



Menu

Home > Vol 20, No 3 (2018)

# Gadjah Mada International Journal of Business

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- Dimensions Digital Science



Vol. 20 No. 2 May-August 2018

ISSN: 1411-1128 (print) ISSN: 2338-7238 (online)

137-164 Financial Flexibility as an Investment Efficiency Factor in Asian Companies

Victoria Cherkasova, and Evgeny Kuzmin

165-185 Modeling of Stochastic Volatility to Validate IDR Anchor Currency

Didit B. Nugroho, Tundjung Mahatma, and Yulius Pratomo

187-203 Mediating Effects of Subjective Norms on the Relationship between Career Advancement and Job Characteristics and Knowledge Sharing Behavior among Tanzanian Healthcare Professionals

Mohamed Abbasi Balozi, Siti Zubaidah Othman, and Mohd Faizal Mohd Isa

205-228 Exploring Stakeholders' Support in an International Equity Placement Strategic Alliance

Harimukti Wandebori, Harm-Jan Steenhuis, and Aard J. Groen

229-253 Perceived Fairness, Emotions, and Intention of Fast Food Chain Restaurants Customers in Indonesia

 $Hety \ Budiyanti, and \ Shine \ Pintor \ Siolemba \ Patiro$ 

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Menu

Home > About the Journal > Editorial Team

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# INTERNATIONAL JURNAL of BUSINESS

Vol. 18 No. 3 September-December 2016

ISSN: 1411-1128

237-261	The Determinant Factors of Technology Adoption for Improving Firm's Performance: An Empirical Research of Indonesia's Electricity Company
	Zainal Arifin, Firmanzah, Avanti Fontana, and Setyo Hari Wijanto
263-284	Alliance Entrepreneurship and Entrepreneurial Orientation: The Mediating Effect of Knowledge Transfer
	Arash Rezazadeh and Mahsa Mahjoub
285-300	Using Means-end Chain Analysis to Reveal Consumers' Motivation for Buying Local Foods: An Exploratory Study
	Poppy Arsil, Elton Li, and Johan Bruwer
301-314	Stock Return Synchronicity and Analysts' Forecast Properties
	Joong-Seok Cho, Hyung Ju Park, and Ji-Hye Park
315-336	Does Auditor Rotation Increase Auditor Independence?
	Junaidi, Jogiyanto Hartono, Eko Suwardi, Setiyono Miharjo, and Bambano Hartadi





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**Country Rankings** 

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**About Us** 

H Index

# Gadjah Mada International Journal of **Business** 8

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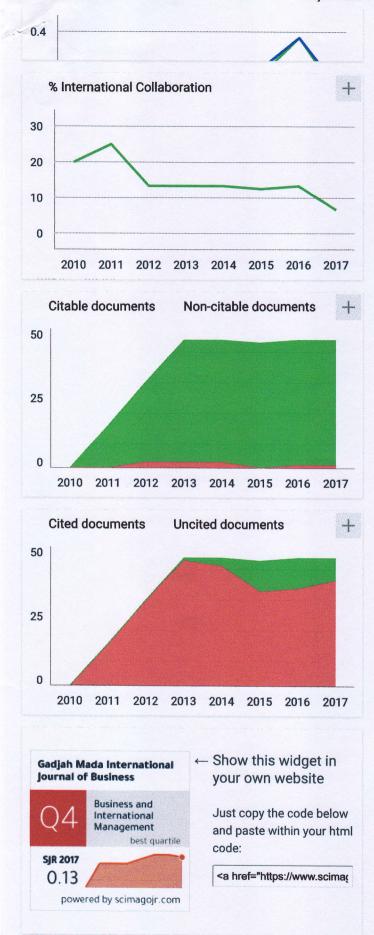
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WORD COUNT -Title: 15; -Abstract: 149; Main of manuscript: 3987

# Using Means-end Chain Analysis to Reveal Consumers' Motivation for Buying Local Foods: An Exploratory Study

**Abstract:** This article utilizes and discusses specific aspects of Means-End Chain (MEC) analysis for understanding of the motives of Indonesian consumers who are involved in purchasing local foods. The MEC theory is used as a measure of attributes, consequences, and values of locally produced products involving specific aspects of this theory namely laddering methods of administration, content analysis procedure, constructing and interpreting Hierarchy Value Map (HVM). The results of the study indicate that MEC approach is a powerful method to reveal consumer motivation of local foods when associated with the various cultural groupings identified by the study particular between Javanese and Non-Javanese consumers. This study offers a practical implication and source of knowledge for other future studies and policies in term of (a) a new approach for understanding the motives behind purchasing local foods for Indonesia consumers, and (b) developing new categories of attributes, consequences and values of local foods.

