



Determinants of intention buying local foods: a conceptual framework

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Article Info	Abstract
<p>Keywords: local food, locavorism, attitude, intention to buy, consumer</p>	<p><i>Consuming food from the area has grown in popularity. Local foods have positive effects on the environment, economy, society, and health. In particular, we investigate how consumer beliefs about locavorism is predicted by antecedent factors (i.e., values of collectivistic and individualistic). We also investigate how locavorism is predicted by consumer travel behavior and city branding. We also look at how these sets of beliefs affect consumer attitudes toward and intentions to buy local foods in Special Region of Yogyakarta. By addressing the antecedents of locavorism and placing the constructs of locavorism within an integrated network of antecedents and effects, this study closes a research gap in the field of local food research. We use 9-point scales for questionnaire, which is a novelty in this study, where previous studies used 7 scales. The 9-point scales are used to rate as closely as possible the respondent's response to what is described. This study's conclusions have ramifications for regional food marketers.</i></p>

1. INTRODUCTION

Consuming food from the area has grown in popularity (Skallerud & Wien, 2019). Why is there such interest in local foods? Consumers consume local cuisine for a variety of reasons. Concerns among customers over food safety and transparency have increased with the establishment of global food networks (Birch et al, 2018). Local foods have been shown by researchers to have positive effects on the environment, economy, society, and health (Denver & Jensen, 2014; Coelho et al, 2018; Meyerdind et al, 2019). According to studies, a growing consumer ideology known as "locavorism"—which is essentially a set of normative beliefs—defines preferences for regional foods (Reich et al, 2018). Locavorism consumers consider locally grown food to be delicious, wholesome, reliable, and advantageous to the community (Zhang et al, 2020). According to Reich et al (2018), future studies should investigate how consumer value systems and locavorism interact, that we address in this conceptual framework. The fresh start attitude is a notion about the possibility of starting over in life, based on a future-focused perspective. It is favorably correlated with consumer health-related behaviors (Price et al, 2018).

Locavorism, often known as the consumer's ideology of consuming only local food, was religiously practised by a legion of devout followers – the locavores, and these consumers have not only consumed food but also expressed various related behaviours, such



as patronizing locally sourced restaurants or visiting similar shops (Nguyen et al., 2023). Several previous studies presented about locavorism. Choi et al. (2021) argued that environmental attitude, community attachment, and health consciousness are related positively to locavorism, which, in turn, predicts consumers' purchase intentions and willingness to pay more for locally sourced menu items at restaurants.

In particular, we investigate how consumer beliefs about locavorism is predicted by antecedent factors (i.e., values of collectivistic and individualistic). We also investigate how locavorism is predicted by consumer travel behavior and city branding. We also look at how these sets of beliefs affect consumer attitudes toward and intentions to buy local foods in Special Region of Yogyakarta. By addressing the antecedents of locavorism and placing the constructs of locavorism within an integrated network of antecedents and effects, this study closes a research gap in the field of local food research. This research fills the gap about how familiar respondents are with local food and its use in their diet. We added questions to respondents about this in the questionnaire. The study's conclusions have ramifications for regional food marketers.

2. LITERATURE REVIEW AND HYPOTHESIS

Local Foods

The meaning of "local food" is up for debate. The main components of current definitions include the following: the distance traveled for food (between 10 and 31 miles and up to 400 miles) (Adams & Adams, 2011; Martinez et al., 2010); the driving hours (e.g., within six to seven hours) (Zepeda & Leviten-Reid, 2004); the geographic boundaries (e.g., given countries, regions, states) (Conner et al, 2009); the regional specialties (Adams, 2018); and the marketing distribution channels (e.g., farmers' markets, farm retailers) (Bavorova et al, 2016) as well as foods related to emotions or relationships (e.g., foods from one's hometown, neighbors, or relatives) (Feldmann & Hamm, 2015). Local food systems are complex sets of relationships between farmers, residents, market venues, intermediating institutions, social values, and agricultural landscapes and they are also, by definition, locally unique (Rossi and Woods, 2023).

According to Carroll and Fahy (2014), research has shown that local cuisine cannot be considered a singular item and that consumers' perceptions of it vary depending on their social and physical surroundings. As a result, we refrained from giving the term a precise definition in this study. Rather, we asked participants to answer pertinent questions regarding food from the area using their own definitions of "local".

