Radboud University

Master's Thesis

CLUSTER SEGMENTATION OF LOCAL FOOD BUYERS:

Key Drivers and Effective Communication Strategy for Local Food in Supermarkets

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Abstract

This study examined a comprehensive overview of the most important product- and psychosocial drivers, demographic characteristics, and the potential influence of the feeling of groundedness on consumers' purchase intention of local food products in supermarkets. Additionally, the goal was to facilitate the segmentation of these consumers. Moreover, this study tested two communication messages (taste-related vs. health-related) to determine which message has a greater impact on the purchase intention of a local food product in supermarkets. To investigate this an online survey was conducted among 208 consumers from the age of 19 to 79 years old. The results of the multiple regression analysis revealed that perceived quality, perceived price, and income have a negative effect on the purchase intention of local food in supermarkets. However, perceived healthiness, local economy support, age, and educational level have a positive effect on local food in supermarkets. Moreover, it revealed that communications where the focus is on taste lead to a lower purchase intention of local food compared to scenarios where the focus is on health, therefore there is a preference for health. The k-mean cluster analysis identified three consumer segments of the local food buyers: The All-around Moderate Supporters (TAMS), The Basic Positives (TBP), and The Enthusiastic Fans (TEF). TEF had the highest purchase intention and is therefore the best target group to focus on, followed by TBP, with TAMS having the lowest purchase intention. There were no differences in the outcome of the health- vs. taste-related communication comparison between the clusters. This was the first study that brought all the important drivers of local food buyers together and measured it as a whole. In addition, it created three valuable segments of the local food buyers in supermarkets. Finally, this study offers valuable practical implications for managers, particularly in the context of supermarket settings, to stimulate the purchase intention of local food buyers. Recommendations are provided for each of the three identified clusters.

Keywords: cluster analysis; segmentation; local food; key drivers; product-drivers; psychosocial drivers; demographic characteristics; feeling of groundedness

Preface

Hereby I proudly present my Master's Thesis: "Cluster Segmentation of Local Food Buyers**:** Key Drivers and Effective Communication Strategy for Local Food in Supermarkets". This project spanned from December 2023 to June 2024 at Radboud University. I was very excited to work on this topic because of my passion for the food sector and my interest in the supermarket industry. Besides, this research allowed me to expand my knowledge about local food.

During this period, I received support from several people, which helped me throughout this trajectory. First of all, I would like to thank my supervisor Dr. Marleen Hermans, for her wise feedback and helpful suggestions. Furthermore, I would like to thank my friends and family for distributing the survey, which helped me reach more respondents. Building on that, I would like to thank all my respondents for taking the time to complete the survey. And finally, I would like to thank my fellow students for good discussions and for sharing experiences.

Michelle Klokman

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Table of Contents

1. Introduction

Local food is becoming increasingly popular and supermarkets are eager to capitalize on this trend (Hempel & Hamm, 2016). Nowadays, consumers are interested in the origin and production methods of their food. Moreover, some consumers are more aware of the ecological consequences of their food choices and its effect on their health (Lambregts, 2022). Local food currently covers an estimated three to four percent market share of total food sales in the Netherlands, with supermarkets having the largest share in this regard (Tacken et al., 2021). Moreover, competition in supermarkets is increasing, so offering local products may strengthen their position (Zwart & Wertheim-Heck, 2021).

The consumer experience of purchasing local food in a supermarket differs from the one at places like farmers' markets, mainly because of the absence of personal interaction. Therefore, the motives behind buying local food in supermarkets might differ significantly from those in other distribution channels (Bakker, 2021). Supermarket managers cite primarily consumer demand as a reason for incorporating local food into their assortment, emphasizing the importance of understanding consumer motivations (Zwart & Wertheim-Heck, 2021). However, characterizing the demand for and the view on local food presents complexities, as studies identifying local food buyers and their motivations offer a scattered, incomplete picture with contradicting results.

Therefore, this research aims to offer a comprehensive overview of the most important drivers that influence consumers to buy local food products, in order to facilitate segmentation of these consumers. This study builds on previous research, incorporating different contextual factors (Martinez, 2010; Bianchi & Mortimer, 2015; Feldmann & Hamm, 2015). The need to incorporate different contextual factors is also highlighted in the article by Feldmann & Hamm (2015). This approach is important because it will provide a more nuanced understanding of the drivers behind local food purchasing behavior.

The contextual factors this research will combine are product-related factors, psychosocial factors, groundedness (feeling connected), and demographic factors. Key product drivers include perceived quality and perceived price, but the importance of these drivers shows varied results across studies. Although quality is the main factor influencing the intention to buy local food, how quality is defined varies among studies. Besides quality, how the perceived price and the purchase intention of local food influences has not yet been examined. This underscores the need for more research into the perceived price of local food and the elements that constitute quality (Murphy, 2011; Aprile et al., 2015; Feldmann & Hamm, 2015; Zhang et al., 2019).

Besides product-related drivers, other contextual psychosocial drivers such as health consciousness, environmental concerns, and support for local economies play significant roles in purchasing decisions. The exploration of these psychosocial drivers, along with the concept of groundedness, where individuals feel a connection to place, people, and the past, adds depth to our understanding of the motivations behind local food purchases (Kumar & Smith, 2017; Eichinger et al., 2021).

Despite existing research, the comprehensive measurement of these drivers through product-related, psychosocial factors, and the sense of groundedness remains untouched. This study also considers demographic variables, acknowledging the contrasting results in terms of age, income, education, and gender. Based on the findings of various studies, it is challenging to paint a clear picture of the local food buyer in supermarkets (Bimbo et al., 2020; Feldmann & Hamm, 2015; Hempel & Hamm, 2016). Therefore, incorporating demographic factors is essential to obtain a comprehensive understanding and enable the creation of consumer segments. By incorporating all these factors into the analysis, this research not only builds on the existing literature but also validates the need for a comprehensive exploration of how diverse factors collectively impact consumer behavior toward local foods.

During the grocery shopping process, a supermarket can have a great influence on consumers through the right communication strategy (RetailTrends, 2021). The buying motivations of local food buyers are often driven by intrinsic motivations such as personal interests and values (Mirosa & Lawson, 2012). This highlights the importance of creating the right communication strategy in the supermarket that aligns with consumers' personal values.

This study focuses on creating consumer segments and testing two communication messages ("From local origins: this ensures a tried and delightful taste experience!" versus "From local origins: rich in vitamins!") to determine which message has a greater impact on the purchase intention of local food in supermarkets. By doing so, it provides insights into the characteristics of the different consumer segments and assists supermarkets in effectively adapting their communication strategies.

1.1 Research aim

The purpose of this study is to improve our understanding of consumer drivers for purchasing local food in supermarkets by creating detailed consumer segments within this market. Therefore, the following research questions will be addressed: *"What are the key drivers influencing consumers to buy local food in supermarkets, and how can the various consumer segments within this context be categorized, while also ensuring communication with each market segment using the most appropriate messaging strategy?"*

1.2 Theoretical relevance

Multiple studies show contrasting results in the drivers of local food buyers, which indicates the need for further research. This research will focus on providing a clear comprehensive overview of the drivers of buying local food in supermarkets. This will enable the creation of consumer segments among local food buyers in supermarkets. By providing a detailed overview of the drivers behind local food purchases in supermarkets, this research aims to fill gaps in the literature and facilitate the segmentation of local food consumers in this retail setting.

1.3 Practical relevance

By investigating the drivers of local food buyers in supermarkets, supermarket professionals gain a better understanding of their customers and the reasons behind their product purchases. This not only clarifies the trend, but also offers insight into how supermarkets can respond to these consumer drivers. Besides, it enables the creation of consumer segments among local food buyers in supermarkets. To provide insights into effective communication strategies, comparing health vs. taste messages will reveal consumer preferences and improve the communication strategy of local food in supermarkets.

1.4 Study structure

In this study, a survey will be conducted among Dutch customers from the age 18 and above, to investigate the various motivations behind consumers' purchase intentions for local food in supermarkets in the fruit category. For all different product drivers, psychosocial drivers and pillars of groundedness are questioned to rate statements. In addition, demographic characteristics are also collected. In addition, consumers are asked about their purchase intention after seeing one of the health or taste messages. As a control variable, consumers are also asked if they are familiar with local foods. The results are then analyzed using the online statistical program SPSS.

This research is structured to begin with a theoretical background, offering a literature review, the hypotheses presented, and the corresponding conceptual model. Continuing with a description of the methodology, the results of the analysis, and ending with the discussion and limitations, including opportunities for future research.

2. Theoretical background

2.1 Local food drivers

Local food lacks a clear definition, complicating research and making it difficult for marketers to properly communicate the products. Generally, local food refers to a specific distance from the point of origin, varying by kilometers or nationally (Morris & Buller, 2003; Feldmann & Hamm, 2015). An attempt was made in one study to gain more insight into the attributes defining local food, but unfortunately, no concrete results emerged from this research (Cappelli et al., 2022). Nevertheless, there is still an ongoing debate regarding the definition of local food. In addition, the term local food can also be viewed subjectively, what is considered local to one consumer may be different to another (Weatherell et al., 2003). Due to the difficulty in measuring this subjective aspect, this study focuses on physical distance. The study will adopt the integrated definition proposed by Memery et al. (2015) and Birch et al. (2018): *Local food includes items grown or produced within short food chains, within a 30-mile radius of the consumer* (Memery et al., 2015, Birch et al., 2018). Considering that these definitions originated from American studies and this particular study will likely involve mostly Dutch respondents, a reduced distance of 30 kilometers is employed in the analyses. This adjustment acknowledges the relatively smaller size of the Netherlands. This choice was made because research shows that the majority of consumers perceive local food as being from the region rather than national (Aprile et al., 2015)

Local food characteristics and drivers have been examined in multiple studies focused on different countries, mostly in Western European countries (Tregear & Ness, 2005 Chambers et al., 2007; Brown et al., 2009; Vecchio, 2010). However, the main drivers influencing consumers' purchase of local food do not have a definitive answer, as various studies yield different outcomes (Chambers et al., 2007; Murphy, 2011; Anderson, 2008; Aprile et al., 2015; Feldmann & Hamm, 2015). The various drivers in this study are elaborated upon below.

2.1.1 Product-related drivers

Perceived quality. Perceived quality can be defined as 'the degree to which a product fulfills its functions, given the needs of the consumer' (Steenkamp, 1986, p. 374). Steenkamp (1986) suggests that perceived quality is relative to the needs of the customer. Quality is the key factor influencing consumers' decisions to purchase local food (Murphy, 2011; Aprile et al., 2015; Feldmann & Hamm, 2015), however 'quality' remains a multifaceted concept, composed of diverse attributes, which complicates its straightforward assessment in the context of consumer preferences. In this context, the meta-analysis by Feldmann and Hamm (2015) explored the complex attribute of 'quality' among other factors, revealing that attributes such as freshness and taste are significant motivators for consumers choosing local food. Additionally, the research of Aprile et al. (2015) highlighted new sub-drivers of perceived quality, specifically healthiness, naturalness, and safety, as significant factors. In this context, perceived quality significantly influences consumer decisions, with one key reason being shorter distribution channels (Tippins et al., 2002). However, the quality of local food can depend on its season, especially related to fruits (Chambers et al., 2007). Given that quality encompasses various sub-drivers, exploring perceived quality as a latent construct can help determine its influence compared to other sub-drivers.

Logically, one might expect the perceived quality of local food to decrease when it is sold in supermarkets as opposed to farmers markets, due to the direct interaction with suppliers at the latter. However, research suggests that concerns about quality exist even at farmers' markets, with such perceptions being influenced by the consumer's level of education (Khouryieh et al., 2019). Because quality is the most important driver for customers according to multiple studies, perceived quality most likely has a positive influence on the purchase intention of local food.

H1a. *The perceived quality of local food has a positive influence on the purchase intention of local food.*

Perceived Taste. Taste can be seen as a sub-driver of quality; however, besides quality, taste is the most mentioned product driver on its own (Feldmann & Hamm, 2015). The taste of a product provides essential information regarding its quality and its nutritional content (Daly et al., 2012). However, tastiness is more appealing for customers who have a more concrete mindset than consumers with a more abstract mindset, where they see everything as a whole (Pichierri & Peluso, 2023). Taste has been measured as a component of quality (Reich et al., 2018; Zepeda & Deal, 2009) but also as an independent factor (Campbell et al., 2012; Mesić et al., 2020; Weatherell et al., 2003). Given the dual role of taste as both a component of quality and a distinct product driver, its inclusion as an independent variable in research offers the opportunity to get insights into how taste attributes influence purchase intention. Given that taste, alongside quality, is frequently cited as the main motivator for local food purchases, it is expected to have a positive effect on the purchase intention of local food.

H1b. *The perceived tastiness of local food has a positive influence on the purchase intention of local food.*

Perceived Healthiness. Local food buyers pay more attention to their health than non-local food buyers (Mirosa & Lawson, 2012). During and after the Covid pandemic individuals changed their purchase preferences for more nutritional food (Timpanaro & Cascone, 2022). The health benefits of local food remain a subject of ongoing debate. The main point of discussion focuses on how the length of time food is stored affects its nutrition and freshness, especially with fruits. This is because local foods, benefiting from reduced storage periods, are thought to retain more nutrients, thereby potentially offering health benefits (Edwards-Jones, 2010; Goldman et al., 2009). Despite the ongoing debate on the health benefits of local food and the belief that shorter storage times enhance healthiness, recent findings do not provide significant evidence to conclusively support this claim. Yet, an important finding is that the production of local food involves fewer synthetic pesticides (Chiaverina et al., 2024). Additionally, health has often been associated with product quality and measured as a component of quality (Feldmann & Hamm, 2015; Reich et al., 2018); however, in this study, it is considered an independent variable. Nevertheless, given that perceived health, when associated with quality, positively influences the purchasing of local food, the following hypothesis is proposed:

H1c. *The perceived healthiness of local food has a positive influence on the purchase intention of local food.*

Perceived Safety. Perceived safety is an important quality attribute influencing local food purchases (Aprile et al 2015; Van Den Heuvel et al., 2007). However, it has also been identified as an independent variable that influences the purchase of local food. This perceived safety could result from the fact that food from local sources is easier to trace, and consumers can contact the farmers, knowing what they are eating (Macieira et al., 2021). The question of whether this perceived safety still holds in supermarkets remains open. Nevertheless, because perceived safety is an important attribute for purchasing local food, the following hypothesis has been formulated:

H1d. *The perceived safety of local food has a positive influence on the purchase intention of local food.*

Perceived Freshness. The perceived freshness of local food is an important attribute of quality influencing purchase intention (Feldmann & Hamm, 2015). However, it is also measured as an independent factor influencing the demand for local food (Grebitus et al., 2013; Mesić et al., 2020), which shows that perceived freshness is among the drivers that influence potential local food buyers. Freshness can also be seen as naturalness, as freshness is a subjective interpretation and often related to naturalness (Lunardo & Saintives, 2013), influenced by personal experiences (Roque et al., 2018). Therefore, this study combines the concepts of 'freshness' and 'naturalness' into the construct of 'perceived freshness'. The perceived naturalness of a food product influences consumer buying behavior; products labeled as "natural" sell better than identical products without this label (Printezis et al., 2017). Given this framework and the evidence suggesting that perceived naturalness significantly influences consumer buying behavior, this leads us to formulate the following hypothesis:

H1e. *The perceived freshness of local food has a positive influence on the purchase intention of local food.*

Perceived Price. Perceived price refers to how consumers view the cost of local food based on its perceived value. This differs from willingness to pay, because consumers' purchase intentions are influenced by how they perceive the price compared to other options in the same category. The conflicting results in the literature on price perception of local food can be due to different consumer characteristics, such as income, location, and personal beliefs about the value of local food. Contrary to organic food, local food is not perceived as expensive (Feldmann & Hamm, 2015). However, other studies indicate that local food is seen as costly (Donaher & Lynes, 2016; Roininen et al., 2006). Despite these perceptions, findings suggest that local food is not always more expensive compared to other products. Local products in supermarkets can sometimes be cheaper than non-local products (Donaher & Lynes, 2016). Given that consumers are less likely to buy a product if they find it expensive (Lim et al., 2014), this leads to the following hypothesis:

H1f. *The perceived price of local food has a negative effect on the purchase intention of local food.*

2.1.2 Psychosocial drivers

Kumar and Smith (2017) primarily focused on unraveling the key factors influencing the purchase intention of local food customers. Their research revealed that significant predictors of purchase intention included health consciousness, and environmental and local economy concerns. From now on referred to as health consciousness, environmental concerns, and local economy support.

