic demand. An elasticity value equal to one indicates unitary elasticity. A negative sign for price elasticity indicates an inverse relationship between price and quantity demanded (Pratama, 2021).

The results of this comparison are then used to identify trends in the relationship between price changes and demand for staple foods, as well as other factors that influence demand, such as income, population, household consumption patterns, and the availability of substitute goods. With this approach, the research is expected to provide insight into how the public responds to changes in staple food prices, based on previous research findings.

## RESULTS AND DISCUSSION

### Research result

Based on a literature review of several previous studies, it was found that price changes are related to demand for staple goods, although the level of public response to price changes varies across commodities. These differences are influenced by the characteristics of the goods, household demand, income, population, and the availability of substitute goods (Premadasa & Fernando, 2022).

Research by Syifa, Wilda, and Ferrianta (2021) on the demand for shallots in South Kalimantan shows that population size significantly influences the demand for shallots, while the price of shallots has no significant partial effect. These findings suggest that price changes are not always the primary factor determining the demand for a staple food. Shallots, as a staple food, remain essential for the community, so price changes do not directly lead to significant changes in demand.

Meanwhile, research by Suryana, Martianto, and Baliwati (2021) on animal-based food consumption in Indonesia demonstrates that food demand analysis needs to consider consumption elasticity. This finding demonstrates that consumers respond differently to price changes for different food groups. Therefore, price changes cannot be viewed as the sole factor explaining changes in consumer consumption patterns.

Amri's (2022) research on household food demand in Riau Province shows that price and income are factors related to food demand. Most of the obtained price elasticities are inelastic (Syahputra & Idawati, 2021). This indicates that changes in food prices do not always result in proportional changes in demand. Households maintain consumption of some food items despite price increases because these items remain necessary for daily life (Afrianita & Kamaludin, 2022).

Aulia and Yuliana's (2024) research on household food consumption in Indonesia also shows a link between food commodity prices and household consumption patterns. A negative own-price elasticity indicates an inverse relationship between price and consumption, consistent with the basic concept of demand. This means that when prices increase, consumption of a commodity tends to

decrease, although the magnitude of the decrease can vary from commodity to commodity (Wulandari, 2022).

In addition to research focused on demand, Alfadhillah and Julia (2024) found price fluctuations for several staple foods in Bandung. Several commodities, such as chilies, shallots, and cooking oil, showed relatively high price fluctuations. These fluctuations can influence people's consumption decisions, especially for households with limited budgets (Tsega & Tsehay, 2020).

Overall, the literature study results indicate that price is a factor related to the demand for staple goods, but its influence is not uniform. Some commodities exhibit a relatively low demand response to price changes, while others may experience more pronounced changes in consumption (Wardani, 2020). Income, population size, demand characteristics, and the availability of substitute goods also play a role in determining public response (Suryantisa, 2018).

## Discussion

### Effect of Price Changes on Demand for Basic Materials

In theory, the relationship between price and demand is inversely proportional. When the price of a good increases, the quantity demanded tends to decrease, assuming other factors remain constant. However, this relationship is not always as strong for staple goods. This is due to the nature of staple goods, which are daily necessities and difficult for households to completely avoid (Septian, 2020).

People still need rice, cooking oil, sugar, eggs, onions, chilies, and other foodstuffs to meet their consumption needs. Therefore, when prices rise, people don't always stop buying. Some consumers may reduce purchases, choose lower quality items, seek out lower-priced outlets, or substitute some items with similar functions.

This finding aligns with Amri's (2022) findings, which show that the majority of household food consumption's own-price elasticity is inelastic. Inelastic demand means that a price change results in a proportionally smaller change in quantity demanded. In other words, increases in food prices do not always lead to a significant decrease in demand (von Cramon-Taubadel & Goodwin, 2021)(Yovo & Adabe, 2022).

However, this inelasticity does not mean that price increases have no impact on society. When purchasing volume remains relatively constant while prices rise, household spending on food may increase. For households with limited incomes, this increased spending can reduce the ability to meet other needs.

### Differences in Demand Responses Between Commodities

Previous research shows that public responses to price changes vary across commodities. These differences are related to the level of need, potential substitutions, consumption patterns, and characteristics of each food item.

Foodstuffs that are difficult to substitute tend to have demand that is less responsive to price changes. Conversely, goods with numerous substitutes allow consumers to more easily change their choices when prices rise.

The findings of Syifa, Wilda, and Ferrianta (2021) serve as an example of how the relationship between price and demand is not always significant. In their study, the price of shallots showed no significant partial effect on demand, while population

did. This suggests that demographic factors can be more important than price changes in explaining demand for a commodity under certain conditions (Saleh, 2020).

These differences demonstrate the importance of analyzing demand for staple foods on a per-commodity basis. Applying the same conclusions to all food items can produce an inaccurate picture, as the characteristics of each item differ.

**The Role of Income in Changes in Demand**

Besides price, household income is a crucial factor in determining a community's ability to meet food needs. When staple food prices rise, households with higher incomes generally have more room to maintain their purchasing power than those with limited incomes (George, 2023).

