Motivation-based segmentation of local food in urban cities: A decision segmentation analysis approach

Publons ID	(not set)
Wos ID	WOS:000443148700020
Doi	10.1108/BFJ-01-2018-0060
Title	Motivation-based segmentation of local food in urban cities: A decision segmentation analysis approach
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Authors	Arsil, P; Li, E; Bruwer, J; Lyons, G;
Publish Date	2018
Journal Name	BRITISH FOOD JOURNAL
Citation	12
Abstract	a:6:{i:0;s:317:"Purpose The purpose of this paper is twofold: first, to investigate the motives of urban consumers when purchasing local food products using means-end chain (MEC) analysis and second, to introduce an alternative approach to segment the market based on consumers' motivation using decision segmentation analysis (DSA).";i:1;s:132:"Design/methodology/approach DSA was used as advanced segmentation procedure of hierarchy value maps (HVMs) produced by MEC analysis.";i:2;s:218:"Findings The findings suggest that there are two main segments of local food consumers in urban Indonesia: value-for-money and health benefits. The value-for-money segment is dominant when making local food purchasing.";i:3;s:161:"Research limitations/implications This study sample is not representative of local food consumers in urban Indonesia as only three urban cities were interviewed.";i:4;s:214:"Practical implications An understanding of the motivation-based segmentation of local food in urban cities is a useful tool in order to reinforce and attract local food consumers to consume more locally grown food.";i:5;s:114:"Originality/value This study reveals the motivation-based segmentation of local food in urban cities in Indonesia.";}
Publish Type	Journal
Publish Year	2018
Page Begin	2195
Page End	2207
Issn	0007-070X
Eissn	1758-4108
Url	https://www.webofscience.com/wos/woscc/full-record/WOS:000443148700020
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