Health Consciousness. In general, local food buyers are more focused on health (Onozaka et al., 2010; Kumar & Smith, 2017; Bimbo et al., 2020). Health consciousness refers to “the degree to which health concerns are integrated into a person’s daily activities” (Jayanti & Burns, 1998). These consumers enjoy cooking and are consciously aware of which products are better for them. There is a clear link between the desire to eat organic, unprocessed food and the desire to buy local (Lockie et al., 2002), although local food is not necessarily organic. Nevertheless, it seems that a similar group of buyers share both preferences. Another important link between local and non-local food buyers, particularly those who are health conscious, is their need to know what the product contains (Mirosa & Lawson, 2012). Since the literature already points out that health consciousness is related to local food, it is expected that more health-conscious consumers are more likely to buy local food. From this, the following hypothesis arises:

H2a. *Health consciousness has a positive influence on the purchase intention of local food.*

Environmental Concerns. Environmental concerns play an important role in driving local food consumption. In today’s world, there is a growing need for sustainability (Maduku, 2024). Thilmany et al. (2008) characterize this environmental awareness of local food as the connection between local farms and the environmental benefits they offer, emphasizing the broader ecological impact of choosing locally sourced products. This includes the promotion of environmentally friendly farming practices and the belief in reduced carbon footprint. However, a recent study revealed the opposite: travel distance does not reduce carbon footprint, this has more to do with factors such as production efficiencies, land use, and economies of scale (Stein & Santini, 2021). Because environmental concerns play an important role in driving local food consumption, the following hypothesis emerges:

H2b. *Environmental concerns have a positive influence on the purchase intention of local food.*

Local Economy Support. The short supply chain of local food brings consumers and producers close together and gives the opportunity to support small family farms (Aprile et al., 2015, Kumar & Smith, 2017). Support for local businesses is positively found to influence the purchase intention of local food (Bianchi & Mortimer, 2015). Another term for this phenomenon is called communalization. Here individuals feel enthusiastic about building and supporting their local community (Reich et al., 2018). Local support is about concerns about the suppliers' return and wanting this to be 'fair (Fernández-Ferrín et al., 2018; Onozaka et al., 2010). Local economy support involves preferring local suppliers and avoiding certain countries or regions (Chambers et al., 2007). Additionally, this support appears to be particularly significant when purchasing local food at farmers' markets, as it facilitates easier connections and community building (Zepeda & Deal, 2009). The impact is expected to be less in supermarkets due to their impersonal nature. Given that research indicates a positive relationship between support for local businesses and local food consumption, the following hypothesis is proposed:

H2c. *Local economy support has a positive influence on the purchase intention of local food.*

2.1.3 Feeling of groundedness

Eichinger et al (2022) defined a concept where one's physical, social, and historical environment stimulates a sense of rootedness and connection to place, people, and past. Products linked to these elements make consumers feel more grounded. The demand for local food products increases when consumers' need for groundedness increases. Conversely, when the sense of grounding decreases, consumers prefer innovative products. But the level of feeling of groundedness can depend on consumer characteristics (Eichinger et al, 2022). Besides, locally grown products increase a person's feelings of strength, safety, and stability. Therefore the feeling of groundedness fosters a sense of connection, belonging, and identity through the choices individuals make in selecting products.

Place. Individuals can easily develop a connection to a place, which stems from their interaction with a physical environment and location. This connection can result from consuming locally grown products directly from the earth, or it can be more symbolic, such as when the local product is produced in the neighborhood (Thompson & Coskuner-Balli, 2007). Furthermore, the channel of distribution can enhance the feeling of groundedness, with farmers' markets having a greater influence on groundedness than supermarkets. The unique selling point of a local product is, of course, the physical location. Therefore, there is a significant likelihood that it is associated with local food, leading to the following hypothesis:

H3a: *The connection to a place has a positive effect on the purchase intention of local food.*

People. This aspect focuses on the connection an individual feels with their social environment (Bruckberger et al., 2023). Feeling at home does not only mean a physical place but can also mean the connection someone feels with a person (Rozin & Wolf, 2008). The most obvious way of connecting to people is through friends and family, but research finds that there can also be a connection to people by the choice of certain products. Customers appreciate it when a product has meaning, a story, and a purpose (Roggeveen et al., 2021). Supermarkets can play a role in linking a product to a supplier. Learning who made a product can already make a person feel more grounded (Bruckberger et al., 2023). Considering that a product with a story and a connection to the supplier can contribute to the bond with a product, it is likely that people who feel more grounded will be more inclined to buy local food. Based on this, the following hypothesis is formulated:

H3b *The connection to 'people' has a positive effect on the purchase intention of local food.*

Past. Besides people and place, individuals can experience the feeling of groundedness through a historical connection. This can relate to traditions, memories, and cultural values. Consuming products that link customers to their personal history helps establish a connection to the past (Bruckberger et al., 2023). Therefore, the design of a product in terms of traditional design can directly influence the preference for a product through the feeling of groundedness (Eichinger et al, 2022). Because the past is tied to traditions and historical connections, for instance, when thinking about a product from the past that was always available in your hometown, one might feel a deeper connection to it. This leads to the proposed hypothesis:

H3c. *The connection to the past has a positive effect on the purchase intention of local food.*

2.2 Demographics

Age. Research has focused on examining the demographic characteristics of local food buyers. However, varying results emerge from these investigations. Multiple studies described the segment as the older and wealthier consumers who are interested in local food (Feldmann & Hamm, 2015). Older consumers tend to value local food more because they feel more rooted in their home region (Henseleit et al., 2007). On the other hand, Pugliese et al. (2013) discovered that younger women exhibit a more favorable attitude towards local food. Given the focus of many studies on the older segment, and given that older people often visit farmers' markets for local food (Conner et al., 2010), it is more likely that older individuals will choose local food over younger ones. However, the question remains whether older customers are also more likely to buy in supermarkets. This leads to the following hypothesis:

H4a. *Age has a positive influence on the purchase intention of local food.*

Gender. Feldmann & Hamm's meta-analysis found a significant relationship between being female and purchasing local food, which aligns with later studies (Aprile et al., 2015; Jung et al., 2017). However, they also referenced a study showing the opposite, where men exhibited a preference for local food. Such discrepancies suggest that the influence of gender on local food preferences may not be straightforward and may be influenced by a variety of factors. For instance, social influences such as cultural traditions appear to have more impact on women than on men (Gracía et al., 2012). Given the fact that women are often more health-oriented (Wardle et al., 2004) and tend to prefer sustainable food options (Monterrosa et al., 2020), it is likely that the factors considered in this research will be more appealing to women. Although this is corrected for by the psychosocial variables, the traditional idea that women are primarily responsible for grocery shopping is no longer applicable today. Nonetheless, notable differences in grocery shopping behavior between men and women in supermarkets persist. Generally, women take more time to compare and evaluate purchases, whereas men seek to conclude their shopping quickly (Mortimer, 2013). Considering psychosocial variables, women are likely to prefer local food options, driven by their dedication to researching suppliers and the associated sustainable and health benefits. Therefore, the direction of the results will be influenced by the variables included in the study (Gracía et al., 2012). Given that the majority of outcomes and expectations lean more towards females, it is reasonable to hypothesize that gender (female) will play a significant role. This leads to the following hypothesis:

H4b. *Being female will be positively related to the purchase intention of local food.*

Education and income are both predictors of local food buyers. Local food buyers are more educated than non-food buyers and have a higher income (Zepeda & Deal, 2009; Bimbo et al., 2020). Education is one of the few demographic variables that consistently plays a significant role, primarily due to its association with knowledge and information-seeking behavior (Kaur, 2019). Highly educated individuals often seek more information about nutrition (Zepeda & Deal, 2009). Consumers who purchase local food find it interesting to delve deeper into product details and are willing to make an effort for this purpose (Fehrenbach & Wharton, 2012). Additionally, individuals with higher education levels often have higher incomes, establishing a clear relationship with high income. Derived from this information, the following hypotheses emerge:

H4c. *Education has a positive influence on the purchase intention of local food.*
H4d. *Income has a positive influence on the purchase intention of local food.*

This research will delve into how important each variable is in driving the purchase intention to buy local food at supermarkets. The findings on product characteristics, psychosocial influences, and demographic factors will serve as the basis for conducting exploratory segmentation, where homogeneous groups are identified (Hair et al., 2018). Including this selection of variables in one study allows for a clear understanding of consumer behavior, addressing gaps in the literature where previous studies might not have fully considered how these factors influence each other.

2.2 Communication preferences

Communication is an important element of the marketing mix, and therefore critical to the success of supermarket local food strategies. It is important to explore how communication affects the target audience and to see what preferences consumers give to the types of communication to adjust strategies accordingly. Therefore, the communication preference, if any, will be taken into account when comparing the consumer segments. Although many consumers hear about the benefits of local food, they often do not fully understand why it is beneficial (Remar et al., 2016). Therefore, it is crucial for supermarket professionals to effectively communicate the value of local food. Besides, finding the right communication strategy is crucial to effectively target segments.

In general, taste and health considerations are the most important factors influencing consumers' food choices (Fernqvist & Ekelund, 2014), making them the most relevant factors for comparison in this study. In the context of (local) food research, comparisons between taste and health in communicative messages have already been explored, highlighting their relevance (Pichierri & Peluso, 2023; Wang et al., 2020). Research indicates that health-related messages have a more positive impact on word-of-mouth than taste-related messages (Pichierri & Peluso, 2023). However, such comparisons, when combined with consumer segments and their corresponding key drivers, have not yet been explored. Therefore the taste vs. healthiness comparison will be taken into account in the survey to gain more insight into the communication preferences of the consumer segments. In this study, the communication preference will be treated as a control variable.

All these variables combined will constitute the conceptual framework of this research:

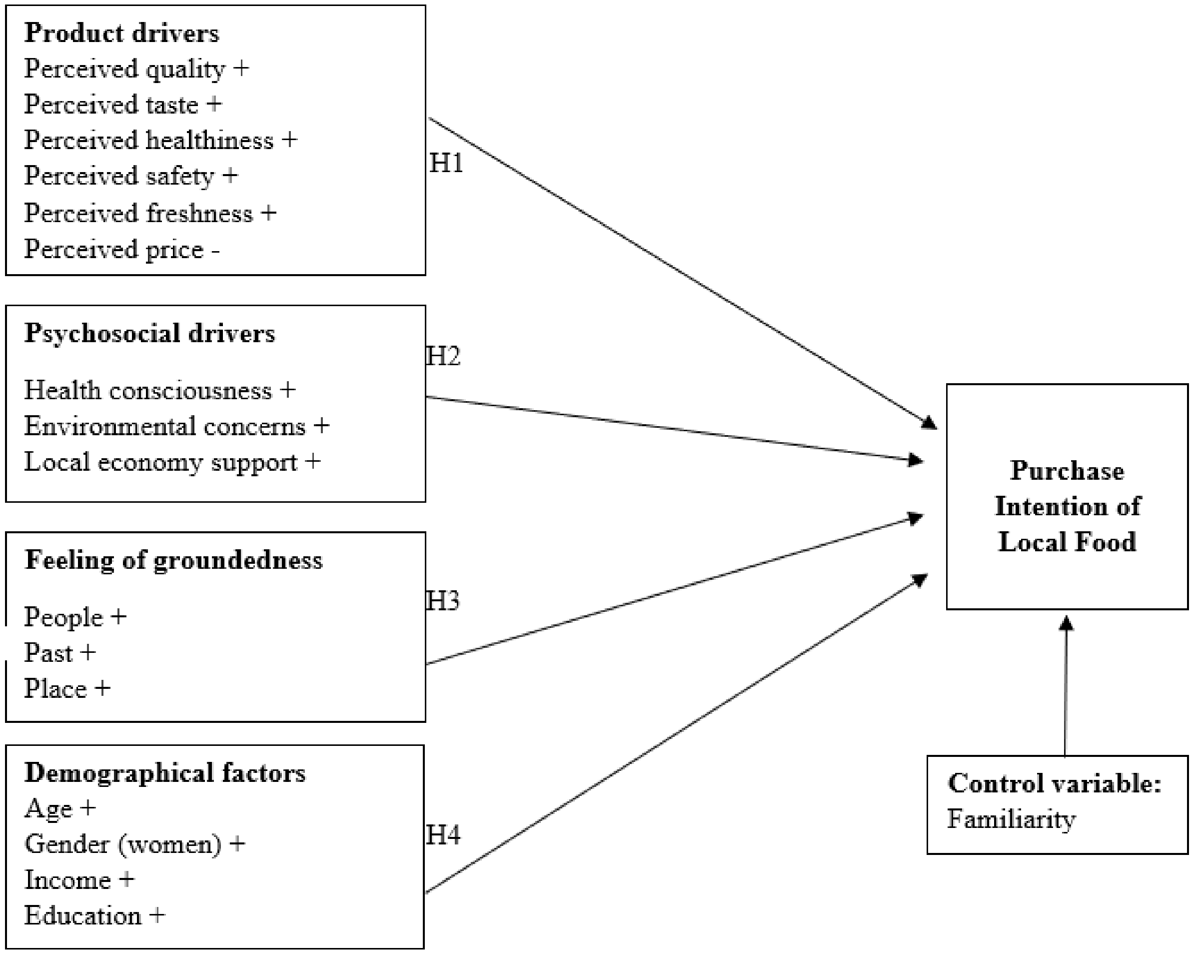

Figure 1. Conceptual model

3. Method

3.1 Research design

This study adopts a quantitative research approach to explore consumer behavior regarding local food in supermarkets. A quantitative method is " the collection of data so that information can be quantified and subjected to statistical treatment to support or refute ‘alternative knowledge claims” (Creswell, 2003, p. 153; Williams, 2011, p. 66).

This research employed an online cross-sectional survey, which offers several advantages. Firstly, it allows access to larger and more diverse populations, such as supermarket visitors, who might be harder to reach through alternative channels, particularly on such a broad scale. Secondly, it offers time-saving benefits for both the researcher and the respondent. The researcher can reach more respondents in a shorter amount of time compared to, for example, face-to-face research (Wright, 2006). Furthermore, it can save time for the respondents, as they can complete the survey from anywhere they choose, provided they have access to an online device. Lastly, online surveys can save money by using an online device instead of paper surveys (Ilieva et al., 2002; Wright, 2006). This contributes to the objectivity of the findings (Park et al., 2020).

The survey targeted respondents aged 18 and older, using Dutch as the primary language. The nonrandom sampling methods used in this study were convenience sampling and snowball sampling. With snowball sampling, participants were encouraged to share the research with others, which facilitated faster access to a broader range of consumers. Convenience sampling involved inviting individuals who met the study criteria to participate (Emerson, 2015). This was achieved by distributing the survey across social media platforms like LinkedIn, Facebook, and Instagram. To create statistical power, the sample size ratio employed in this study is 10:1 per variable (Hair et al., 2018).

Respondents encountered an on-screen introductory text that started by addressing ethical considerations, specifically emphasizing data anonymization. This was followed by explanations about local food, complemented by an example of the fruit category, to enhance understanding of the local food offerings in supermarkets. The choice to focus on the fruit category was made because fruit is naturally seen as a healthy product. This makes it a logical choice for a study emphasizing health factors in assessing different drivers and comparing communication messages. Besides, it is convenient to pick one category and not several, to ensure uniformity in respondents' perceptions (Schiffman, 1972).

After this introduction, the survey proceeded with questions regarding the product drivers, psychosocial drivers, and groundedness drivers. Followed by an experiment on communication preference (‘Taste vs. Healthiness’), where respondents rated their Purchase Intention. A control variable (Health = 0, Taste = 1) was used to determine the more effective message. For the experiment, the “between-subject” method was chosen, in which respondents were shown only one of the two messages, to avoid the carry-over effect and keep the survey shorter. In a carry-over effect, the response to a condition can be affected by the previous condition. However, presenting only one of the two communication messages per respondent avoids this effect. Although this approach means fewer responses for this question, which limits generalizability, it allows for direct comparisons between responses (Montoya, 2022).

Lastly, the demographic questions were asked, as they required the least effort from the respondents. Dummy variables were created for the demographic variables income, gender, and education to include them in the analysis. The dummy variables for income= 0-19.000, Education= WO, and Gender = female were excluded from the analysis because they were the biggest and served as the reference category.