Abstrak: Tujuan dari penelitian ini adalah mengaplikasikan metode Means-End Chain (MEC) dalam mengeksplorasi motivasi konsumer membeli pangan lokal. Metode MEC digunakan untuk melihat hubungan antara atribut dari sebuah produk dengan konsekuensi akibat mengkonsumsi atau menggunakan produk tersebut dan nilai personal yang mungkin muncul akibat penggunaan produk. Aspek dalam MEC teori didiskusikan meliputi metode laddering, pengkodingan, membangun dan menginterpretasikan Hierarchy Value Map (HVM). Study menunjukkan bahwa pendekatan MEC dapat digunakan untuk mengeksplorasi motivasi konsumer saat mengkonsumsi pangan lokal dikaitkan dengan etnis grup Jawa dan bukan Jawa. Studi ini menawarkan implikasi praktis dan pengetahuan bagi pengambilan keputusan dalam hal: (a) metode baru untuk memahami motivasi konsumer pangan lokal di Indonesia, dan (b) pengembangan atribut, konsekuensi dan nilai personal yang baru kaitannya dengan pangan lokal.

Keywords: local food, Means-End Chain, Indonesia, Javanese

JEL Classification: M3

### Introduction

The Means End Chain (MEC) theory has been applied frequently as an approach to understand perceptions and why consumers choose specific food products in marketing including beverages, different methods of farming (local and organic foods, and genetically modified products) and different kinds of foods (pork and vegetables) (Gutman 1984; Gengler et al. 1999; Naspetti and Zanoli 2009; Hall and Lockshin 2000; Bredahl 1999; Grunert et al. 2001; Makatouni 2002; Urala and Lähteenmäki 2003; Fotopoulos et al. 2003; Baker et al. 2004; Roininen et al. 2006; Lind 2007; Krystallis et al. 2008; Barrena and Sanchez 2010; Kirchhoff et al. 2011; Arsil et al. 2014b). MECs have also been identified as a useful method to reveal drivers of consumers' food choice in United States, many European countries including United Kingdom, Denmark, Sweden, Belgium, Finland, Greece, Spain and Australia (Gutman 1984; Gengler et al. 1995; Bech-Larsen et al. 1996; Fotopoulos et al. 2003; Padel and Foster 2005; Bonne and Verbeke 2006; Roininen et al. 2006; Grantham

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WORD COUNT -Title: 15; -Abstract: 149; Main of manuscript: 3987

2007; Lind 2007; Krystallis *et al.* 2008; Barrena and Sanchez 2010; Kirchhoff *et al.* 2011). This method was also used to compare the motivation of food choice between groups of consumers in different countries and throughout European countries (Grunert 1997; Bredahl 1999; Valette-Florence *et al.* 2000; Grunert *et al.* 2001; Baker *et al.* 2004; Naspetti and Zanoli 2009).

According to Reynolds and Gutman (1988), a specific product would be chosen by consumers because they believed that they could achieve a desired value through the consequences provided by the attributes of the product. MEC theory was related to the attributes (A) and was linked sequentially to the consequences (C) that derived their importance of the use of the product by satisfying personal values (V), produced in an A-C-V sequence and formed a so called 'ladder'. A Hierarchical Value Map (HVM) was the name given to the graph that was formed from various ladders, representing the aggregate connection of A, C and V (Reynolds and Gutman 1988). However, some barriers were found that precluded MEC use including time-consuming, expensive interviews, artificial sets of answers and researcher biases that demanding a high skill of expertise from interviewers (Veludo-de-Oliveira et al. 2006). MEC theory has previously exclusively been applied only in developing countries. As the result, there is little discussion about whether the backgrounds and subjects from developing countries affect the usefulness of the MEC procedure. It is possible that social, personal and cultural backgrounds may seriously influence the outcome of the MEC approach. Therefore, the first aim of this study is to utilize a MEC approach for understanding the motives behind purchasing local foods for Indonesian consumers.