Amri's (2022) findings, which included income as a factor in the analysis of food demand, show that demand is influenced by more than just the price of the good itself. Income determines consumers' purchasing power, so price changes can have different impacts on different household groups.

In the face of rising prices, low-income households can adjust by reducing purchases, choosing lower-priced products, reducing consumption of certain goods, or replacing commodities with substitutes. Thus, the impact of changes in staple food prices is not only related to changes in demand but also to changes in consumer consumption patterns.

**Price Fluctuations and Public Purchasing Power**

Price fluctuations are a significant issue in the consumption of staple foods. Research by Alfadhillah and Julia (2024) found that several commodities, such as chilies, shallots, and cooking oil, experience relatively high price fluctuations. Repeated price fluctuations can make it difficult for households to estimate their food expenditures (Putra & Dewi, 2020).

For consumers, rising staple food prices can lead to increased spending if the amount purchased remains unchanged. If income doesn't increase commensurately, this can depress purchasing power. Households then need to adjust their consumption budgets to ensure basic needs are met (Nurhidayah et al., 2021).

In such conditions, consumers respond not only by reducing the quantity of goods purchased. Responses can also include changes in brand, quality, place of purchase, packaging size, and food choices. Therefore, changes in demand should be seen not only in terms of reduced quantity purchased, but also in terms of changes in consumption patterns (Luo et al., 2024).

**Elasticity as an Indicator of Consumer Response**

The concept of price elasticity of demand can be used to determine how responsive demand is to changes in price. Price elasticity of demand can be expressed using the formula:

**Ed = (% change in quantity demanded) / (% change in price)**

If the absolute value of elasticity is less than one, demand is categorized as inelastic. If the value is greater than one, demand is categorized as elastic, while a value equal to one indicates unitary elasticity (Amri, 2022).

Based on previous research reviewed, several food items exhibit inelastic demand trends. This condition can be explained by the nature of staple foods as basic necessities. However, not all commodities can be directly categorized as having the same elasticity, as elasticity results are influenced by the research object, observation period, household characteristics, and market conditions (Alfadhillah & Julia, 2024).

Research by Aulia and Yuliana (2024) and Amri (2022) demonstrates the importance of using elasticity analysis in understanding food consumption behavior. Through elasticity, changes in demand can be analyzed more measurably, rather than simply based on the assumption that price increases always lead to significant decreases in demand (Jusmani & Putra, 2020).

**Nonprice Factors in the Demand for Basic Materials**

The study also shows that changes in demand for staple goods cannot be explained solely by price changes. Population size, income, consumption patterns, and the availability of substitute goods also influence people's decisions.

Population growth can increase the demand for food. This is evident in research by Syifa, Wilda, and Ferrianta (2021), which found that population significantly influences the demand for shallots. Meanwhile, income influences a household's ability to maintain consumption when prices fluctuate.

Furthermore, the availability of substitute goods gives consumers the option to adjust consumption. When the price of a commodity rises, consumers can choose other goods that they perceive can meet the same needs at a lower cost. This ability to substitute can cause demand responses to price changes to vary from one household to another (Dwijayanti, 2024).

**Implications for Society and Management of Staple Foods**

The research findings suggest that the stability of staple food prices is related to the public's ability to meet food needs. Because some staple foods have relatively inelastic demand, price increases cannot always be addressed simply by reducing consumption. Consumers still need these items, so adjustments are often made to other expenditure components (Aulia & Yuliana, 2024). Therefore, information regarding the development of staple food prices is crucial for the public. Consumers can plan purchases, compare prices, choose alternative products, and adjust purchase amounts based on their household's financial situation. From a food management perspective, the study's findings demonstrate the need for attention to commodities with high price fluctuations. Regular price monitoring can help identify price changes early. Furthermore, data on prices, consumption, household income, and population needs to be continuously available to more accurately analyze the relationship between price and demand (Suryana et al., 2021).

Overall, the literature review shows that price changes are indeed related to the demand for staple foods, but this relationship is influenced by various economic conditions and consumer characteristics. Therefore, understanding the demand for staple foods requires considering both price and non-price factors simultaneously to provide a more comprehensive picture of consumer behavior (Syifa et al., 2021).

## CONCLUSION

Based on the results of a literature review of previous research, it can be concluded that price changes are related to demand for staple foods, but the level of public response varies for each commodity. In general, price increases can lead to a decrease in demand, but for staple foods, the decrease tends to be relatively small because these commodities are still needed to meet daily needs. This condition indicates that demand for staple foods is generally relatively inelastic. Previous research also shows that price is not the sole factor determining demand for staple foods. Household income, population, consumption patterns, commodity characteristics, and the availability of substitute goods also influence people's purchasing decisions. Differences in results between studies indicate that the effect of price on demand cannot be generalized across all staple foods or across all household groups. Price fluctuations in several commodities, such as chilies, shallots, and cooking oil, can impact household spending and encourage consumers to adjust their consumption patterns. These adjustments can include reduced purchases, changes in commodity choices, or the use of substitute goods. Therefore, understanding price elasticity and other factors influencing demand is crucial in analyzing changes in staple food consumption in the community.

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