3.2 Operationalization

The operationalization is detailed in Appendix A.

3.2.1 Pre-test

Before conducting the main survey, a pre-test was carried out to ensure the clarity and interpretability of the survey questions. The pre-test involved a trial run of the survey with a select group of five participants, who were recruited by the researcher. This step was critical for identifying any misunderstandings in the survey items. Additionally, feedback from these preliminary participants helped refine the survey design, improve question-wording, and ensure that the survey effectively captures the intended data. Extra attention was focused on the introduction text, to see if this was understandable. This thorough process enhanced the reliability and validity of the data generation stage.

3.3 Data analysis

This study adopts a descriptive approach, as it examines predefined drivers, while the segmentation process is exploratory. Before other analyses could be conducted, multiple regression analysis was performed to reject or accept the hypotheses. Multiple regression analysis is “a statistical technique within the general linear model used to analyze the relationship between a single dependent variable and several independent variables” (Hair et al., 2018, p. 260). After the multiple regression analysis, a cluster analysis was conducted. Cluster analysis is “a group of multivariate techniques whose primary purpose is to group objects based on the characteristics they possess” (Hair et al., 2018, p. 212). Considering the dataset includes both metric and nonmetric types, this study employed a combination of K-mean clustering and Hierarchical analysis followed by Chi-square tests to identify and categorize consumer segments based on their most important drivers for purchasing local food in supermarkets. K-mean clustering was chosen because of “its ability to analyze a large number of objects as each object can processed sequentially” (Hair et al., 2018, p. 218). Hierarchical cluster analysis was chosen for its exploratory nature, and was used only to determine the number of clusters (Kaufman & Rousseeuw, 1990; Hair et al., 2018).

An agglomerative clustering approach was initially employed to group respondents based on the drivers identified in the study, ranging from perceived product quality to psychosocial and demographic factors. The similarity between respondents within these clusters was then assessed using Euclidean distance as the distance metric, a commonly used similarity measurement in clustering analysis (Hair et al., 2018).

3.4 Research ethics

Research should be designed, conducted, and analyzed with ethical considerations (Kaewkungwal & Adams, 2019). Researchers have a responsibility towards all participants and must follow several criteria. In consideration of the participant's rights, the following points were taken into account: firstly, it is crucial that participants can make their own decisions about the management of their data. Therefore, the introductory text already clearly outlines what the study is about so that participants can decide for themselves if they want to participate. Secondly, ensuring anonymity is essential; this aspect is also emphasized in the introduction, stating that the data will be processed anonymously. Thirdly, data handling is confidential; information is not shared with third parties without question. Finally, the study was evaluated to avoid any harm, betrayal, or deception (Govil, 2013). Strict adherence to these guidelines is crucial to gaining respondents' trust, especially in online remote surveys.

4. Results

4.1 Sample, reliability analysis and representativeness

In this study, 312 participants initially started the survey, but only 210 of them completed the survey completely. One respondent was removed because this person had not read the terms and conditions properly and indicated "no." In addition, one test run was also removed. This brought the final sample to 208. The sample consisted of 66.7% women and 33.7% men, with the option 'other' not chosen. with an average age of about 37 years. The sample was highly educated: 42% had a university education (WO) and 39% had an applied sciences degree (HBO). The most common income was between 0 and 19,000 euros, which covered 38% of the sample, followed by an income of 20,000 to 39,000 euros with 29%. Together this constitutes more than half of the sample. The sample scored high on their purchase intention with a mean of 4.9, but with a standard deviation of 1.17, indicating that the results are relatively widespread. The descriptive tables can be found in Appendix C tables C1-C2.

The scales and items used are pre-validated and well-documented in the literature. This validity ensures that each variable provides a reliable and specific measurement of the intended constructs. However, to ensure the internal consistency of the measurement scales multiple reliability analyses were assessed. All scales showed a Cronbach's alpha of at least $\alpha = .80$, except the 'perceived price' measurement scale, which obtained a lower score of $\alpha = .506$. This failed to meet the recommended lower limit of α = 0.70 (Hair et al., 2018, p. 179). In response, the item with the lowest correlation was removed (*2. Hurts very little to pay/hurts a lot to pay*), resulting in an improved Cronbach's alpha of α = .797, which leads to an improvement of more than 0.05 (Field, 2018). The reliability tests can be found in Appendix C Table C3.

4.2 Regression analysis

4.2.1 Assumptions and outliers

Before conducting the analysis, checks for normality, linearity, homoscedasticity, independence of error terms, and possible outliers were performed. Detailed elaboration can be found in Appendix D.

4.2.2 Multiple Regression Analysis results and interpretation

4.2.2.1 Independent variables

Model 1 was estimated with all independent variables, including the control variables 'familiarity and 'taste indicator'. The F test ($F(29, 178) = 2.828$, $p < .001$) of model 1 was significant, indicating that the multiple regression model is significant and can be appropriately used to test the hypotheses, see Appendix F table F1. Moreover, in this multiple regression analysis, the R Square was .315, meaning that 31.5% of the variance in the purchase intention of local food products in supermarkets was explained by the variables used in the model.

In the following section, only the results with significant outcomes are discussed. The full multiple regression results can be found in Appendix F, Table F3. Starting with the product drivers, although a positive effect was expected, the multiple regression analysis shows that 'perceived quality' ($\beta = -.228$, $p < .05$) is significant but has a negative effect. Therefore, hypothesis H1a cannot be accepted. Furthermore, 'perceived healthiness' shows a marginally positive significant result ($\beta = .218$, $p < .10$), meaning hypothesis H1c is supported with a 10% confidence interval. The same applies to 'perceived price' ($\beta = -.150$, $p < .10$), indicating that when the price is perceived as high, consumers are less likely to buy local food. Hypothesis H1f is thus supported with a 10% confidence level. Moreover, among the psychosocial drivers only 'local economy support' ($\beta = .221$, $p < .05$) shows a positive significant effect on purchase intention, allowing hypothesis H2c to be accepted.

Next, the demographic characteristics result in the following significant variables: first, 'age' shows a positive significant effect ($\beta = .225$, $p < .05$), meaning hypothesis H4a is supported. Second, the following income dummy variables show negative (marginal) significant effects: '€20,000-€39,000' ($\beta = -.537$, $p < .05$), '€40,000-€59,000' ($\beta = -.554$, $p < .05$), '€60.000 - €79.999' ($\beta = -.631$, $p < .10$) and 'more than €100.000' ($\beta = -.820$, $p < .10$). Meaning that people in these income groups are less likely to buy local food in supermarkets than the reference group with '€0 - €19,000'. This goes against the expectation that high-income people are more likely to buy local food from supermarkets, therefore, hypothesis H4d cannot be accepted.

In line with ‘income’, the following dummy variables of ‘education’ ‘HBO’ ($\beta = -.430$, $p < .05$) and ‘VWO’ ($\beta = -1.020$, $p < .10$) also show negative (marginal) significant results, meaning that these groups are less likely to buy local food from the supermarket than the reference group ‘WO’. Although two of the seven dummy variables have a negative (marginal) significant effect, the remaining five show no significant effect. Therefore, it is concluded that the effect of education on purchase intention depends on the specific level of education, which means hypothesis H4c is only partially confirmed.

4.2.2.2 Taste vs Health Preference

The analysis also shows that the control variable ‘taste scenario’ shows a negative significant effect ($\beta = -.368$, $p < .05$). This suggests that when taste is emphasized instead of health, purchase intention decreases. In other words, communications where the focus is on taste lead to a lower willingness to buy the product compared to scenarios where the focus is on health, therefore there is a preference for health. The complete overview of the accepted and rejected hypotheses can be found in Table F4.

4.2.3 Robustness check

To check whether the same results hold up in various models, two more multiple regression analyses were conducted. One without ‘perceived quality’ and another one without the quality sub-drivers and ‘perceived price’. The results show that, without the sub-drivers, ‘perceived quality’ no longer has a significant effect. Moreover, the model without ‘perceived quality’ shows the same main effects as the original multiple regression analysis results. The robustness check can be found in Appendix G.

4.3 Cluster analysis

4.3.1 Issues, Assumptions

To perform a cluster analysis, four issues and two assumptions first had to be examined. Detailed elaboration of these checks can be found in Appendix H.

4.3.2 Cluster analysis results

The analysis was performed using the k-means cluster analysis. To include only local buyers in the analysis, only those observations with a score of 4 or higher were selected for the independent variable. As a result, the final sample consisted of 178 respondents. To first determine the appropriate number of clusters, the hierarchical cluster analysis was performed, since k-means cluster analysis requires the number of clusters to be specified in advance. The hierarchical cluster analysis was performed using the Ward method, which reduces the probability of small clusters (Hair et al., 2018), and using the squared Euclidean distance. According to the dendrogram (Appendix J Figure J1), three clusters must be formed, because “the ideal number of clusters is determined by the number of clusters intersected when drawing a horizontal line through the largest vertical distance between merging clusters” (Leonardi et al., 2020, p. 113). The number of clusters below the line with the largest vertical distance is the desired number of clusters. The agglomeration diagram (Figure J2) was also analyzed, but it was not clear how many clusters should be formed. In addition, the coefficients in the agglomeration schedule table were analyzed (Table J1). The largest steps between stages should indicate the number of clusters, but each step showed a relatively equal difference that gradually increased. Consequently, it was not clear how many clusters were the most optimal. As a result, the dendrogram was used as a starting point for determining the number of clusters.

After the hierarchical cluster analysis, k-means cluster analysis was performed. This involved multiple analyses with two, three, and four clusters. The results of these analyses were compared to determine what the optimal number of clusters would be since this was not completely clear. Two groups seemed like a good outcome with only six iterations and significant results. However, k-means analysis with three clusters revealed that three meaningful clusters could be formed. Therefore, three clusters were chosen, as this was also evident in the dendrogram. Four clusters showed groups that were too similar, which is not ideal for forming segments. Forming the three clusters required ten iterations (Appendix K Table K1). Every variable appears to have a significant difference from the clusters except for 'perceived price' ($F(2, 175) = 1{,}193$ $p = .306$) Ttable K2). Therefore, this variable may not be included in the comparison of the clusters. After reviewing the Final Cluster Analysis table (Table K3), a clear distinction between the clusters can be observed.

Starting with cluster one: this cluster scores the most average in all categories. In this group, the male-to-female ratio is the same as the full sample and the average age is 36. This group mainly associates local food from the supermarket with good taste and health. Moreover, they feel connected to their 'people' by purchasing local food. The other two pillars of groundedness, which are connected to the past and place, also score quite reasonably compared to cluster 2. This cluster will be referred to as 'The All-around Moderate Supporters'.

Cluster two rated all product attributes higher compared to cluster one, meaning that this group is more positive about local food on all product-related variables. In this group there are relatively more women than men compared to the other groups and the average age is 33. This group values local food relatively equally in terms of perceived taste, health, freshness, and safety, with a slight preference for taste. In addition, this group finds it important to support the local economy, is more health conscious, and has more environmental concerns than cluster two. However, compared to the other clusters they do score very low on the three pillars of Groundedness, which means they do not feel connected to their past, people, or place by purchasing local food from the supermarket. This cluster will be named: 'The Basic Positives'.

Finally, there is cluster 3. This group scores above average in all aspects. This is the group that rates local food most positively in all aspects. In this group, the male-female ratio is the same as the full sample and the average age is 40. In addition, this group includes a relatively higher proportion of people with an HBO educational level compared to those with a WO level, in contrast to the other clusters. Compared to cluster one they perceive local food as more fresh. They consider supporting the local economy important, are the most health-conscious, and have the most environmental concerns. Furthermore, they differentiate themselves by feeling “grounded” by consuming local food. This cluster will be called: ‘The Enthusiastic Fans’. All descriptives of the three clusters can be found in Appendix K, Tables K5, and Figures K2.

4.3.3 Chi-square

First, a Chi-square test compared differences in clusters based on purchase intention scores, showing significant results ($\chi 2(12, N = 178) = 21.717, p = .041$). Unfortunately, in this analysis, there are several cells with an expected value of less than 5, representing more than 20% of the total cells (Field, 2018). To address this, a new variable was created that included only rounded outcomes and was also found to be significant ($\chi 2(4, N = 178) = 13.789, p = .008$), which indicates differences between the clusters. The cross-tabulation (Appendix L, Table L2) indicates that cluster 3 has higher purchase intention than the other two clusters. In cluster 2, the scores are more evenly distributed, while cluster 1 contains mostly observations with lower purchase intention. This is therefore consistent with the created clusters.

Next, the demographic variables were included. None of the variables showed a significant difference, except for ‘age’, which showed a marginally significant difference ($\chi 2(2, N = 178) = 5.962, p = .051$). From the cross table (appendix L table L3) it can be concluded that Cluster 1 is evenly distributed between the two age groups, while cluster 2 includes more adolescents and young adults and cluster 3 includes more elderly individuals.

Finally, a chi-square test was conducted to examine whether there was a difference in the distribution of the displayed message to measure communication preference, but it showed no significant results ($\chi^2(2, N = 178) = 3.574, p = .167$). This means that there are no differences in the outcome of the health vs. taste comparison between the clusters. Therefore, according to the multiple regression analysis, the preference for health still holds. The Chi-square results can be found in Appendix L, Table L1.

4.3.4 Robustness check

To test the robustness of the cluster analysis, the analysis was also performed on the full sample, including all outcomes related to purchase intention. Here it became clear that, based on the dendrogram (appendix M, figure M1) and the agglomeration coefficients graph (figure M2), three clusters had to be formed in this case as well. Again, the line graph of the agglomeration coefficient shows no obvious kink, but in the zoomed-in version (Figure M3) it is slightly more distinguishable than in the original cluster analysis.

5. Discussion and conclusion

5.1 Theoretical implications

The purpose of this study was to contribute to the knowledge in the field of local food by examining the key drivers influencing consumers to buy local food in supermarkets, categorizing the various consumer segments within this context, and determining the most effective messaging strategies for each segment.

The results of the multiple regression analysis show a negative effect of perceived quality on purchase intention of local food, which contrasts with multiple theories (Murphy, 2011; Aprile et al., 2015; Feldmann & Hamm, 2015). The main sub-drivers of Perceived Quality identified in previous research were included in the analysis and thus accounted for. These sub-drivers show no negative effect, suggesting that there may be other underlying sub-drivers not currently included in the analysis that could explain the negative associations with quality. A possible reason could be the lack of trust and the perceived availability of local food, as these factors influence the perception of local products (Carfora & Catellani, 2023; Roy et al., 2017). Consumers who often shop at farmers' markets tend to trust local food systems more than conventional food systems, such as supermarkets, due to the interpersonal relationship with the producer (Chen et al., 2019). In addition, the availability of local food in supermarkets is not optimal, which can lead to consumer frustration. (Zwart & Wertheim-Heck, 2021).

Building on this, the product drivers (Taste, Safety, and Freshness), considered sub-drivers of quality in other theories (Aprile et al., 2015; Feldmann & Hamm, 2015), show no effect on the purchase intention of local food in supermarkets, except for Perceived Healthiness. It was expected that perceived taste would have a positive effect, as it is a key driver according to theory (Feldmann & Hamm, 2015). A possible explanation is that perceived taste has a high mean but small dispersion, making subtle differences difficult to detect (Hair et al., 2018). Perceived safety may not be significant due to perceived risk. Risk may be reduced by getting products from the producer oneself, but this effect could be reduced if products are offered in the supermarket (Nganje et al., 2014). This also relates to perceived freshness, since the product must be transported and stored a short distance. Furthermore, perceived price negatively affected the purchase intention of local food in supermarkets (Zepeda & Deal, 2009; Feldmann & Hamm, 2015). This is not surprising, as it is well-known that consumers are less likely to buy a product if they find it expensive (Lim et al., 2014).

Moreover, among the psychosocial variables, only Local Economy Support positively affected the purchase intention of local food in supermarkets, aligning with the findings of Bianchi and Mortimer (2015). This suggests that social interest plays an important role in buying local food. Health consciousness and Environmental Concerns both show no effect, possibly because previous studies, like Uzdavinyte et al. (2019), measured these drivers in a simpler context without considering the broader factors influencing purchase intention.