Many researchers have discussed the detail of MEC theory, examining specific aspects of the theory including laddering (Grunert and Grunert 1995; Hofstede *et al.* 1998; Phillips and Reynolds 2009; Reynolds and Gutman 1988; Russell *et al.* 2004a; Russell *et al.* 2004b), choosing cut-off levels (Bagozzi and Dabholkar 1994; Pieters *et al.*, 1995; Reynolds and Gutman 1988), or analysing, interpreting and presenting MEC theory (Aurifeille and Valette-Florence 1995; Botschen and Hemetsberger 1998; Gengler *et al.* 1995; Gutman 1982; Hofstede Florence *et al.* 2000; Leppard *et al.* 2004; Valette-Florence and Rapacchi 1991; van Rekom and Wierenga 2007), graphic representation (Gengler *et al.* 1995), and review of MEC theory (Leppard *et al.* 2004). However, Kaciak and Cullen (2006, p. 12) stated:

But there is no agreement among researchers as to the way MEC observations should be analysed.

The wide application of MEC theory involves several ways of analysing, interpreting and presenting the results of laddering data. Therefore, the second aim of this paper is to discuss laddering, content analysis, and the interpretation of HVM that underlies MEC theory for understanding of the motives of Indonesian consumers who are involved in purchasing local foods.

### **Literature Review**

### Laddering Methods of Administration

Laddering has been named as a technique, highlighting a series of guidelines to be followed during primary data collection through interviews in the context of MEC theory (Phillips and Reynolds 2009; Reynolds and Gutman 1988). Reynold and Gutman (1988, p.12) stated

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WORD COUNT -Title: 15; -Abstract: 149; Main of manuscript: 3987

Laddering refers to an in-depth, one-on-one interviewing technique used to develop an understanding of how consumers translate the attributes of products into meaningful associations with respect to self, following means-end theory.

This method of laddering has been applied to operationalize MEC theory with respect to its capability to elicit hierarchical constructs of A-V-C in sequential form (Phillips and Reynolds 2009; Reynolds and Gutman 1988). Philip and Reynolds (2009, p.85-86) had argued that some fundamental assumptions were required to obtain hierarchical networks of meaning from ladders generated from respondents' interviews. Firstly, ladders were generated from preferences and meaningful of choices. Then, respondents needed to think deeply prior to responding by asking "why is that important to you" questions. After that, complete ladders were achieved from the collection of respondent responses consisting of attributes (A), consequences (C) and values (V). It was a need to make sure that interviewers obtained A,C,Vs in a given ladder and that no levels of abstraction were out of sequence or missed. The last assumption was that an appropriate concept code should be developed that should reflect accurately the level of meaning involved.

There have been two laddering methods of administration that have commonly been used by researchers in several MEC studies published in scholarly journals, namely 'soft' and 'hard' laddering approaches (Grunert and Grunert 1995). Soft laddering was the original and common method of administration which employed individual face-to-face and semi-structured interviews (Leppard et al. 2004). Consumers were prompted to produce 'ladder' by using a specific question, such as, "why is the attribute important for you". By this method, it was hoped that respondents would reveal the connections between the attributes that the products had with respect to the consequences of product-use and ended in values. When written questionnaires were used to obtain information from respondents, it was called 'hard laddering'. The information obtained could be based on pencil-and-paper or computerised questionnaires and were an alternative method for uncovering the level of abstraction in the context of the MEC approach (Reynolds and Gutman 1988; Russell et al. 2004b). The advantages and challenges of hard and soft laddering methods of administration are shown in Table 1.

### INSERT TABLE 1 IN HERE

The application of the laddering method of administration has varied between researchers. Philip and Reynolds (2009, p.85) stated

This is a particular concern because, as with precoded and open-ended survey questions, it is possible that "hard" and "soft" laddering approaches will yield different results and researchers using different approaches may not draw the same conclusions when investigating a similar research question.

Complexity was an important factor to be considered in choosing method of administration with respect to laddering (Grunert and Grunert 1995; Russell et al. 2004b). In this study, a routine and habitual activity, namely 'the motives of Indonesian consumers behind purchasing local foods', is selected since this research study emphasizes the application of MEC theory with respect to consumers with a developing country background. Food purchases is a habitual and routine activity but with the increasing encroachment of processed foods through mass retailers such as supermarkets are local food choice preference being modified or are the attributes of locally grown products sufficient to maintain demand.