Values

Schwartz (1994) describes values as "desirable trans-situational goals, varying in importance that serve as guiding principles in the life of a person or other social entity". There are some value domains are distinguished by Schwartz (1992): hedonism, universalism, power, achievement, tradition, self-direction, security, and hedonism. Values have been shown to have an impact on consumers' attitudes toward, preferences for, and intake of many food categories. According to Perrea et al. (2014), individualistic values have

no discernible effect on attitudes toward green food, whereas collectivistic values have a favorable impact on Chinese consumers' environmental attitudes, which in turn influence attitudes toward green food. Research indicates that the purchase and consumption of organic foods by consumers are influenced by collectivistic ideals (Mørk et al, 2017; Thøgersen et al, 2016). Zepeda and Deal (2009) effectively apply alphabet theory as a determinant to explain why consumers choose to buy local foods in the context of local foods. They show how specific norms, values, and beliefs influence consumers' attitudes toward and purchases of local foods; also, a significant number of study participants placed a premium on local foods due to value concerns. There is a potential role of food in tourism as a development tool to promote a destination and to enhance tourists when visiting the destination (Thio et al., 2022). Therefore, we suggest that consumers' preferences for local foods are related to their values.

Consumer Travel Behavior

Population density, land use, street design, network characteristics, and destination accessibility are some of the empirical studies that have been found to be major determinants of travel behavior (Anderson et al, 1996; Ewing & Cervero, 2010; Handy et al, 2005; Wegener, 2004). Kitamura et al. (2001) argues that the effects of urban setting such as density and accessibility on travel are limited. Most related studies have instead focused on the influence of distribution of residential areas and employment hubs on the daily commute of workers (Chai et al, 2011; Cirili & Veneri, 2014; Scott et al, 1997). Tourists' segment that demographically heterogeneous and geographically diverse but can be differentiated by household income and wealth structure will benefit short, medium, to long-term marketing, strategic tourism development and investment planning, aid pricing policies and allocation of limited resources (Jin et al., 2022).

City Branding

The concept of city branding proposed by Kavaratzis (2004), this has subsequently expanded to a number of academic fields, including environmental sciences, urban planning, and public policy (Lucarelli & Berg, 2011; Ma et al, 2019). A city's ability to compete with other cities depends on its ability to create a good perception of itself and share it with different target audiences both locally and globally through events, stories, and pictures, this is known as city branding (Vanolo, 2008).

Politicians, governmental bodies, organizations promoting culture and sports, corporations, educational institutions, schools, infrastructure and transportation providers, citizens, and religious groups are among the parties involved in the city branding process (Stubbs & Warnaby, 2015). To enhance a city's reputation and image, local governments implement city branding (Boisen et al, 2018; Yang et al, 2018). City branding uses policy tools and promotes stakeholder participation (Ma et al, 2021), and this extends beyond merely gathering data from and distributing information to specific groups (Dinnie, 2010; Hankinson, 2004; Kavaratzis & Kalandides, 2015). It is anticipated that target audiences for city branding, such businesses and citizens, will actively participate in the development (co-

design) and use of branding strategies (Ma et al, 2020). User innovators have more vision associations with a smart city branding (Wang, 2023).

Locavorism

"A person whose diet consists only or principally of locally grown or produced food" is referred to as a locavore. Consumers who value and purchase items officially labeled as locally produced, from farmers' markets, or self-produced are known as locavores in the context of food marketing (Stanton et al, 2012). Research on local cuisine must take into account locavores' opinions and perceptions of those items. The popularity of local foods is increasing among the masses, especially tourists, and this has led to the inception of 'locavorism' where the consumers – termed locavores – look for sustainable local foods (Dsouza et al., 2023).

Numerous justifications for eating locally have been found by researchers (Roininen et al, 2006; Zepeda & Deal, 2009), and these can be categorized into two categories: self-beneficial and other-beneficial. Motives that are self-serving include improved taste and quality, security, freshness, and transparency of food sources. Concerns for animal welfare, environmental sustainability, and the uplift of the local workforce and community are examples of other desirable motives.

Consuming food that is locally grown signifies "a mindset about shared commitments to various forms of environmental sustainability, community revitalization, human health, and animal welfare" in addition to being related to food miles (Rudy, 2012). Locavorism is a reflection of attitudes toward the creation and upkeep of human-nature ties as well as relationships between farmers and customers (Fitzgerald, 2016). Since locavorism is a relatively new idea, there isn't a formal definition of it in any of the research that is currently being done.