Also, the pillars of feeling groundedness reveal no effect on the purchase intention of local food in supermarkets. A possible explanation for this is the fact that the image of the fruit basket in the survey does not provide any further information about a particular area or producers, such as through pictures. Providing such information is suggested to encourage a sense of feeling towards People (Fuchs et al., 2022; Van Osselaer et al., 2020). This goes hand in hand with measuring the Place pillar. Again, Eichinger et al. (2022) recommend sharing information about the area where the product comes from (Bruckberger et al., 2023). This can also be important to the pillar Past, as consumers specifically go to local farmers to buy food where a social history is shared (Eichinger et al., 2022). In addition, Eichinger et al. (2022) revealed that people with a preference for local design have a strong desire for the past. However, fruit without packaging cannot vary in terms of design.

In addition, this study included a comparison between taste and health-focused communication messages, revealing that health-related messages have the most positive effect on the purchase intention of local food. These health-focused outcomes may be because the fruit category was chosen in this study, as fruit is generally considered a healthy product. However, the preference for the health-oriented message over the taste-oriented message is in line with the study by Pichierri and Peluso (2023), which used another product category considered less healthy than fruit.

In addition, the positive effect of age is in line with theories suggesting that older people are more likely to buy local foods (Conner et al., 2010; Pugliese et al., 2013). Furthermore, the results indicate that an individual with a higher education has a higher buying intention for local food, which is consistent with the fact that education plays a major role in consumer behavior, due to its association with knowledge and information-seeking behavior (Kaur, 2019). Interestingly, those with lower incomes are more likely to buy local food in supermarkets, contrary to theories by Zepeda and Deal (2009) and Bimbo et al. (2020). This could be explained by the fact that farmers' markets often sell fruit at a lower price (McGuirt et al., 2011). This association could also play a role in the purchase intention of local food in supermarkets. Furthermore, despite the inclusion of psychosocial factors often associated with women, gender shows no significant results. One possible reason is that social influence, such as wanting to conform to community norms and values, was not included, which theoretically explains the significance for women (García et al., 2012). These mixed outcomes indicate that demographic characteristics cannot be measured in black-and-white terms and that other contextual factors may have an influence.

Furthermore, the cluster analysis identified three groups of local food buyers: The All-around Moderate Supporters (TAMS), The Basic Positives (TBP), and The Enthusiastic Fans (TEF), with the distribution of respondents being 32%, 31%, and 37%, making TEF the largest group. TEF is the group with the highest purchase intention of local food in supermarkets, followed by TBP with TAMS having the lowest score. The cluster analysis results show that no single product driver is consistent across all clusters. Cluster TEF prefers Freshness, while the other two clusters prefer Perceived Taste. This is consistent with other theories that have identified segments of consumers, where the key quality driver differs for each cluster (Aprile et al., 2015; Mesić et al., 2020).

According to the psychosocial variables, each cluster scores high on supporting the local economy, which is consistent with the multiple regression analysis and the previous cluster analysis by Kumar and Smith (2015). However, where the clusters do differ is in the Feeling of Groundedness Because, in addition to Purchase Intention, Cluster TEF also scores highest on the three pillars of groundedness, likely due to a higher number of older individuals. This shows that older people feel more grounded by purchasing local food than younger people. This aligns with the theory that older consumers value local food more due to a stronger connection to their home region (Henseleit et al., 2007). These findings provide new insights and complement the theory of Eichinger et al. (2021), who emphasized the need for further research on the consumer characteristics and lifestyle variables of this 'grounded' consumer group.

Furthermore, there was no difference in preference for the communication message between the clusters. This suggests that the messaging strategy might be broadly effective across different consumer segments. Therefore, according to the multiple regression analysis, the preference for health still holds.

5.2 Managerial implications

This study offers valuable practical implications for managers, particularly in supermarket settings. First, it is most profitable to focus on the TEF segment, which includes the true fans of local food. Here it is advisable to focus on the freshness of the product or use the health-related communication strategy. However, it is important to highlight the product benefit and tell the story of where the product was made, by whom, and the associated traditional preparation methods. That is why the right storytelling is key. This way consumers might feel more grounded and connected to their roots. Feeling more grounded will help the customer increase their well-being by feeling happier, safe, stable, and personal strength (Eichinger, 2022). This results in a win-win situation between supermarkets and their customers. In addition, promoting the support of local businesses can be a powerful strategy. In doing so, it is important to ensure that it is clear where the product comes from, for example by adding stickers to fruit products or by stating this on supermarket billboards. It can also be helpful to inform the customer that this is a fair trade relationship, with the local producer earning good money from the sale of their products in the supermarket.

Second, the cluster TBP is the second-best option to focus on. Promoting the local economy is also expected to be effective. For this group, one possible tactic could be to let customers taste the local product to attract their attention. The third choice is cluster TAMS. Here, tasting the product could also be effective. In addition, to reduce environmental concerns, it is advisable to emphasize that the product is locally sourced and has traveled a shorter distance, thereby reducing CO_2 emissions.

In addition, for all clusters, appropriate communication to the target audience should focus on health. The comparison between taste and health revealed that health has a greater positive influence on consumer buying behavior. In addition, local food is seen as healthy. This combination indicates the importance of communicating about the healthiness of the product. Another universal recommendation for all segments is to emphasize equal prices between local and non-local products or emphasize the added value of local food to keep the perceived price low.

5.3 Limitations and future research

Despite the interesting findings, this research also has its limitations and recommendations for future studies. First, this study used the method of convenience sampling, which means that the sample was not randomly selected and there may be over- and under-representation of certain groups. In this study, most of the sample consisted of highly educated women. This causes the sample to be unrepresentative and thus not well generalizable (Field, 2018). This leads to the recommendation to include in future research the correct proportions of the Dutch population. In addition, it would be useful to include in the analysis a control variable indicating how often people go to the supermarket. This way, the results will be more representative and fully generalizable to the population.

Second, in this study, a general term for local food was used without providing specific information about a particular area or producer. Therefore, future research should test other categories to better explore the feeling of groundedness, such as products with visible producers on the packaging, like “Streeckgenoten” at Albert Heijn. Other product categories might provide more 'grounded' feelings because of this packaging opportunity. Another option could be in-store signs for products that do not have packaging. Moreover, a future study could combine the 9 items of People Place and Past and measure them as one variable. This study distinguished between the three variables, which have relatively high collinearity, potentially explaining why these variables have no significant effect.

Furthermore, one of the items of perceived price was removed, which may have affected the final results. The item ‘*Hurts very little to pay/hurts a lot to pay*’, was translated awkwardly into Dutch, potentially causing these results. In the purchase intention measurement scale, one item was removed due to double translation. This may have affected the results and led to incorrect results. For future research, it is recommended to use the English measurement scales to ensure the questions are asked as they were designed and tested originally.

Moreover, another product driver should have been added to this study: Perceived Environmental Friendliness. The perception that local food is environmentally friendlier is based on its reduced transportation distance (Aprile et al., 2015), making it an environmentally responsible choice (Bimbo et al., 2020; Polleau & Biermann, 2021). However, concerns exist about the negative impact of producing off-season products (Meyerding et al., 2019). Based on the clusters, local food buyers score high on environmental considerations. As a result, the perception of environmental friendliness can be expected to have a positive effect on purchase intention. For future research, it is interesting to include this aspect in the analysis.

Despite these limitations, this is the first study that brought all the important drivers of local food buyers together and measured it as a whole. In addition, it created three valuable segments of local food buyers in supermarkets and offers a proper framework that adds value to the existing literature.

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Appendix

Appendix A Operationalization

To conduct the research, various latent measurement scales were applied for the product, psychosocial, and feeling of groundedness variables to examine the main effects. The measurement scales with their associated items, whose Cronbach's alpha is known, all have a value equal to or higher than $\alpha \geq 0.80$, which demonstrates relatively good reliability. All of the specific items used in the measurement scales, can be found in appendix A. Furthermore, measurement scales for the variables have been adjusted to a 7-point scale to enhance the interpretability of the results.

Product drivers

Perceived Quality. For the measurement of green products, Gleim et al. (2013) created the scale, inspired by the research conducted by Dodd, Monroe, and Grewal (1991). While the original scale is focused on green products, the researchers stated that it can be adapted to other types of related products, such as locally produced products.

Perceived Taste. How good a food tastes was assessed with the Taste Evaluation scale created by Poor et al. (2013), without actually tasting it.

Perceived Healthiness. How consumers perceive the healthiness of local food was measured by the scale 'healthiness of the food', which is created by Mende et al. (2019), who adapted items from the scale 'healthfulness' of van Doorn and Verhoef (2011). The scale demonstrates predictive validity as it effectively serves its purpose as a manipulation check (Bruner, 2021).

Perceived Freshness. The variable 'perceived freshness' includes elements of both perceived naturalness and freshness. For perceived naturalness, the measurement scale was developed by Renner et al. (2012), referred to as 'natural concerns'. This study incorporates only the two most significant items. The remaining items are not relevant within this context and exhibit the lowest individual reliability. Perceived freshness was added to the measurement scale as one question, since in other studies freshness is also considered a directly observable variable (Baršytė et al., 2023; Penney & Prior, 2014). Thereby bringing both aspects - naturalness and freshness - together under the concept of 'perceived freshness'.

Perceived Safety. To assess 'perceived safety', this study adopted the consumption safety factor cluster developed by Arvanitoyannis and Krystallis (2005) as a tool for measuring this latent variable, which is ultimately constituted by 5 items. Originally designed for genetically modified foods, the questionnaire items were modified to fit the local food context. While the original research did not report the reliability of this construct, it is evaluated in the current study.

Perceived Price. 'Perceived price' was measured using the scale 'attitude toward the product price'. This was a three-item, eleven-point semantic differential scale designed to assess a consumer's perception of a product's price, focusing particularly on perceptions of its expensiveness. Although

Adaval and Monroe (2002) did not specify the source of the scale, it appears to originate from their work (Bruner, 2009).

Perceived environmental friendliness. This variable was measured with the measurement scale created by Chen et al. (2015). In their study the AVE value was .658, which is above the threshold value of 0.5 (Hair et al.,2018), indicating acceptable convergent validity. The measurement scale was further adapted to the context of local food.

Psychosocial drivers

Heath consciousness. This variable was measured using the scale created by Haws and Winterich (2013), who borrowed items from the 'health consciousness scale' by Gould (1990).

Environmental concerns. The variable 'environmental concerns' was measured by an eight-item scale devised by Chen and Tung (2014), which drew from two prior studies: five items originated from Kim and Choi (2005), and the remaining three were developed by Fujii (2006). Additionally, the scale's applicability was validated in a food-related context by Suki et al. (2021).

Local economy support. Support for the local economy lacks a dedicated measurement scale, yet it aligns closely with the concept of "communalization." This concept forms a key component of the broader ideology known as locavorism, as introduced by Reich et al. (2018). For locavorism, a specific measurement scale has been devised, incorporating communalization among its factors. However, this scale was modified to allow for a more general measurement, making it more compatible with other psychosocial factors.

Feeling of groundedness

People. The pillar 'people' of the concept 'feeling of groundedness' was measured using 'the connection to people' measurement scale developed by Eichinger et al. (2021). This scale demonstrated strong validity evidenced by an Average Variance Extracted (AVE) of .84, indicating a high construct validity.

Past. The second pillar 'past' of the concept 'feeling of groundedness' was assessed using 'the connection to past' measurement scale developed by Eichinger et al. (2021). This scale exhibited robust validity, as shown by an Average Variance Extracted (AVE) of .83. This figure highlights the high level of construct validity of the scale.

Place. The last pillar 'place' of the concept 'feeling of groundedness' has also been measured by a scale created by Eichinger et al. (2021): 'connection to place'. This scale also demonstrated strong validity evidenced by an Average Variance Extracted (AVE) of .83, therefore also indicating high construct validity.

All of these three scales are technically ordinal scales, but were treated as interval scales (Wu & Leung, 2017).

Demographic factors

The demographic measurement scales used are outlined in Appendix A, Table A1. ‘Income’ was determined based on the annual income in the Netherlands (Centraal Bureau voor de Statistiek, 2023). ‘Education’ was classified according to the various levels of education attainable in the Netherlands. To incorporate these demographical factors as independent variables instead of control variables, a more comprehensive creation of segments was feasible. ‘Age’ was measured on a ratio scale, ‘income’ on an interval scale, and ‘education’ on a nominal scale.

Purchase intention of local food

The measurement scale for the dependent variable was adopted from the work of Ko et al. (2005). This scale offers a holistic analysis of both direct and indirect indicators of purchase intention. Moreover, this instrument was adapted to specifically address the context of local food products. However, in the original study by Ko et al. (2005), from which the scale was adopted, the discussion of the scale’s validity was absent.

Communication preference

Two communication messages based on the taste vs. healthiness comparison were used:

Message Taste: “*Van lokale bodem: dit staat garant voor een beproefde en overheerlijke smaakbeleving*!” (From local origins: this ensures a tried and delightful taste experience!) This quote is borrowed from one of the Streeckgenoten products, specifically the Streeckgenoten Filet American Hergo.

Message Health: “*Van lokale bodem: rijk aan vitamines!”* (From local origins: rich in vitamins!). This quote is self-designed to associate a health-related feature with the communication message.

Control variable

In this research, the control variable ‘Familiarity’ was added, based on the idea that higher familiarity with the food product increases the likelihood that someone will buy it. This was also confirmed by previously conducted research (Liu et al., 2021).

Table A1

Operationalization

Factor	**Items**	**Source**	**Cronbach’s alpha**
Perceived Quality	How do you perceive the quality of local food products from the supermarket? 1. Locally produced products are excellent quality 2. Locally produced products are high quality 3. Locally products are superior quality	Gleim et al. (2013)	.95

	4. Locally products are the best *(1 = very poor quality, 7 = very good quality)*		
Perceived Taste	How do you perceive the taste of local food products from the supermarket? 1. Flavor: 1= flavorless, 7= flavorful 2. Deliciousness: 1 = not at all delicious, 7 = very delicious 3. Overall taste: 1= bad taste, 7 = good taste	Poor et al. (2013)	.91 .96
Perceived healthiness	Local food products from the supermarket.. 1. 1= Are not at all healthy / 7= are very healthy 2. 1= Do not promote good health /=7 promote good health 3. 1= Are not important as part of a healthy diet / 7 = are important as part of a healthy diet	Mende et al. (2019), Doorn and Verhoef (2011)	.80
Perceived Freshness	I want to eat local food products from the supermarket because.. 1. Because it is fresh 2. Because it is natural (e.g. not genetically modified) 3. Because it contains no harmful substances (e.g. pesticides, pollutants, antibiotics) *(1 = strongly disagree, 7 = strongly agree)*	Renner et al. (2012) (partially)	Not mentioned
Perceived Safety	Please rate how much the following statements describe your opinions: 1. I believe that local food from the supermarket is safe 2. I believe that local food from the supermarket can not affect human health in the long-run 3. I believe that local food from the supermarket can not affect human health in the short-run 4. I would offer local food from the supermarket to my children without any particular concern 5. I would recommend consumption of local food from the supermarket to my friends *(1 = strongly disagree, 7 = strongly agree)*	Arvanitoyannis and Krystallis (2005)	Not mentioned
Perceived Price	How do you perceive the price of local food products when purchased at supermarkets? 1. Extremely inexpensive / extremely expensive 2. Hurts very little to pay / hurts a lot to pay 3. Very low cost / very high cost *(1 = very poor quality, 7 = very good quality)*	Adaval and Monroe (2002)	.9172 .9319 .9250

Health consciousness	Please rate how much the following statements describe your opinions about health: 1. I reflect about my health a lot 2. I'm very self-conscious about my health 3. I'm generally attentive to my inner feelings about my health 4. I'm constantly examining my health 5. I'm alert to changes in my health 6. I'm usually aware of my health 7. I'm aware of the state of my health as I go through the day *(1 = not at all, 7 = very much so)*	Gould (1990); Haws and Winterich (2013)	.96 .92
Environmental concerns	Please rate how much the following statements describe your opinions: 1. I am extremely worried about the state of the world's environment and what it will mean for my future 2. Mankind is severely abusing the environment 3. When humans interfere with nature it often produces disastrous consequences 4. The balance of nature is very delicate and easily upset 5. Humans must live in harmony with nature in order to survive 6. I think environmental problems are very important 7. I think environmental problems cannot be ignored 8. I think we should care about environmental problems *(1 = strongly disagree, 7 = strongly agree)*	Chen and Tung (2014), Choi (2005), Fujii (2006)	.95
Local economy support	Please rate how much the following statements describe your opinions: 1. I want to buy products that helps build a more prosperous community 2. I like to support local businesses whenever possible 4. Supporting the local economy is important to me. *(1 = strongly disagree, 7 = strongly agree)*	Reich et al. (2018)	
Groundedness: People	Please rate how much the following statements describe your opinions: When consuming local food from the supermarket: 1. I would somehow feel a connection to "my people"	Eichinger et al. (2021)	.92

