

Consumers' Motivation to Participate in the "One Day No Rice" Policy

Publons ID	(not set)
Wos ID	WOS:000481624500002
Doi	10.1088/1755-1315/255/1/012002
Title	Consumers' Motivation to Participate in the "One Day No Rice" Policy
First Author	
Last Author	
Authors	Arsil, P; Sularso, KE; Mulyani, A;
Publish Date	2019
Journal Name	1ST INTERNATIONAL CONFERENCE ON LIFE AND APPLIED SCIENCES FOR SUSTAINABLE RURAL DEVELOPMENT
Citation	
Abstract	The one day no rice policy has been emerged aiming to encourage Indonesian consumers to substitute rice with other local food staples and to diversify their daily consumption. This study aims to investigate consumers' motivation to participate in the one day no rice policy. A hundred respondents from Yogyakarta city was interviewed using laddering method of administration. A means-end chain approach was used to analyse data that consists of four steps: laddering interview, content analysis, generating and interpreting hierarchy value map (HVM). The results show that there are three main pathways in the HVM regarding consumers' motivation to participate in one day no rice policy. They are 1). Food habit, 2) fulfil daily needs and 3) supporting local food policy. These motives can be used to promote local food policy particularly encouraging consumers to diversify their daily food consumption other than rice.
Publish Type	Book in series
Publish Year	2019
Page Begin	(not set)
Page End	(not set)
Issn	1755-1307
Eissn	
Url	https://www.webofscience.com/wos/woscc/full-record/WOS:000481624500002
Author	Prof. POPPY ARSIL, S.TP, M.T, Ph.D