**Commented [j4]:** Also product involvement levels, and the research design of the study (i.e. exploratory)

WORD COUNT -Title: 15; -Abstract: 149; Main of manuscript: 3987

### **Content Analysis**

Content analysis has been argued to be a scientific analysis that evaluated systematically all forms of communication messages (Kolbe and Burnett 1991). A guide to the methodological benchmarks for consumer behaviour research was offered by Kassarjian (1977). According to Reynolds and Gutman (1988), the first step of content analysis was to code the complete interview recording of respondents and then to develop a set of master codes that represented levels of hierarchy. Subsequently, an individual summary code for each respondent was developed. Very broad coding in the content analysis procedure meant that too much meaning was lost. Rereading and extensive discussion was one way of dealing with this problem.

Boschen et al. (1999) published an overview of the levels of hierarchies. The concrete attributes were the tangible attributes such as colour and weight. They could be measured physically. The abstract attributes were defined as intangible characteristics such as "smell nice" or "pleasant feeling". They were subjective but could be measured. According to Gutman (1982, p.61), consequences referred to "any results (physiological or psychological accruing directly or indirectly to the consumer (sooner or later) from his or her behaviour". The functional consequences were the tangible outcomes of using a product, while the psychosocial consequences were psychosocial and social outcomes arising from the use of specific product. The level of satisfaction as a consequence influenced personal values. There were two types of values: 'instrumental' values and 'terminal' values. The instrumental values reflected modes of conduct to achieve terminal values as perceived by others (Reynolds and Gutman 1988). The end goal for the consumer was terminal values that were related to the personal views of the consumers (Prescott et al. 2002). This concept provided an understanding of the action and behaviour of consumers. In the means-end chain, the terminal value had a dominant role of consumer motivation in purchasing decisions (Vriens and Hofstede 2000). The personal values emerged if consumers were able to link the attributes that the products had with the positive consequences and led to the attainment the desired values. The stronger the A-C-V link identified by consumers meant that they were highly involved and complied with a means-end association (Gengler et al. 1995).

### Generating Hierarchy Value Map (HVM)

HVM has been the popular approach for analysing laddering data (Reynolds and Gutman 1988). Once, all individual matrixes had been finalized, the numbers of direct and indirect relationship were assigned to a summary implication matrix. The implication matrix displayed the number of occasions on which each element in a given row led to each other element in a square matrix usually between 30 to 50 codes (Reynolds and Gutman 1988). The direct relationships were 'implicative relations among adjacent element' (Reynolds and Gutman 1988, p.20), whereas the indirect relationships were 'the connections among elements when there is another element between them' (Veludo-de-Oliveira et al. 2006, p.634).

The output of MEC studies were a tree-like network diagram called HVM as a graphical representation of aggregate map of cognitive structures (Reynolds and Gutman

WORD COUNT -Title: 15; -Abstract: 149; Main of manuscript: 3987

1988). The hierarchical value map formed from an aggregate matrix was constructed by connecting the chain and considering the number of the linkages among elements.

To construct HVM required choice of the cut off level. Reynold (2006, p.450) stated that

This required choice of the cut-off level for this deterministic type of analysis is obviously quite problematic in the sense that the exact same set of laddering data can result in different HVM representation, depending upon the research analyst's decision.

Reynold and Gutman (1988) suggested a cut off level of between 3 to 5 relations, typically involved a cut of 4 relations from 50 respondents and 125 ladders that would represent two third of the relations among elements. The type of relationship that mostly common represented the standard basis on which to construct the hierarchy was typically A-D which was mapped as adjacent with an high number of direct relationships.

### Interpretation of HVM

A HVM was formed by various ladders which represent the relationships of all attributes, consequences, and values related to the products. To determine the perceptual presentations, intra-chain relationships would be summarized and evaluated (Gutman and Reynold (1988, page 23-25 for details). In this study, a network analysis approach is chosen for analysing and presenting MEC data as this approach can identify which elements as the means or the ends by using an **abstractness ratio** and can calculate the **centrality index** to represent the degree of central role for each element in the HVM (see Pieters et al. 1995 for detail calculation).