	2. I would feel connected to my social environment 3. In a sense, I would feel to be in touch with my social sphere ("my people") *(1 = strongly disagree, 7 = strongly agree)*		
Groundedness: Past	Local food products from the supermarket… 1. Makes me feel connected to my historic environment 2. I somehow feel a connection to "my past" 3. In a sense, I feel to be in touch with my historic sphere ("my place") *(1 = strongly disagree, 7 = strongly agree)*	Eichinger et al. (2021)	.93
Groundedness: Place	Local food products from the supermarket… 1. Makes me feel connected to my physical environment 2. I somehow feel a connection to "my place" 3. In a sense, I feel to be in touch with my physical sphere ("my place") *(1 = strongly disagree, 7 = strongly agree)*	Eichinger et al. (2021)	.94
Gender	What is your gender? 1. Male 2. Female 3. Other		
Income	Approximately, what is your income on an annual basis? 1) €0 - €19.999 2) €20.000 - €39.999 3) €40.000 - €59.999 4) €60.000 - €79.999 5) €80.000 - €99.999 6) More than €100.000 7) I'd rather not say		
Age	What is your age?		
Education	What is your highest level of education? 1. WO 2. HBO 3. MBO 4. VWO 5. HAVO 6. VMBO 7. Elementary school 8. None		
Purchase intention	I am very likely to purchase local food from the supermarket:	Ko et al. (2005)	.89

	Unlikely/Likely Definitely would not/Definitely would Improbable/Probable *(1 = strongly disagree, 7 = strongly agree)*		
Control variable: Familiarity	I am familiar with local food from the supermarket 1.Unfamiliar / Familiar 2.Inexperienced / Experienced 3.Not knowledgeable / Knowledgeable	Machleit, Allen, and Madden (1993), Kent and Allen (1994), Schlosser (2006)	.97

Appendix B Survey, experiment

Figure B1

Beste respondent,

Allereerst wil ik u bedanken voor uw bereidheid om deel te nemen aan dit onderzoek. Als onderdeel van mijn master thesis aan de Radboud Universiteit onderzoek ik de verschillende drijfveren achter de aankoop van lokale voedingsmiddelen in supermarkten. In dit onderzoek betekent lokale voeding *voedsel dat binnen korte voedselketens wordt geteeld of geproduceerd, en binnen een straal van 30 kilometer van de consument.* Momenteel wordt er steeds meer lokaal voedsel in supermarkten aangeboden, zoals fruit uit de regio. **Voor de vragen in dit onderzoek verzoek ik u om specifiek te denken aan fruit als voorbeeld van lokale voeding.**

Note. (Werkfruit | Landwinkel De Woerdt, n.d.)

Het invullen van de vragenlijst duurt maximaal 10 minuten. Uw antwoorden worden anoniem en veilig opgeslagen, in overeenstemming met de richtlijnen voor gegevensbeheer van de Radboud Universiteit. Uw antwoorden blijven volledig anoniem en zullen uitsluitend gebruikt worden voor onderzoeksdoeleinden. Deelname aan dit onderzoek is volledig vrijwillig en u heeft op elk moment de vrijheid om uw deelname aan het proces te stoppen als u besluit dat u niet langer wilt meedoen.

Heeft u vragen over het onderzoek? Neem dan contact op via michelle.klokman@ru.nl.

1. Heeft u alle informatie goed gelezen en gaat u akkoord met de deelname aan dit onderzoek? (ja/nee)
2. Geef aan in welke mate de volgende uitspraken uw mening beschrijft:
   - Ik ben bekend met lokaal voedsel uit de supermarkt *(Onbekend/bekend)*
   - Ik heb ervaring in het gebruik van lokale voeding uit de supermarkt (*Onervaren/Ervaren*)
   - Ik ben goed geïnformeerd over lokale voeding uit de supermarkt (*Niet goed geïnformeerd/ Goed geïnformeerd)*
3. Geef aan in welke mate de volgende uitspraak uw mening beschrijft: Ik ben zeer geneigd om lokaal voedsel te kopen in de supermarkt (*onwaarschijnlijk/waarschijnlijk, Zeker niet/Zeker wel*)

Nu komen er vragen over wat u vindt van de product kenmerken van lokale producten uit de supermarkt. Als u nog nooit lokale voeding heeft geprobeerd, kunt u uw verwachtingen baseren op uw kennis of perceptie van lokale producten in het algemeen. Voor deze vragen verzoek ik u om specifiek te denken aan fruit als voorbeeld van lokale voeding.

4. Hoe beoordeelt u de kwaliteit van lokale voedselproducten uit de supermarkt? (*1= helemaal mee oneens, 7 = helemaal mee eens)*
   - Lokaal geproduceerde producten zijn van uitstekende kwaliteit
   - Lokaal geproduceerde producten zijn van hoge kwaliteit
   - Lokaal geproduceerde producten zijn van superieure kwaliteit
   - Lokaal geproduceerde producten zijn de beste
5. Hoe beoordeelt u de smaak van lokale voedselproducten uit de supermarkt?
   - Smaak: 1= smaakloos, 7= smaakvol
   - Heerlijkheid: 1 = helemaal niet lekker, 7 = erg lekker
   - Algemene smaak: 1= slechte smaak, 7= goede smaak
6. Lokale voedselproducten uit de supermarkt…*(1= helemaal mee oneens, 7 = helemaal mee eens)*
   - Zijn gezond
   - Bevorderen een goede gezondheid
   - Zijn belangrijk als onderdeel van een gezond dieet
7. Ik wil lokale voedingsproducten uit de supermarkt eten omdat… (*1= helemaal mee oneens, 7 = helemaal mee eens*)
   - Omdat het vers is
   - Omdat het natuurlijk is (bijv. niet genetisch gemodificeerd)
   - Omdat het geen schadelijke stoffen bevat (bijv. pesticiden, vervuilende stoffen, antibiotica)
8. Geef aan in welke mate de volgende stellingen jouw mening beschrijven: (*1= helemaal mee oneens, 7 = helemaal mee eens)*
   - Ik geloof dat lokaal voedsel uit de supermarkt veilig is
   - Ik geloof dat lokaal voedsel uit de supermarkt de menselijke gezondheid op de lange termijn niet kan schaden
   - Ik geloof dat lokaal voedsel uit de supermarkt de menselijke gezondheid op de korte termijn niet kan beïnvloeden
   - Ik zou mijn kinderen zonder enige bezorgdheid lokale voeding uit de supermarkt aanbieden
   - Ik zou de consumptie van lokale levensmiddelen uit de supermarkt aan mijn vrienden aanbevelen
9. Wat vindt u van de prijs van lokale voedingsproducten in supermarkten? *(schaal 1-7)*
   - Extreem goedkoop / extreem duur
   - Doet weinig pijn om te betalen / doet veel pijn om te betalen

- Zeer lage kosten / zeer hoge kosten

Nu gaan we over naar enkele vragen over uw persoonlijke houding en gedrag met betrekking tot verschillende aspecten, waaronder uw gezondheid, milieu en betrokkenheid bij lokale gemeenschappen.

10. Geef aan in welke mate de volgende stellingen uw mening over gezondheid beschrijven: *(1= helemaal mee oneens, 7 = helemaal mee eens)*
    - Ik denk veel na over mijn gezondheid
    - Ik ben erg zelfbewust over mijn gezondheid
    - Ik heb over het algemeen aandacht voor mijn innerlijke gevoelens over mijn gezondheid (bewust zijn van lichamelijke sensaties, zoals pijn of vermoeidheid)
    - Ik onderzoek mijn gezondheid voortdurend
    - Ik ben alert op veranderingen in mijn gezondheid
    - Ik ben me meestal bewust van mijn gezondheid
    - Ik ben me bewust van de staat van mijn gezondheid terwijl ik door de dag ga

11. Geef aan in welke mate de volgende stellingen jouw mening beschrijven: *(1= helemaal mee oneens, 7 = helemaal mee eens)*
    - Ik maak me grote zorgen over de toestand van het milieu in de wereld en wat dit zal betekenen voor mijn toekomst
    - De mensheid maakt ernstig misbruik van het milieu
    - Als de mens zich met de natuur bemoeit, heeft dat vaak rampzalige gevolgen.
    - Het evenwicht in de natuur is zeer delicaat en wordt gemakkelijk te verstoren
    - Mensen moeten in harmonie met de natuur leven om te kunnen overleven
    - Ik vind milieuproblemen heel belangrijk
    - Ik denk dat milieuproblemen niet genegeerd kunnen worden
    - Ik vind dat we ons moeten bekommeren om milieuproblemen

12. Geef aan in welke mate de volgende stellingen uw mening beschrijven: *(1 = helemaal mee oneens, 7 = helemaal mee eens)*
    - Ik wil producten kopen die helpen een meer welvarende gemeenschap op te bouwen
    - Ik steun graag lokale bedrijven waar mogelijk
    - Het ondersteunen van de lokale economie is belangrijk voor mij.

Nu gaan we over naar enkele vragen over de term 'feeling of groundedness' (gevoel van gronding). Ook bij deze vragen verzoek ik u om specifiek te denken aan fruit als voorbeeld van lokale voeding.

Bij het consumeren van lokaal voedsel uit de supermarkt: *(1 = helemaal mee oneens, 7 = helemaal mee eens)*

- Zou ik op de een of andere manier een band voelen met "mijn mensen"
- Ik zou me verbonden voelen met mijn sociale omgeving (Voel ik mij verbonden met mijn sociale omgeving)
- In zekere zin zou ik het gevoel hebben in contact te staan met mijn sociale omgeving ("mijn mensen")

13. Lokale voedingsproducten uit de supermarkt... *(1 = helemaal mee oneens, 7 = helemaal mee eens)*

    - Geeft me het gevoel verbonden te zijn met mijn historische omgeving
    - Ik voel me op de een of andere manier verbonden met "mijn verleden".

- In zekere zin heb ik het gevoel in contact te zijn met mijn historische omgeving ("mijn plek")

14. Lokale voedingsproducten uit de supermarkt... *(1= helemaal mee oneens, 7 = helemaal mee eens)*
    - Geeft me het gevoel verbonden te zijn met mijn fysieke omgeving
    - Ik voel me op de een of andere manier verbonden met "mijn plaats"
    - In zekere zin heb ik het gevoel in contact te zijn met mijn fysieke omgeving ("mijn plaats")

Je bent er bijna! Zie onderstaande afbeelding + bericht:

"*Van lokale bodem: dit staat garant voor een beproefde en overheerlijke smaakbeleving*!"

of

"*Van lokale bodem: rijk aan vitamines!*"

15. Hoe waarschijnlijk is het dat u dit product koopt na het zien van dit bericht? (*schaal 1-7*)
    - Onwaarschijnlijk/waarschijnlijk
    - Zeker niet/Zeker wel

Om af te sluiten, volgen nu enkele demografische vragen.

16. Wat is uw geslacht?
    - Man
    - Vrouw
    - Anders
17. Wat is ongeveer uw inkomen op jaarbasis?
    - €0 - €19.999
    - €20.000 - €39.999
    - €40.000 - €59.999
    - €60.000 - €79.999
    - €80.000 - €99.999
    - Meer dan €100.000
    - Zeg ik liever niet
18. Wat is uw leeftijd? (Geef uw leeftijd op in hele jaren, bijvoorbeeld 25)
19. Wat is uw hoogste opleidingsniveau
    - WO
    - HBO
    - MBO
    - VWO
    - HAVO
    - VMBO

- Basisschool
- Geen

Appendix C Descriptives

Table C1

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Purchase Intention	209	1.50	7.00	4.9139	1.16839
Perceived Quality	227	2.00	7.00	4.5947	.98879
Perceived Taste	227	2.33	7.00	5.2922	.94659
Perceived Healthiness	220	1.00	7.00	4.9545	1.13518
Perceived Freshness	220	1.67	7.00	5.2273	1.17425
Perceived Safety	220	1.80	7.00	5.0191	1.04028
Perceived Price	217	2.00	6.00	3.9263	.79733
Health Consciousness	211	1.71	7.00	5.0278	.95766
Environmental Concerns	211	1.25	7.00	5.1967	1.08869
Local Economy Support	211	2.00	7.00	5.3286	1.00500
Groundedness ‘People’	210	1.00	7.00	4.0127	1.52451
Groundedness ‘Past’	210	1.00	7.00	3.3127	1.58243
Groundedness ‘Place’	210	1.00	7.00	3.7841	1.50419
Age	208	19.00	79.00	36.6442	17.26347
Gender	208	1	2	1.66	.474
Education	208	1	8	2.00	1.335
Income	198	1	6	2.19	1.294
Familiarity	227	1,00	7.00	4.0852	1.67273

Table C2

Categorical variables distribution

Variable		Frequency	Valid Percent	Cumulative Percent
Gender	Man	70	33.7	33.7

	Vrouw	138	66.3	100.0
	Total	208	100.0	
Income	€0 - €19.999	76	38.4	38.4
	€20.000 - €39.999	57	28.8	67.2
	€40.000 - €59.999	37	18.7	85.9
	€60.000 - €79.999	14	7.1	92.9
	€80.000 - €99.999	8	4.0	97.0
	Meer dan €100.000	6	3.0	100.0
	Total	*198*	*100.0*	
	Zeg ik liever niet	*10*		
Education	WO	87	41.8	41.8
	HBO	81	38.9	80.8
	MBO	23	11.1	91.8
	VWO	4	1.9	93.8
	HAVO	2	.9	1.0
	VMBO	8	3.8	98.6
	Praktijkonderwijs	1	.5	99.0
	Basisschool	2	1.0	100.0

Table C3

Reliability Statistics

Variable	Cronbach's Alpha	N of Items
Familiarity	.898	3
Purchase Intention (Health)	.928	2
Purchase Intention (Taste)	.940	2
Perceived Quality	.866	4
Perceived Taste	.895	3
Perceived Healthiness	.879	3
Perceived Freshness	.814	3

Perceived Safety	.848	5
Perceived Price	.506	3
Health Consciousness	.907	7
Environmental Concerns	.925	8
Local Economy Support	.779	3
Groundedness	.957	9
People	.938	3
Place	.945	3
Past	.950	3
Updated After deletion		
Perceived Price	.797	2

Appendix D Assumptions regression analysis

The rule for regression analysis is that the variables must be measured at the metric level. ‘Income’, ‘education’, and ‘gender’ are categorical variables, so dummy variables were created. The continuous variables were standardized, meaning the mean was set to 0 and the standard deviation to 1. This simplifies the data and makes it directly comparable. Using standardized data in the regression analysis allowed the independent variables to be compared in an overall multiple regression analysis, making multicollinearity easier to detect.

The first assumption is normality. The continuous metric variables were evaluated for skewness and kurtosis. According to Hair et al. (2018), attention should be paid to values when the ratio of skewness or kurtosis to standard error results in a value greater than 3 or less than -3. (Hair et al., 2018). In terms of skewness, the following variables required attention: Purchase Intention (-0.6/0.168, -3.57), Perceived Freshness (-0.567/0.164, -3.46), and Age (0.839/0.169). As for kurtosis, there are no variables that exceed the limit value. After assessing logarithmic, inverse, and square root transformations of the variables that do not meet the assumptions of skewness, no improvement is observed where skewness and kurtosis remain within the limit of ±3 (Field, 2018).

The normality test can be found in the appendix E, table E1. A Kolmogorov-Smirnov (D(209) = .180, p = <.001 and Shapiro-Wilk test (D(209) .941 p = >.001) of the dependent variable ‘purchase intention of local food’ likely was not normally distributed. However, the P-Plot (Appendix E, Figure E2) shows that the data are reasonably normally distributed. Given this finding and the relatively large sample size of over 200, the analysis could proceed. This is based on the expectation that any problems with these assumptions can be addressed and resolved at later stages of the analysis, where other assumptions will also be tested and corrected if necessary (Hair et al., 2018, p. 100).