Reich et al (2018) assert that locavorism can be constructed from a variety of perspectives. From an oversimplified perspective, locavores are defined by the locavorism concept as food consumers who have strong preferences for local foods. From a more nuanced perspective, locavorism may be seen as the result of the convergence of multiple cultural and economic phenomena, each of which needs to be explained using a multifaceted theoretical framework and lens. Reich et al (2018) offer a thorough and economical-analysis of locavorism as a set of beliefs with three dimensions: communalization, opposition, and lionization, in order to counter these viewpoints. The term "lionization" describes the idea that local cuisine is better in terms of flavor and quality.

According to Jekanowski, Williams, and Schick (2000), customers' propensity to purchase local goods is significantly influenced by their perception of the higher quality of foods grown nearby. The idea of opposition relates to a dislike of far-off foods. Consumers find it challenging to comprehend the dynamics of the global food supply chains when they consume food that has traveled great distances (Meyerding et al., 2019). On the other hand, due to their short travel distance, local foods are seen as trustworthy, familiar, transparent (as they know details like where they are grown, who sells them, and where the shopper is located) and fresh (Chambers et al., 2007). Creating and sustaining a local community is referred to as communalization.

Roininen et al. (2006) demonstrate through laddering and word association techniques that participants identify local foods with freshness, ease of transportation, support of the local economy, and transparency. Customers' decisions to buy local food are positively correlated with their perception of the freshness of the food and their sense of support for the farmers in their community (Bavorova et al., 2016). According to Adams and Adams (2011), consumers at farmers' markets are prepared to pay a significant premium for locally produced food. Therefore, like Zhang et al (2020), we suggest that customers who support collectivistic principles are more likely to be locavores, and that the more locavores a consumer is, the more positively they see purchasing local food.

Attitude towards Intention of Buying Local Foods

In food consumption research, attitudes towards food and intentions to buy food are two prominent and significant topics. Unlike attitudes regarding local product quality, food safety, customers' personal health, and social advantages, we see attitudes toward purchasing locally grown food as an evaluative construct (Feldmann & Hamm, 2015). Several studies on food product consumer behavior have demonstrated a favorable relationship between attitudes and purchase intentions (Bolos et al, 2019; Menozzi et al, 2017; Qi & Ploeger, 2019). Researchers have shown a great deal of evidence in the literature on local food consumption about the beneficial influence of attitudes on intentions to buy local foods. Zepeda and Li (2006) discover, based on survey data, that attitudes toward local foods are a greater predictor of buying local foods than major demographic variables. Tourists' intention to buy local food increases considerably after experiencing agritourism (Dsouza et al., 2023). Furthermore, studies have shown a strong correlation between consumer opinions about consuming local foods and their purchasing habits (Skallerud & Wien, 2019). The impact that Agritourism has on tourists' behaviour towards locavorism and its continuing effects on the local economy needs to be studied by researchers (Dsouza et al., 2023). Thus, we suggest that intentions to buy local food are positively correlated with attitudes about doing therefore.

In order to explain the factors that influence people's decisions to buy organic and locally grown food, Zepeda and Deal (2009) propose alphabet theory, which integrates value—belief—norm theory (Stern et al, 1999), attitude—behavior—context theory (Guagnano et al, 1995), knowledge, information seeking, and habits. The alphabet theory states that values directly determine beliefs (such as the idea that eating food from one's own region is healthier) and that beliefs in turn affect behavior. The relationship between value, belief, and attitude (intention) has been proven by a large body of research (Cembalo et al., 2016; Gkargkavouzi et al, 2019; Kang et al, 2015; Stern & Dietz, 1994). Thus, following the previously cited literature, we hypothesize the following (see Fig. 1 for the conceptual framework of this study):