Indonesia, a subject in this study, is an archipelago of many islands and a multi-ethnic society that consists of approximately 300 ethnic/sub-ethnic groups. Javanese group was the largest ethnic group in Indonesia and made up forty one per cent of Indonesian population in 2000. They are concentrated on the Java Island but million of them also have migrated throughout Indonesian. Moreover, around 60 per cent of Indonesian people lived on Java Island, making it the most heavily populated island in the World (Suryadinata et al. 2003). Although Indonesia is the fourth most populous county in the word, the knowledge of consumer behaviour toward their local foods is very limited.

Thus, this paper aims to investigating the MEC theory as applied to one Asian country, Indonesia which has a great diversity of ethnic groups with different personal, social and economic backgrounds compared to most developed countries. Particularly the aims of this study are to obtain knowledge with regards to hierarchy system of attributes, consequences and values, and to understand the complexity of ladders between Javanese ethnic groups as the dominant ethnic group in Indonesia versus Non-Javanese people.

In order to understand the appropriateness MEC theory applied to Indonesian consumers of local foods particularly Javanese and non-Javanese ethnic groups, some research questions are formulated.

### Research Questions

1) Is soft or hard laddering more suitable to reveal the Indonesian consumers' motivation to buy local foods? **Commented [j5]:** This section sounds more like Methodology. Consider including it as part of Methodology.

WORD COUNT -Title: 15; -Abstract: 149; Main of manuscript: 3987

- 2) What are the categories of attributes, consequences and values of Indonesian consumers with respect to their local foods?
- 3) What are the difference of HVM between the consumers who come from Java Island and outside Java Island?

Commented [j6]: Questions 1 and 2 are irrelevant if the objective is corrected to compare the motivations of buying behaviour between Javenese and other ethnics.

### Methods

### Sampling

Indonesia consists of hundreds ethnic groups. Javanese is the largest ethnic group that occupied more than 40 percent of Indonesian population. Participants were 52 Indonesian consumers that consisted of Javanese and Non-Javanese consumers of local foods who were living in Adelaide. As this study focus on the application of the MEC theory in the form of pilot study, the respondents were chosen close to the researcher's place. The finding of this study will employ to a bigger Indonesian consumers of local food in Indonesia. The snowball technique was chosen to select respondents for practical reasons. They were selected on two critical characteristics, namely (a) food making deciders (definition of 'food decider' refers to Schiffman and Kanuk 2010, p. 353) and (b) above 17 years old. These two characteristics were used to ensure that the respondents understood the topic that the interviewers addressed during interview schedules. The meaning of 'local' used in this study refers to Arsil et al. (2014b). The respondents were heterogeneous with respect to ethnic groups, gender, age, marital status, educational level attained, visa types held, and how long they were living in Adelaide as shown in Table 2. Most respondents were female, mature age, high education level, less than 5 years living in Adelaide and family income between 2000 to 4000 AUD per month. The interviews ranged in time taken from 45 minutes to 2 hours in a place selected by respondents (at home, in the office, at a cafe, or in the mall) during October to November 2010. A souvenir costed of 5 AUD dollars were provided for each respondent for her/his contribution to this study. The respond rate of 93 per cent was achieved.

### **INSERT TABLE 2 IN HERE**

### MEC Procedures Employed

Soft laddering was chosen in this study in the use of a triadic sorting technique. Respondents were provided picture of three sets of products: local, national and imported foods. Distinctions were elicited from individual respondents based on meaningful differences between sets of food products. Then laddering was generated by asking the question "Why is this element important for you?" All interviews were recorded and transcribed. A series of codes for attributes to the highest level of values were constructed using content analysis procedures (Kassarjian 1977; Reynolds and Gutman 1988). An implication matrix of all pair wise connections was obtained by using a cut-off level of four to allow only the most frequently chosen links by respondents to be included in HVM and then a HVM in this way was created. Network analysis approach was chosen in order to interpret the HVM.

### **Results and Discussion**

Laddering Method of Administration

WORD COUNT -Title: 15; -Abstract: 149; Main of manuscript: 3987

Russell et al. (2004b, p. 573) defined a ladder as "one's participant sequence of responses from attribute to a higher level of abstraction". Ladders were then constructed using several individual ladders to form a chain (Reynolds and Gutman, 1988). Laddering is commonly used to produce ladders.