Another important assumption in the analysis is the linearity between the independent variables and the dependent variable. To examine possible nonlinear relationships, polynomial terms were created for all independent variables except the dummy variables. Most polynomial variables were not found to be significant, except for ‘perceived safety’ (p = .026), ‘health consciousness’ (p = .014), and ‘past’ (p = .037). The non-significant variables indicate the absence of a curvilinear relationship. This satisfies the condition of linearity within the model. For the significant variables, the original variables were included, assuming a linear relationship due to the complexity of the model with many variables (Hair et al., 2018). Adding polynomial variables increases the likelihood of multicollinearity and may cause overfitting, which includes underlying noise or random fluctuations (Hawkins, 2003).

Third, homoscedasticity was examined using the ZRESID-ZPRED plot. According to Hair et al. (2019), this plot should not show clear patterns, and the values should be as evenly distributed as possible. The scatterplot showed that there was a slight diamond shape visible, but it appeared reasonably acceptable, indicating that the values were to be fairly evenly distributed (appendix E, figure E3. As a result, the assumption of homoscedasticity was met.

The next assumption is the independence of error terms, which is an essential requirement for the validity of the model. The independence of the error terms was tested using the Durbin-Watson test. Values between 1 and 3 in this test indicate independent error terms (Field, 2018). With a value of 1.883, the model met this condition. The results can be found in Appendix E, Table E2. In addition, participant observations were conducted independently, which means that each observation was made by one participant without the influence of others. This confirms the assumption of independent error terms both statistically and theoretically.

Lastly, to check for multicollinearity, the tolerance values and VIF-scores were calculated and a correlation matrix was created. The tolerance values of the variables are higher than .20 and the VIF scores are below 10 (Hair et al., 2019), which means there is no evidence of multicollinearity. The results can be found in Appendix E, Table E3. In addition, the Pearson correlation matrix was analyzed as an additional check for multicollinearity. High correlations were observed, such as between 'Place' and 'People' (.757), 'Place' and 'Past' (.768), and 'Past' and 'People' (.692). These high correlations are not desirable, however, as they combine to form the concept of groundedness, these high correlations were expected. There are no correlation values higher than 0.8, meaning that the variables are suitable for further inclusion in the analysis (Field, 2018).

In addition to the assumptions, any outliers must also be examined. This was done by calculating the Cook's distance and Mahalanobis D2. None of the values of the Cook's distance for the observations exceeded 1.0, meaning they were within acceptable limits (Hair et al., 2019). In addition, the likelihood of Mahalanobis D2 was considered, with six observations showing too low a value of p > 0.001 (Morgan & Rubin, 2015). The regression analysis, both with and without these respondents, remained robust. Removing these observations would result in a loss of statistical power, so it was decided to retain them.

Appendix E Regression analysis

Table E1

Normality test

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Purchase Intention	.180	209	<.001	.941	209	<.001

Figure E1

Histogram Normality

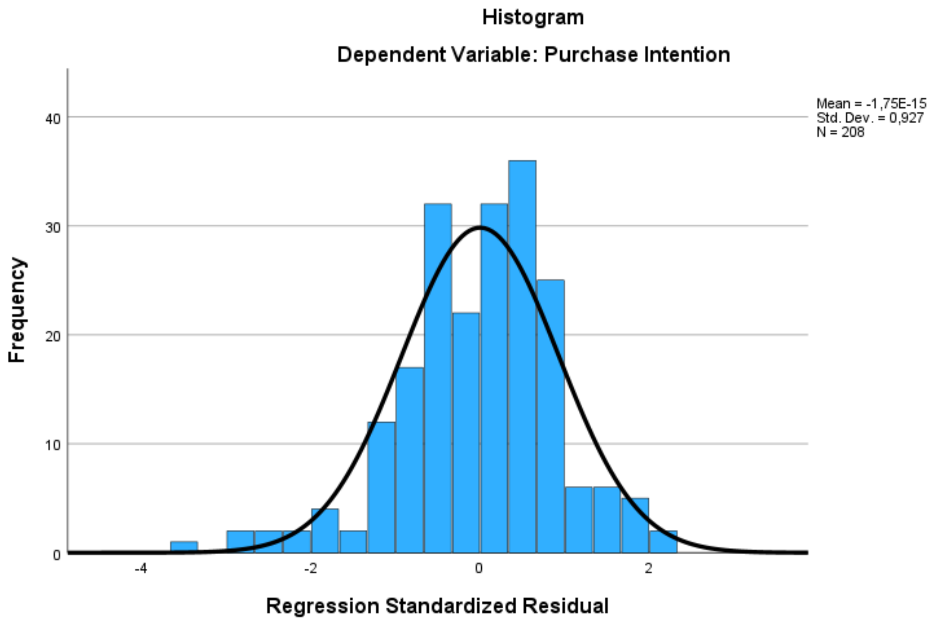


Figure E2

Normal P-P Plot of Regression Standardized Residual

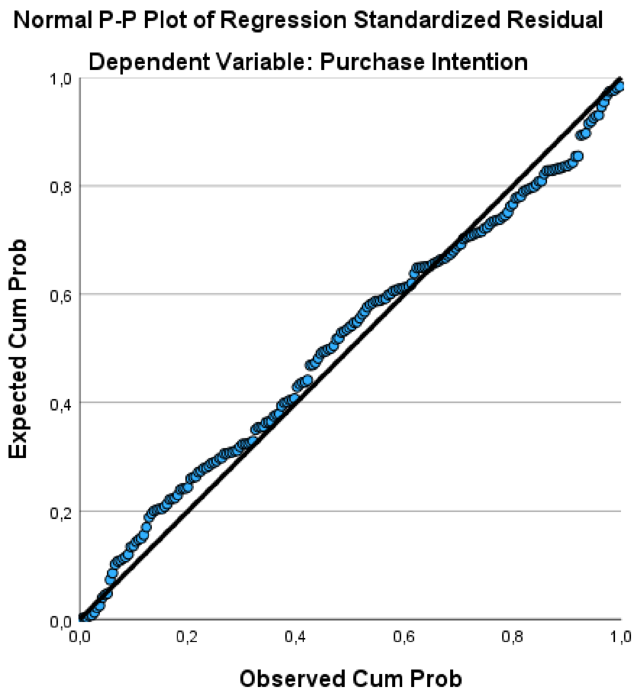


Figure E3

ZRESID-ZPRED Scatterplot

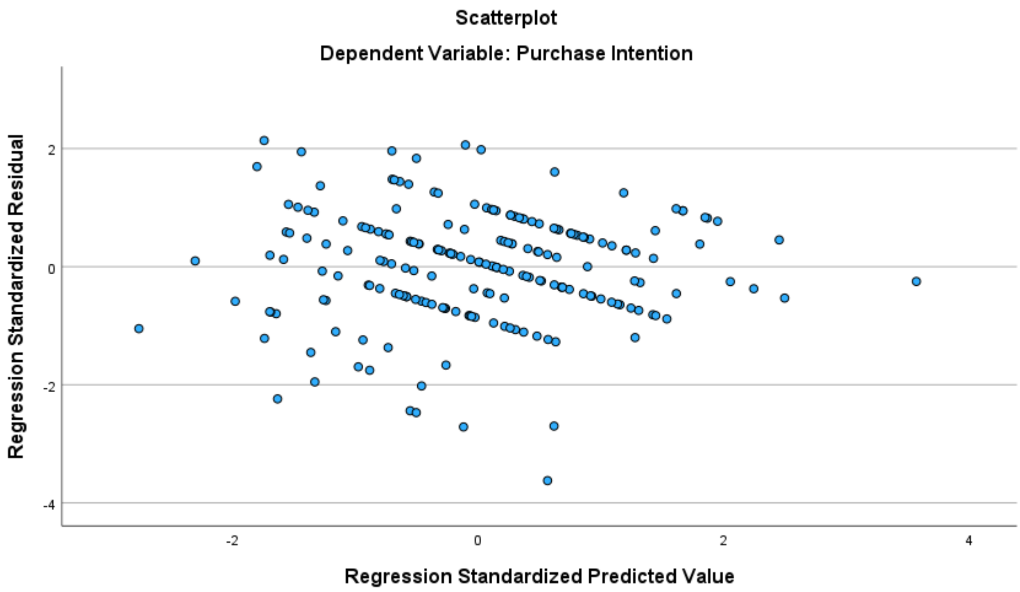


Table E2

Durbin-Watson

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.534	.285	.177	1.06229	1.883

Table E3

Multicollinearity statistics

		Collinearity Statistics	
		Tolerance	**VIF**
Independent variables			
Familiarity		.799	1.252
Taste Scenario		.863	1.158
Perceived Quality		.443	2.258
Perceived Taste		.444	2.253
Perceived Healthiness		.446	2.240
Perceived Freshness		.501	1.997
Perceived Safety		.490	2.042
Perceived Price		.844	1.185
Health Consciousness		.754	1.326
Environmental Concerns		.595	1.680
Local Economy Support		.500	2.000
People		.327	3.055
Past		.291	3.431
Place		.255	3.928
Age		.459	2.179
Income	€20.000 - €39.999	.676	1.479
	€40.000 - €59.999	.599	1.668
	€60.000 - €79.999	.695	1.438

	€80.000 - €99.999	.834	1.200
	Meer dan €100.000	.808	1.238
Gender (man)		.840	1.190
Education	HBO	.692	.1.445
	MBO	.620	1.613
	VWO	.880	1.136
	HAVO	.872	1.147
	VMBO	.791	1.264
	Praktijkonderwijs	.767	1.304
	Basisschool	.868	1.152

Appendix F Model fit

Table F1

ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.559	29	3.088	2.828	<.001
	Residual	194.383	178	1.092		
	Total	283.942	207			

Table F2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.562	.315	.204	1.04501

Table F3

Multiple regression analysis

Model 1

	B	Sig	Expected results Hypothesis
(Constant)	5.666	<.001	
Perceived Quality**	-.228	.048	H1a +
Perceived Taste	.127	.275	H1b +
Perceived Healthiness*	.218	.054	H1c +
Perceived Freshness	.135	.208	H1d +
Perceived Safety	.017	.873	H1e +
Perceived Price*	-.150	.069	H1f -
Health Consciousness	-.044	.623	H2a +
Environmental Concerns	.096	.368	H2b +
Local Economy Support**	.221	.046	H2c +
People	.073	.567	H3a +
Past	.151	.263	H3b +
Place	-.037	.798	H3c +
Age**	.225	.037	H4a +
Gender = Man	-.004	.981	H4b +
Income = €20.000 - €39.999**	-.537	.007	H4c + (dummy +)
Income = €40.000 - €59.999**	-.554	.025	H4c + (dummy +)
Income = €60.000 - €79.999*	-.631	.071	H4c + (dummy +)
Income = €80.000 - €99.999	-.621	.134	H4c + (dummy +)
Income = Meer dan €100.000*	-.820	.090	H4c + (dummy +)
Income = Zeg ik liever niet	-.305	.446	H4c + (dummy +)
HBO**	-.430	.017	H4d + (dummy -)
MBO	-.315	.284	H4d + (dummy -)
VWO*	-1.020	.071	H4d + (dummy -)
HAVO	.232	.770	H4d + (dummy -)
VMBO	-.541	.203	H4d + (dummy -)
Praktijkonderwijs	-.077	.949	H4d + (dummy -)
Basisschool	.564	.480	H4d + (dummy -)
Control variables			
Familiarity	.073	.375	
Taste Scenario**	-.368	.019	

** <0.05 *<0.10

Table F4

Hypotheses overview

Hypothesis	Supported?
H1a. *The perceived quality of local food has a positive influence on the purchase intention of local food.*	Not supported (negative significant)
H1b. *The perceived tastiness of local food has a positive influence on the purchase intention of local food.*	Not supported
H1c. *The perceived healthiness of local food has a positive influence on the purchase intention of local food.*	Supported (90% confidence interval)
H1d. *The perceived safety of local food has a positive influence on the purchase intention of local food.*	Not supported
H1e. *The perceived freshness of local food has a positive influence on the purchase intention of local food.*	Not supported
H1f. *The perceived price of local food has a positive effect on the purchase intention of local food.*	Supported (90% confidence interval)
H2a. *Health consciousness has a positive influence on the purchase intention of local food.*	Not supported
H2b. *Environmental concerns have a positive influence on the purchase intention of local food.*	Not supported
H2c. *Local economy support has a positive influence on the purchase intention of local food.*	Supported
H3a*: The connection to a place has a positive effect on the purchase intention of local food.*	Not supported
H3b *The connection to 'people' has a positive effect on the purchase intention of local food.*	Not supported
H3c. *The connection to the past has a positive effect on the purchase intention of local food.*	Not supported
H4a. *Age has a positive influence on the purchase intention of local food.*	Supported
H4b. *Being female will be positively related to the purchase intention of local food.*	Not supported
H4c. *Education has a positive influence on the purchase intention of local food.*	Partially supported
H4d. *Income has a positive influence on the purchase intention of local food.*	Not supported (negative partially significant)

Appendix G Robustness check

Note. Model A: Perceived quality without sub-drivers, Model B: No Perceived Quality, only sub-drivers

Figure G1

Histogram Normality (Model A)

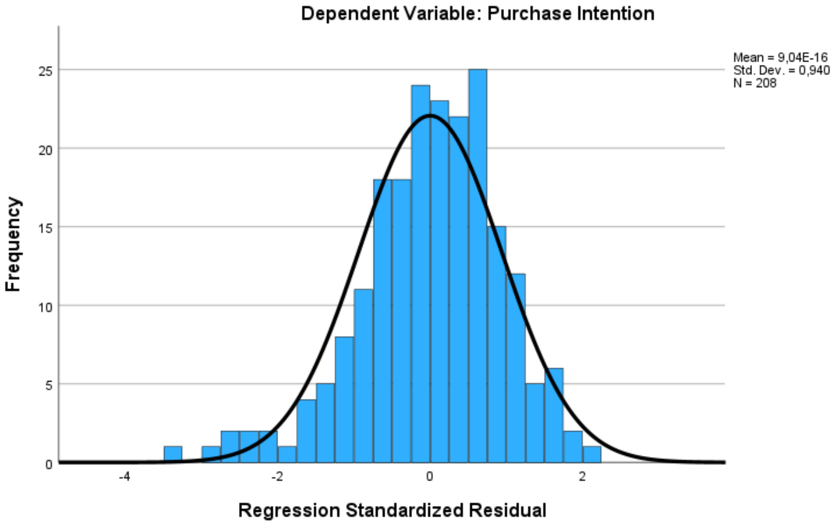


Figure F1.1

Histogram Normality (Model B)

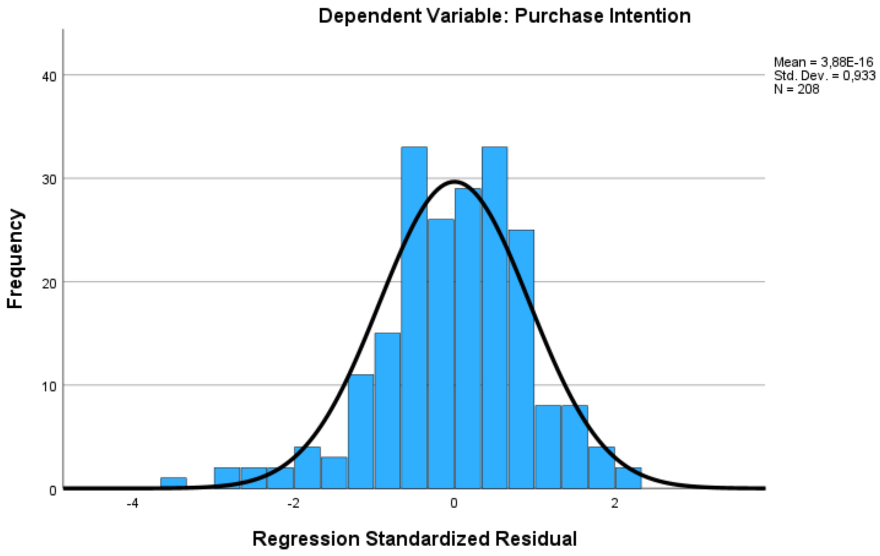


Figure G2

Normal P-P Plot of Regression Standardized Residual (Model A)

