

Exploring consumer motivations towards buying local fresh food products A means-end chain approach

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Abstract	a:6:{i:0;s:172:"Purpose - The purpose of this paper is to investigate how consumers from a developing country background such as Indonesia make local fresh food decisions for daily eating.";i:1;s:163:"Design/methodology/approach - The use of the means-end chain approach is utilized as a measure of attributes, consequences and values of locally produced products.";i:2;s:160:"Findings - For Javanese ethnic group in Indonesia, "save money" and "health benefits" are identified views that motivate consumers purchasing their local foods.";i:3;s:278:"Research limitations/implications - Although investigating the largest ethnic groups in Indonesia, the results of this study cannot be generalized to all Indonesian consumers and a larger sample needs to be studied to generalize the results to the wider population of Indonesia.";i:4;s:266:"Practical implications - It is better for the Government to promote local food policies that is based on identified motivations of consumers. "Save money" and "health benefits" themes can be used as the central messages for the development of advertising strategies.";i:5;s:241:"Originality/value - This study identifies the Javanese motivations for buying local foods and examines the motivation differences between rural and urban locations. This is providing views for the Government and individual businesses use to.";}
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