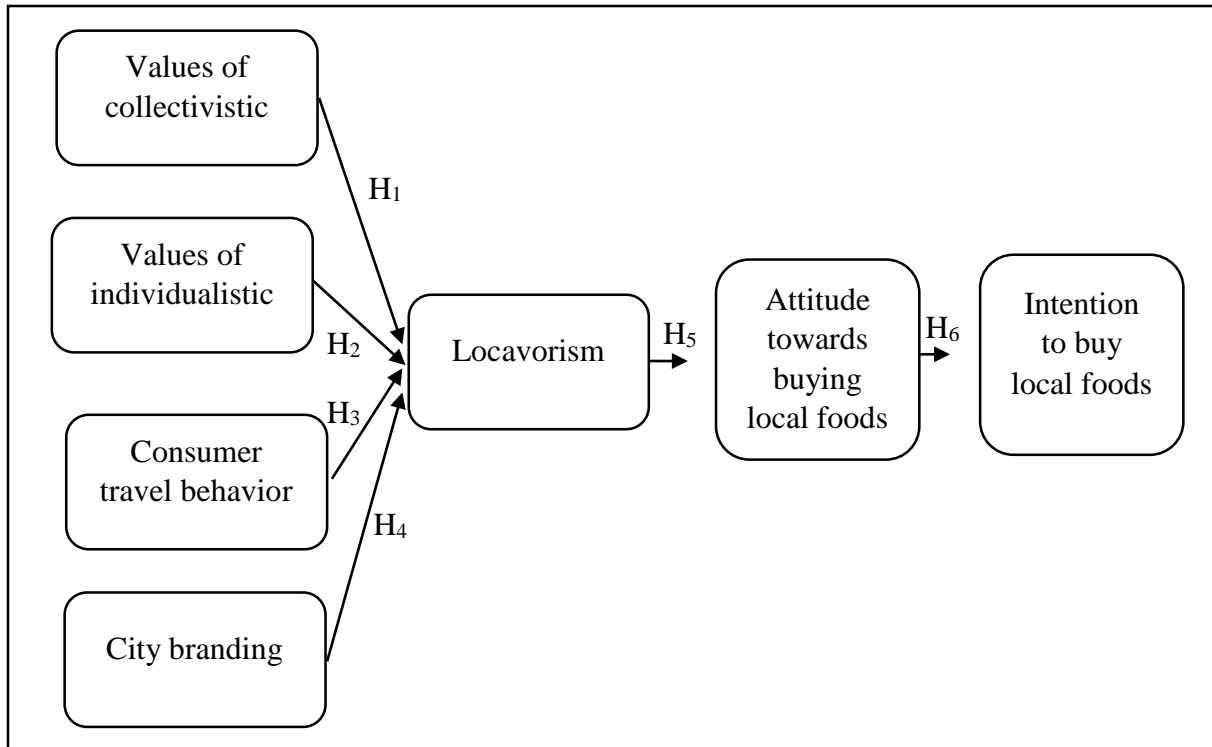


Figure 1. Conceptual Framework

- H₁: Values of collectivistic are significantly and positively related to locavorism.
H₂: Values of individualistic are significantly and positively related to locavorism.
H₃: Consumer travel behavior is significantly and positively related to locavorism.
H₄: City branding is significantly and positively related to locavorism.
H₅: Locavorism is significantly and positively related to attitude towards buying local foods.
H₆: Attitude towards buying local foods is significantly and positively related to intention to buy local foods.

3. RESEARCH METHOD

This research uses quantitative research methods (Little et al., 2024). To measure the constructions, we will employ pre-made equipment. We will use questions from Reich et al. (2018) to measure locavorism on a 9-point scale, where 1 represented "very strongly disagree" and 9 represented "very strongly agree." For measuring individual values, we employed the items version of Schwartz's Portrait Value Questionnaire (Bilsky et al, 2011; Schwartz et al., 2001), which included an attention-getting prompt, "Please select the circle closest to 'Very much like me' for this question." Depending on the participant's gender, either a male or female version of the items was administered. The 9-point scales are novelties in this study, where previous studies used 7 scales. The 9-point scales are used to rate as closely as possible the respondent's response to what is described.

A 6-point rating system was used to formulate the values of the individualistic and collectivistic items (1 = "not like me at all," 6 = "very much like me"). With three items from Kopalle et al (2010), we were able to assess long-term orientation. The items were anchored

by 1 ("very strongly disagree") and 9 ("very strongly agree"). Four semantic differential items (anchored by 1 to 9) were used to test attitudes regarding purchasing locally grown food (Holdershaw & Gendall, 2008).

Three items that were modified from Reich et al. (2018) were used to gauge our propensity to buy local foods: "How likely is it that you will purchase local foods?" (1 - "very unlikely at all", 9 - "very extremely likely"); "How likely is it that you will buy your basic food items from a neighborhood grocery store that offers locally produced food items?" (1 - "very unlikely at all", 9 - "very extremely likely"); and "Next time when you buy a food, you will take local foods into consideration" (1 - "very strongly disagree", 9 - "very strongly agree"). Everything is enumerated in the Appendix.

4. CONCLUSION

Based on the conceptual research, authors conclude that: (1) Values of collectivistic are significantly and positively related to locavorism, (2) Values of individualistic are significantly and positively related to locavorism, (3) Consumer travel behavior is significantly and positively related to locavorism, (4) City branding is significantly and positively related to locavorism, (5) Locavorism is significantly and positively related to attitude towards buying local foods, (6) Attitude towards buying local foods is significantly and positively related to intention to buy local foods. Suggestions for further research are to conduct empirical research on the concept of this research.