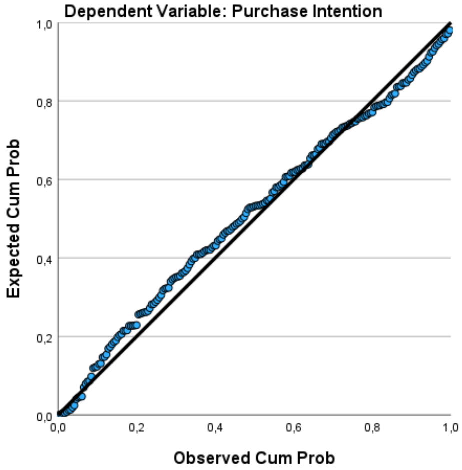


Figure G2.1

Normal P-P Plot of Regression Standardized Residual (Model B)

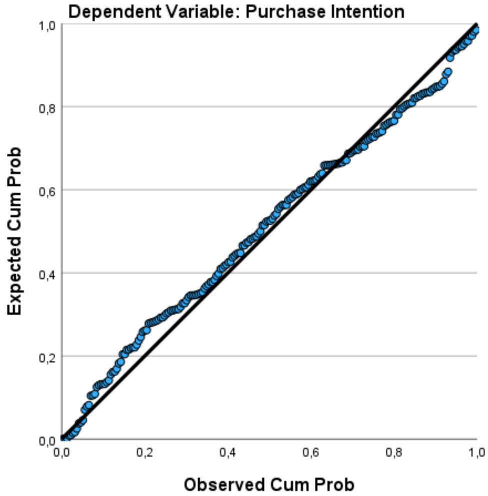


Figure G3

ZRESID-ZPRED Scatterplot (Model A)

Figure G3.1

ZRESID-ZPRED Scatterplot (Model B)

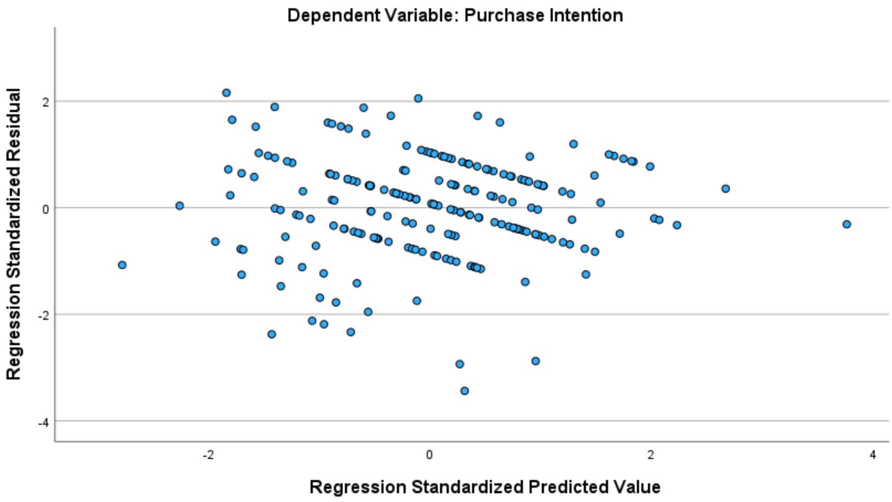


Table G1

Durbin-Watson

Model A	Durbin-Watson
A	1.885
B	1.922

Table G2

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
A	Regression	70.750	24	2.948	2.530	<.001
	Residual	213.192	183	1.165		
	Total	283.942	207			
B	Regression	85.239	28	3.044	2.742	<.001
	Residual	198.704	179	1.110		
	Total	283.942	207			

Table G3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
A	.499	.249	.151	1.07934
B	.548	.300	.191	1.05360

Table G4

Multiple regression analysis

	Model A		Model B	
	B	Sig	B	Sig
(Constant)			5.695	<.001
Perceived Quality**	-.043	.650		
Perceived Taste			.028	.788
Perceived Healthiness*			.216	.059
Perceived Freshness			.104	.331
Perceived Safety			-.013	.905
Perceived Price*			-.162	.052
Health Consciousness	.010	.911	-.050	.581
Environmental Concerns	.056	.606	.057	.588
Local Economy Support**	.338	.002	.228	.041
People	.063	.622	.064	.620
Past	.127	.355	.095	.475
Place	-.009	.949	-.022	.880
Age**	.266	.015	.247	.023
Gender = Man	-.097	.567	-.031	.856
Income = €20.000 - €39.999**	-.511	.011	-.540	.007
Income = €40.000 - €59.999**	-.640	.011	-.589	.018
Income = €60.000 - €79.999*	-.782	.029	-.576	.100
Income = €80.000 - €99.999	-.667	.114	-.636	.128
Income = Meer dan €100.000*	-.808	.105	-.797	.102
Income = Zeg ik liever niet	-.392	.341	-.435	.275
HBO**	-.361	.049	-.424	.020
MBO	-.403	.174	-.340	.252
VWO*	-.914	.113	-.904	.111
HAVO	.380	.643	.300	.709
VMBO	-.666	.121	-.597	.163

Praktijkonderwijs	-.402	.741	.051	.966
Basisschool	.341	.677	.248	.753
Control variables				
Familiarity	.065	.435	.073	.377
Taste Scenario**	-.389	.015	-.382	.016

Note. The tolerance values of the variables are higher than .20 and the VIF-scores are below 10 (Hair et al., 2019), which means there is no evidence of multicollinearity.

Appendix H Issues and assumptions cluster analysis

To be able to perform a cluster analysis four issues must be examined first (Hair et al., 2018). First, potential outliers must be detected. As stated before, the likelihood of Mahalanobis D2 was considered, with six observations showing too low a value of p > 0.001 (Morgan & Rubin, 2015). These observations (five) were deleted from the sample, since outliers can have misleading results in cluster analysis (Hair et al, 2018).

Second, the measure of similarity used must be defined. In this study, the squared Euclidean distance was used because it is the most common distance measure. Using the squared Euclidean distance instead of the normal Euclidean distance allows for better discrimination between points that are far apart, making it easier to detect differences between clusters (Hair et al., Mohibullah et al., 2015). Furthermore, it is important to be aware of the adequacy of the sample used. The minimum segment size should be at least 10%, which means that in this sample of around 200, there must be at least 20 observations to make meaningful statements (Hair et al., 2018).

Finally, consideration should be given to whether the data should be standardized. The variables were all measured on a scale of 1 to 7, making standardization unnecessary from this perspective. In addition, it was examined whether the standard deviations and averages of the variables show significant differences. Since the averages are close and there are no large outliers, it was decided not to standardize.

Apart from these issues, two more assumptions need to be discussed. First, the sample must represent the population (Hair et al., 2018; Muttaqin, 2022). Representativeness tests were conducted on the demographic variables based on the Dutch population. Data were obtained from CBS statistics to allow for comparison with the sample. Full details can be found in Appendix I. The Chi-square tests show that the sample is not representative of the Dutch population. The fact that the variables are not representative requires caution when comparing the clusters.

Secondly, the next issue is multicollinearity, because it may complicate the interpretation of the clusters (Hair et al., 2018; Muttaqin, 2022). Multicollinearity was checked in the previous analysis, which showed that no rules were violated and the analysis could continue. See Appendix E Table E3 for the results.

Appendix I Representative tests

Table I1

Frequencies Man/Female

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	67	30.5	33.3	33.3
	Vrouw	134	60.9	66.7	100.0
	Total	201	91.4	100.0	
Missing	System	19	8.6		
Total		220	100.0		

Table I2

Representative test Gender

	Gender
Chi-Square	24.253[a]
df	1
Asymp. Sig.	<.001

Note. In the sample, 220 of the 210 respondents indicated their gender. Of these, 33.3 percent were male and 66.2 percent were female. In the populations, however, those percentages are 49.3 and 50.7 percent (CBS Statline, n.d.).

The results of the chi-square test assessing the representativeness of the sample based on gender indicate that the sample is not representative in this regard, as the test is significant $\chi2(1, N = 201) = 24.253$, $p = <.001$).

Table I3

Frequencies Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	121	55.0	60.2	60.2
	2,00	15	6.8	7.5	67.7
	3,00	5	2.3	2.5	70.1
	4,00	28	12.7	13.9	84.1
	5,00	28	12.7	13.9	98.0
	6,00	4	1.8	2.0	100.0
	Total	201	91.4	100.0	
Missing	System	19	8.6		
Total		220	100.0		

Table I4

Representative Test Age

	Age
Chi-Square	212.380
df	5
Asymp. Sig.	<.001

Note. The distribution of these ages is shown in the frequency table. It is noteworthy that the age groups 80-89 and 90-99 are missing from this table. In comparison, the age distribution according to CBS runs from young to old with the following percentages: 19.0%, 15.8%, 14.7%, 17.5%, 15.3%, 11.7%, 5.1%, and 0.9% (*CBS Statline*, n.d.). However, the last two groups, missing from the sample, are included in this distribution. The chi-square test for these data yielded a value of $\chi^2(5, N = 210) = 212.380$, $p = <.001$), indicating a statistically significant deviation from the expected CBS distribution.

Table I5

Frequencies Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	€0 - €19.999	72	32.7	37.5	37.5
	€20.000 - €39.999	55	25.0	28.6	66.1
	€40.000 - €59.999	37	16.8	19.3	85.4
	€60.000 - €79.999	14	6.4	7.3	92.7

	€80.000 - €99.999	8	3.6	4.2	96.9
	Meer dan €100.000	6	2.7	3.1	100.0
	Total	192	87.3	100.0	
Missing	Zeg ik liever niet	9	4.1		
	System	19	8.6		
	Total	28	12.7		
Total		220	100,0		

Table I6

Representative Test Income

	Income
Chi-Square	98.282
df	5
Asymp. Sig.	<.001

Note. The data from cbs gave the percentages from 0 to over 100,000: 16.5%, 53.8%, 22.8%, 4.5%, 1.2% and 1.2% (Centraal Bureau voor de Statistiek, n.d.). The results of the chi-square test assessing the representativeness of the sample based on income indicate that the sample is also not representative in this regard, as the test is significant $\chi 2(5, N = 192) = 98.282$, $p = <.001$)

Appendix J Hierarchical cluster analysis

Figure J1

Dendrogram

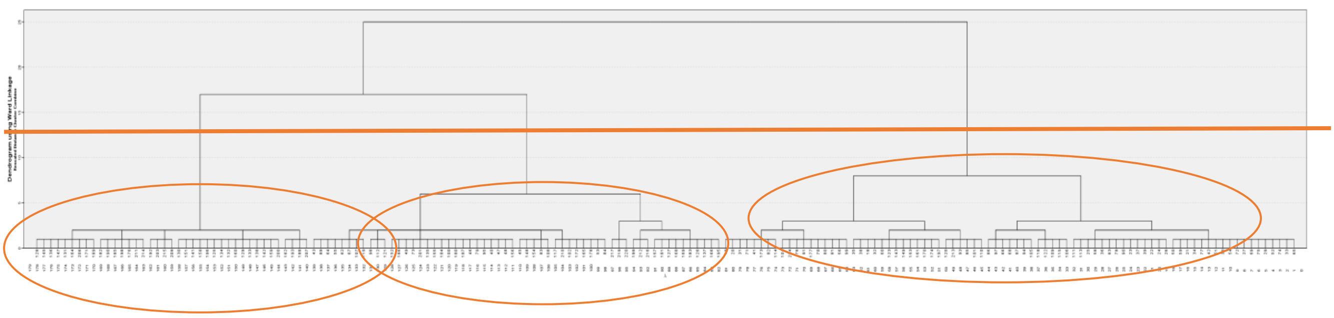


Figure J2

Agglomeration Schedule Coefficients

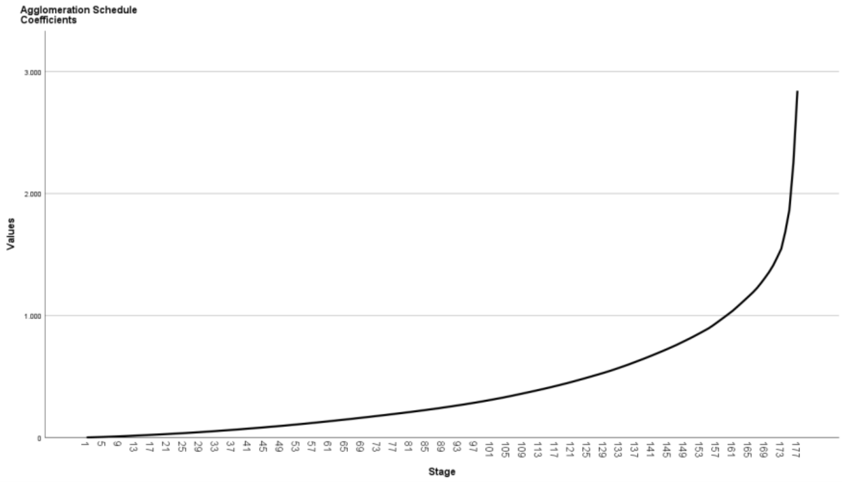


Figure J2.1

Agglomeration Schedule Coefficients (Zoomed In)

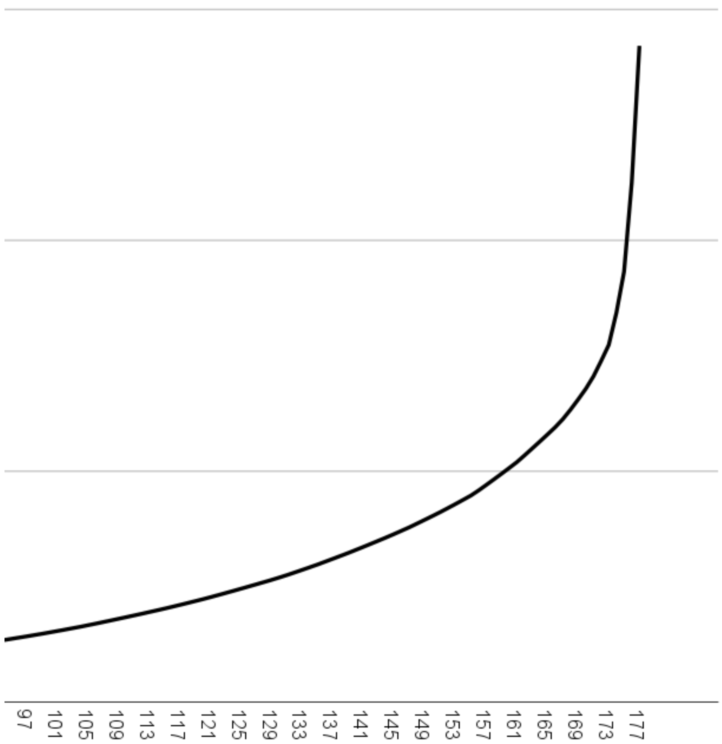


Table J1

Agglomeration schedule

Stage	Coefficients	Difference between stages
1	.308	
2	1.387	1.079
3	2.475	1.088
4	3.576	1.101
5	4.742	1.166
6	5.946	1.204
7	7.158	1.212
8	8.455	1.297
9	9.801	1.346
10	11.172	1.371
11	12.579	1.407
12	14.031	1.452
13	15.577	1.546
14	17.130	1.553
15	18.725	1.595
16	20.322	1.596
17	21.956	1.634
18	23.611	1.655
19	25.310	1.699
20	27.022	1.712

Note. Shortened to 20 stages, instead of 178.

Appendix K K-means cluster analysis

Table K1

Iterations

	Cluster		
Iteration	1	2	3
1	4.835	4.187	4.908
2	.444	.522	.243
3	.231	.233	.159
4	.119	.105	.064
5	.068	.057	.000
6	.152	.133	.000
7	.107	.104	.000
8	.113	.116	.000
9	.051	.053	.000
10	.000	.000	.000

Table K2

ANOVA Cluster Analysis

	Cluster		Error			
Independent Variables	Mean Square	df	Mean Square	df	F	Sig.
Perceived Quality	16.981	2	.731	175	23.224	<.001
Perceived Taste	12.519	2	.698	175	17.939	<.001
Perceived Healthiness	42.132	2	.835	175	50.431	<.001
Perceived Freshness	55.105	2	.702	175	78.481	<.001
Perceived Safety	33.475	2	.735	175	45.561	<.001
Perceived Price	.776	2	.651	175	1.193	.306
Health Consciousness	14.420	2	.721	175	20.003	<.001

Environmental Concerns	9.945	2	1.011	175	9.835	<.001
Local Economy Support	26.030	2	.749	175	34.754	<.001
People (Groundedness)	103.895	2	1.080	175	96.227	<.001
Past (Groundedness	106.506	2	1.285	175	82.863	<.001
Place (Groundedness)	107.994	2	.988	175	109.271	<.001

Table K3

Final Cluster Analysis

	Cluster		
Independent Variables	1	2	3
Product Drivers			
Perceived Quality	4.07	4.53	5.12
Perceived Taste	**4.81**	**5.55**	5.65
Perceived Healthiness	4.04	5.42	5.57
Perceived Freshness	4.20	5.51	**6.07**
Perceives Safety	4.15	5.41	5.50
~~Perceived Price~~	~~3.76~~	~~3.99~~	~~3.92~~
Psychosocial Drivers			
Health Consciousness	4.48	5.08	5.45
Environmental Concerns	**4.77**	5.36	5.56
Local Economy Support	4.63	**5.47**	**5.92**
Feeling of groundedness			
People (Groundedness)	**3.99**	**2.69**	**5.32**
Past (Groundedness	3.62	1.83	4.46
Place (Groundeness)	3.84	2.42	5.10

Table K4

Number of cases in cluster

Cluster	**1**	57
	2	55
	3	66
Valid		178

Figure K1

Dot Diagram Final Clusters

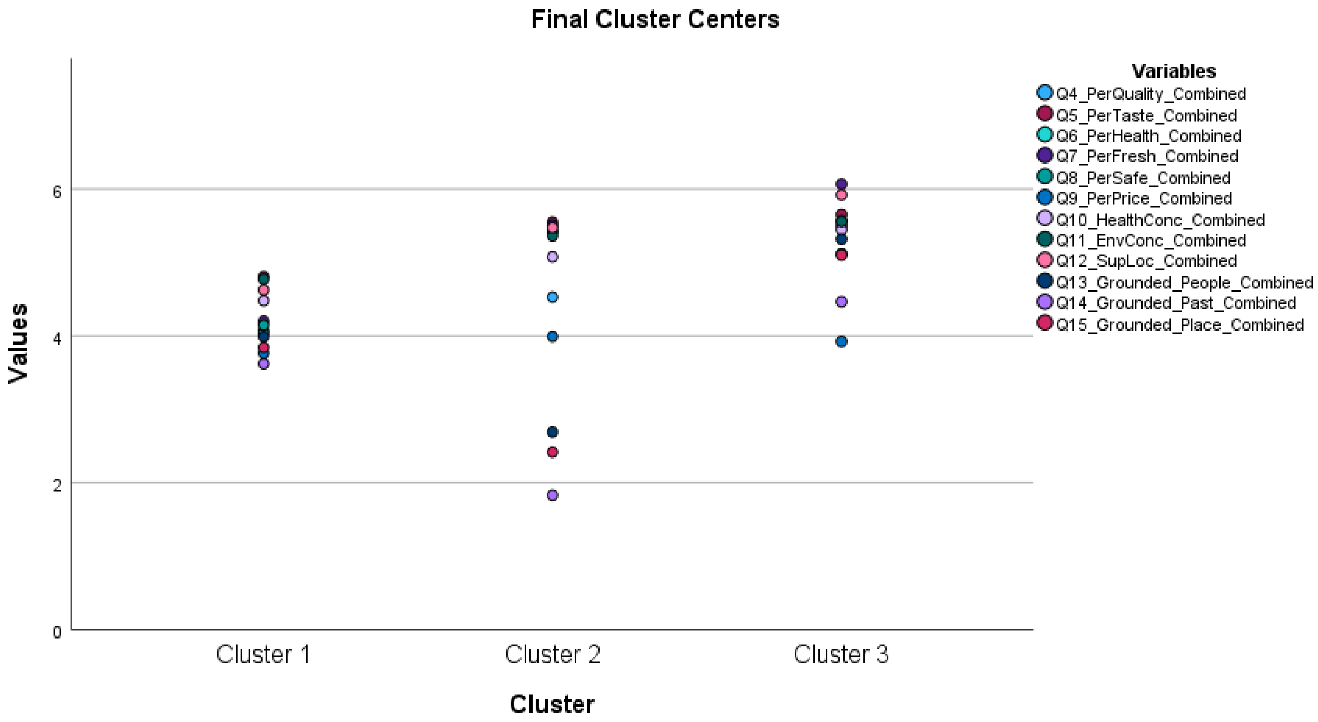


Table K5

Descriptives cluster 1

	Mean	Minimum	Maximum
Purchase Intention of Local Food	4.9298	4.00	7.00
Perceived Quality	4.0702	2.00	5.75
Perceived Taste	4.8070	2.33	7.00

Perceived Healthiness	4.0351	1.00	5.00
Perceived Freshness	4.1988	1.67	6.00
Perceived Safety	4.1474	1.80	5.80
Perceived Price	3.7632	2.00	5.50
Health Consciousness	4.4787	1.71	6.00
Environmental Concerns	4.7719	1.75	7.00
Local Economy Support	4.6257	2.00	7.00
People	3.9883	2.00	6.33
Past	3.6199	1.00	5.67
Place	3.8421	2.00	6.00
Familiarity	3.8947	1.00	7.00

Table K5.1

Descriptives cluster 2

	Mean	Minimum	Maximum
Purchase Intention of Local Food	5.2	4	7
Perceived Quality	4.53	2	6.3
Perceived Taste	5.55	3	7
Perceived Healthiness	5.42	2.3	7
Perceived Freshness	5.51	3	7
Perceived Safety	5.41	2.8	7
Perceived Price	3.99	2	6
Health Consciousness	5.08	2.4	7
Environmental Concerns	5.36	3.3	7
Local Economy Support	5.47	3.7	7
People	2.69	1	5
Past	1.83	1	3.7
Place	2.42	1	5
Familiarity	3.92	1	7

Table K5.2

Descriptives cluster 3

	Mean	Minimum	Maximum
Purchase Intention	5.42	4	7
Perceived Quality	5.12	2.8	7
Perceived Taste	5.65	4	7
Perceived Healthiness	5.57	1.7	7

Perceived Freshness	6.07	4.3	7
Perceived Safety	5.5	2.6	7
Perceived Price	3.92	2	5.5
Health Consciousness	5.45	3.9	7
Environmental Concerns	5.56	1.5	7
Local Economy Support	5.92	4	7
People	5.32	1.7	7
Past	4.46	1.7	7
Place	5.1	2.3	7
Familiarity	4.44	1	7

Table K5.3

Descriptives clusters Demographic Variables

Cluster	Gender	Average Age	Educational Level	Income Level
1	32.1% man 67.9% female	36	48.2% WO, 33.9% HBO 12.5% MBO 5.4% VMBO	41.5% 0-19.999, 24.5% 20.000-39.000, 17% 40.000-59.999, 11.3% 60.000-79.000, 3.8% 80.000-99.999, 1.9% more than 100.000
2	23.6% man 76.4% female	33	54.5% WO 38.2% HBO 3.6% MBO 1.8% VWO 1.8% VMBO	40.7% 0-19.000, 38.9% 20.000-39.000, 11.1% 40.000-59.000, 1.9% 60.000-79.000, 3.7% 80.000-99.000, 3.7% more than 100.000
3	34.8% man 65.2% female	40	34.8% WO 45.5% HBO 16.7% MBO 3% VMBO	35.5% 0-19.000, 22.6% 20.000-39.999, 25.8% 40.000-59.999, 8.1% 60.000-79.999, 4.8% 80.000-99.999, 3.2% more than 100.000

Figure K2

Gender distribution clusters

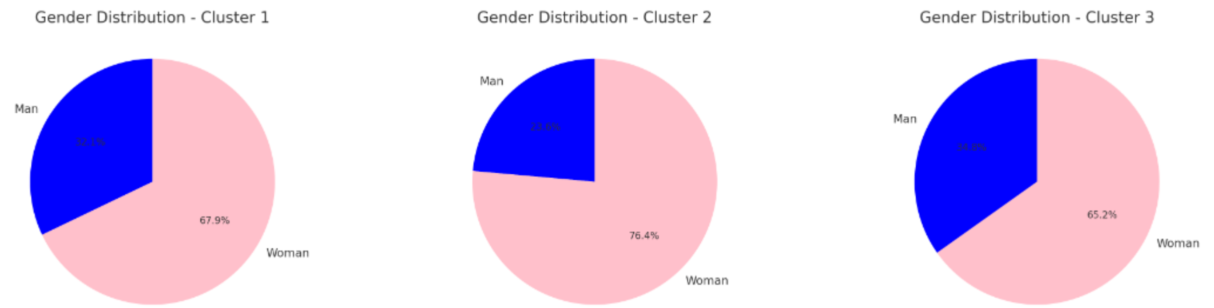


Figure K2.1

Educational level distribution clusters

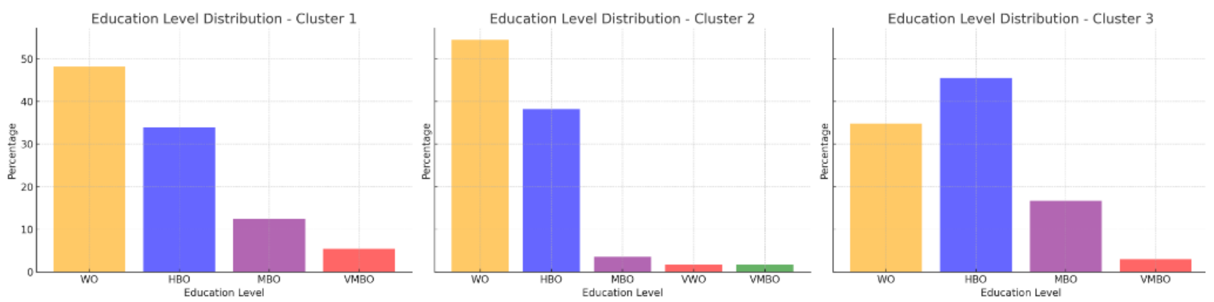
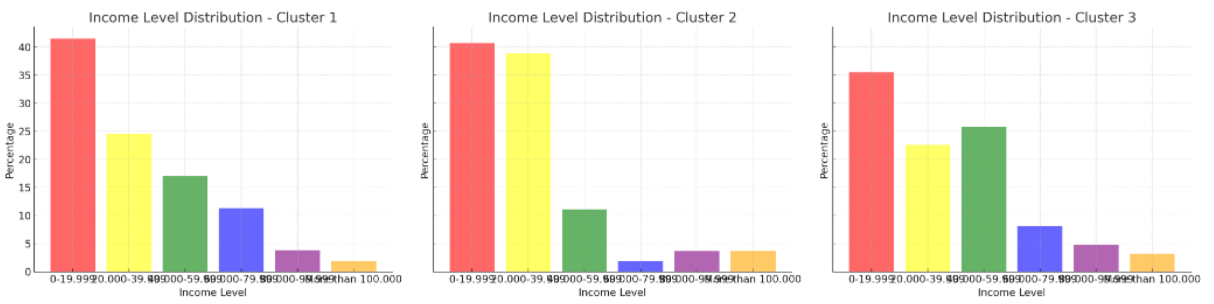


Figure K2.2

Income level distribution clusters



Appendix L Chi-square analysis

Table L1

Chi-square test

	Value	df	Asymptotic Significance (2-sided)
Purchase Intention	21.717	12	.041
Purchase Intention Recoded	12.899	4	.012
Gender	1.883	2	.390
Income	10.853	10	.369
Education	11.691	8	.166
Age Group	5.962	2	.051
Communication Preference Taste	3.574	2	.167

Table L2

*Chi-square Clusters * Purchase Intention*

			Purchase Intention			
			4 - 4.99	5 – 5.99	6 - 7	Total
Clusters	1	Count	21	27	9	57
		Expected Count	15.7	24.0	17.3	57.0
		% within Purchase Intention	42.9%	36.0%	16.7%	32.0%
	2	Count	18	18	19	55
		Expected Count	15.1	23.2	16.7	55.0
		% within Purchase Intention	36.7%	24.0%	35.2%	30.9%
	3	Count	10	30	26	66
		Expected Count	18.2	27.8	20.0	66.0
		% within Purchase Intention	20.4%	40.0%	48.1%	37.1%

Total	Count	49	75	54	178
	Expected Count	49	75	54	178
	% within Purchase Intention	100%	100%	100%	100%

Table L3

*Cross Table Number of Cluster * Age Group*

			Age Group		
			18-49	50-99	Total
Cluster	1	Count	39	17	56
		Expected Count	38	18	56
		% within Age group	32.5%	29.8%	31.6%
	2	Count	43	12	55
		Expected Count	37.3	17.7	55
		% within Age group	35.8%	21.1%	31.1%
	3	Count	38	28	66
		Expected Count	44.7	21.3	66.0
		% within Age group	31.7%	49.1%	37.3%
Total		Count	120	57	177
		Expected Count	120.0	57.0	177
		% within Age group	100%	100%	100%

Appendix M Robustness check

Figure M1

Dendrogram

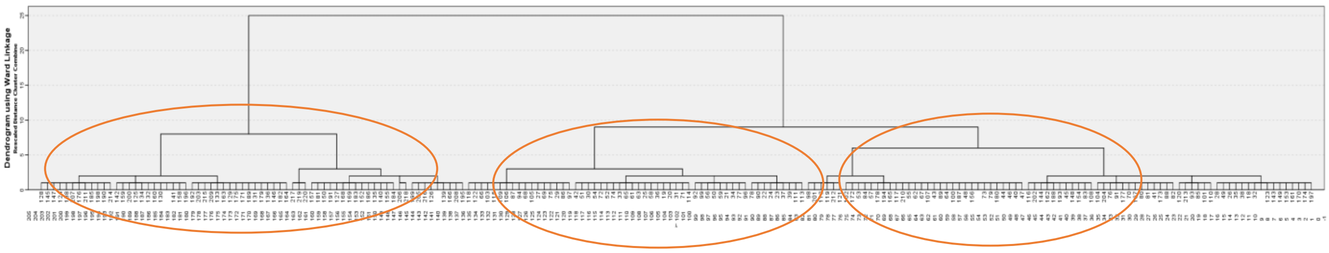


Figure M2

Agglomeration Schedule Coefficients

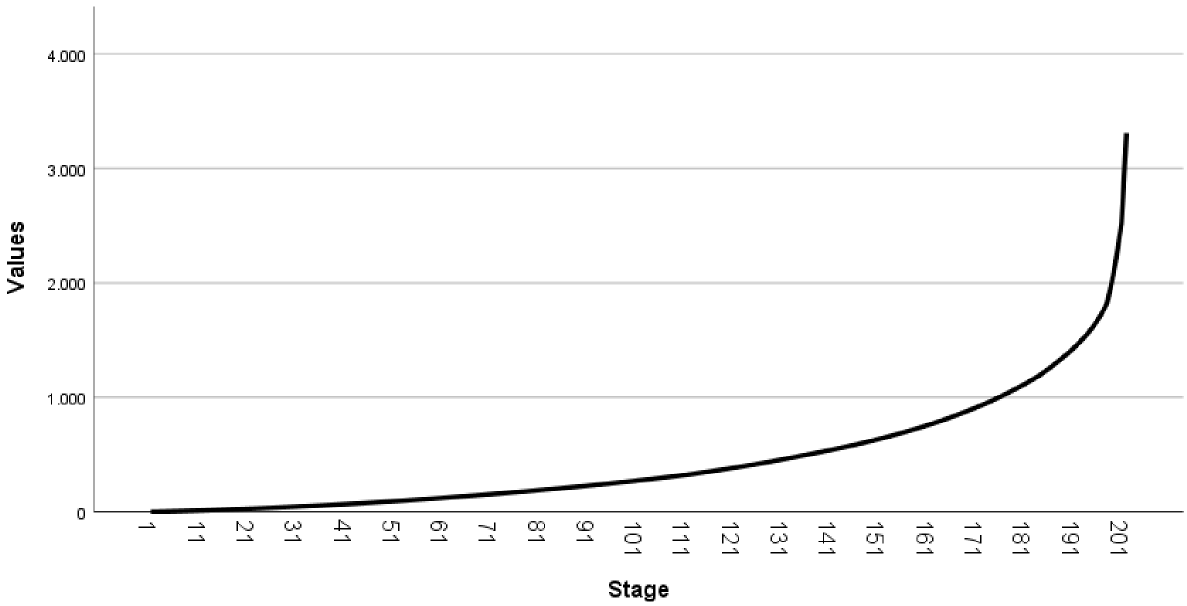


Figure M3

Agglomeration Schedule Coefficients (Zoomed in)