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6. APPENDIX

Instruments of measurements

Variables

Consumer travel behavior

Online resources (travel blogs, review sites, social media) are important in influencing destination choice (very strongly disagree, very strongly agree)

My travel experience tends towards relaxation (very strongly disagree, very strongly agree)

I'm very budget-conscious in travelling (very strongly disagree, very strongly agree)

City branding

I came to Special region of Yogyakarta because of the culture (very strongly disagree, very strongly agree)

I came to Special region of Yogyakarta because it has a lot of tourism destination (very strongly disagree, very strongly agree)

I came to Special region of Yogyakarta because of the culinary experience (very strongly disagree, very strongly agree)

Locavorism

Lionization

Locally made food just tastes better (very strongly disagree, very strongly agree)

When everything else is the same, there is no taste difference between food that is sent from another area (reverse-coded) and food that is produced locally (very strongly disagree, very strongly agree)

Locally grown food has a higher nutritious content than food that is brought in from a distance (very strongly disagree, very strongly agree)

Opposition

Foods manufactured by big, international companies are not something I trust (very strongly disagree, very strongly agree)

Big, international food systems will eventually collapse (very strongly disagree, very strongly agree)

I would make a special effort not to purchase food from a big-box store (very strongly disagree, very strongly agree)

If I don't know exactly where something was made, I feel uncomfortable consuming it (very strongly disagree, very strongly agree)

Communalization

Purchasing food grown nearby encourages the use of sustainable farming methods (very strongly disagree, very strongly agree)

Purchasing food from the area fosters a wealthy neighborhood (very strongly disagree, very strongly agree)

Whenever I can, I try to support local farms (very strongly disagree, very strongly agree)

In my opinion, it's important to support the local food economy (very strongly disagree, very strongly agree)

Collectivistic values

Benevolence

I find it really vital to assist those around me (very strongly disagree, very strongly agree)

To me, friendship loyalty is really vital (very strongly disagree, very strongly agree)

Universalism

Listening to second opinion is important for me (very strongly disagree, very strongly agree)

I will listen to other opinions although I don't agree with (very strongly disagree, very strongly agree)

All the people in the world should get same treatment (very strongly disagree, very strongly agree)

Everyone should have equal opportunity in life (very strongly disagree, very strongly agree)

The protection of ecological environment is everyone's responsibility (very strongly disagree, very strongly agree)

Security

Living in a secure environment is important for me (very strongly disagree, very strongly agree)

The government must ensure safety against all threats (very strongly disagree, very strongly agree)

Conformity

People should do as others say and abide by the rules even if no one is watching (very strongly disagree, very strongly agree)

I would do my best not to do things others think wrong (very strongly disagree, very strongly agree)

Tradition

For me, modesty is important (very strongly disagree, very strongly agree)

For me, tradition is important (very strongly disagree, very strongly agree)

Values of individualistic

Self-direction

It is important for me to make decisions on one's own (very strongly disagree, very strongly agree)

It is important for me to have new ideas and be innovative (very strongly disagree, very strongly agree)

Stimulation

I like surprises and always looking for new things (very strongly disagree, very strongly agree)

I think it is important to do many different things in life (very strongly disagree, very strongly agree)

I look for adventurous activity (very strongly disagree, very strongly agree)

I hope that i have an exciting life (very strongly disagree, very strongly agree)

Hedonism

It is important for me to enjoy happiness (very strongly disagree, very strongly agree)

I seek every chance to have fun (very strongly disagree, very strongly agree)

Achievement

I want people admire that I did (very strongly disagree, very strongly agree)

I like to give others a good impression (very strongly disagree, very strongly agree)

Power

I want to possess a lot of money and expensive things (very strongly disagree, very strongly agree)

It is important for me to gain respect from others (very strongly disagree, very strongly agree)

Attitude towards buying local foods

Buying local food is (1 = very harmful, 9 = very beneficial)

Buying local food is (1 = very foolish, 9 = very wise)

Buying local food would make me feel (1 = very bad, 9 = very good)

Buying local food would make me feel (1 = very displeased, 9 = very pleased)

Intention to purchase local foods

What is the probability that you will buy local food? (very unlikely at all, very extremely likely)

How probable is it that you will purchase your staple foods from a nearby grocery store that sells foods made locally? (very unlikely at all, very extremely likely)

Next time you make a grocery purchase, you will remember to buy local foods (very strongly disagree, very strongly agree)

How familiar are you with the concept of local food? (very familiar, not familiar)

To what extent do you try to include local foods in your diet? (always, never)