Although, several research studies of local foods have revealed meaningful choices, underlying attributes, consequences and values with respect to MEC theory (for example: Lind (2006) and Roininen et al. (2006)), they may differ considerably from Indonesian consumers as they involve personally and socially different views and beliefs. Thus soft laddering is employed in this study since this method offers considerable consumer involvement and cognitive effort in order to recall personally meaningful abstraction by the consumers. Soft laddering is also an appropriate approach for the study that has little knowledge of attributes, consequences and values.

### Content analysis

Interview transcripts were coded with an open coding procedure. The result of the content analysis using idiosyncratic concepts and a coding schedule produced 15 attributes, 17 consequences and 8 values terms (Table 3). Grunert and Grunert (1995) had argued that some of bias in content analysis could arise from interferences by the researcher during the coding process. The procedure of defining the elements, and selecting and grouping the variables could also be a source of bias as it was a subjective process (Lin 2002). In this case, involvement in previous studies that were can be of advantage during content analysis process. The previous studies reviewed in this investigation were restricted to articles of food choices by using MEC theory that helped researcher in identifying coding themes from raw data. The categories of attributes, consequences and values have been summarised in Table 3.

### **INSERT TABLE 3 IN HERE**

# Discussion: Hierarchy Value Maps (HVMs) of Local Foods

This study highlights that the network analysis approach by using concepts of abstractness ratio and centrality index provides a powerful method for revealing what motives drive Indonesian consumers to purchase their local food. The consumers' main goals are presented in HVMs, which yield a quick and better understanding of why consumer buy local foods. Figure 1 shows the HVM of local food for Javanese consumers and Figure 2 present the HVM of local foods for Non-Javanese consumers.

### INSERT FIGURE 1 AND FIGURE 2 IN HERE

The findings show that the HVMs of local food differ between Javanese and Non-Javanese consumers and are summarized below.

- HVM of local foods for Javanese consumers are richer in attributes and values than HVM of local food for Non-Javanese consumers. For Javanese consumers, two separate ladders are produced from laddering interviews that result 8 attributes, 7 consequences and 4 values. In contrast, 3 attributes, 7 consequences and 3 values are involved in one HVM of local foods for Non-Javanese consumers.
- In terms of the context of centrality, good health is the greatest importance of cognition (0.613) for the Javanese consumers followed by time for other things (0.484), sense of accomplishment (0.323) and prosperous family/area/nation (0.306). In contrast, time for other things (0.526), managing budget (0.516), good health

WORD COUNT -Title: 15; -Abstract: 149; Main of manuscript: 3987

(0.400), money for other things (0.386), earn money (0.379) and save time and energy (0.316) are the central elements for Non-Javanese consumers. Those elements play an important role in food decision making for local foods.

- Values can be inserted for advertising strategy for Javanese consumers are 'sense of accomplishment', 'life satisfaction', 'better family relationship' and 'health is the most valuable in life', whereas for Non-Javanese consumers, the important values are 'sense of accomplishment', 'life satisfaction' and 'fun and enjoyment in life'.
- Three main pathways are found from HVMs for Javanese consumers based on the linkages within the HWM.
- The first pathway is named as "Trust the food so you feel a sense of accomplishment". The pathway is trust the food → save time and energy → time for other things → sense of accomplishment.
- The second pathway is named "Good health" and the pathway is freshness → health
   → time for other things → sense of accomplishment.
- The third chain is names "Support our local communities towards a prosperous nation". The linkage is support local communities → prosperous nation.
- There are 2 dominant pathways within the HVM for Non-Javanese consumers.
- The first main chain is name "Easy for preparation so you have fun and enjoyment", which is the pathway: easy for preparation → save time and energy → time for other thing → earn money → save money → money for other things → fun and enjoyment.
- The second linkage is named "Inexpensive price will create fun and enjoyment". The linkage is inexpensive → save money → money for other thing → fun and enjoyment.
- The HVM interpretation is highly suited for Javanese consumers in many categories
  of age, education level attained, visa types held and family income, while for NonJavanese consumers the HVM interpretation is highly suited for people who have
  lower-medium family income, under forty years age and hold a student or permanent
  resident visa.

Philip and Reynold (2009) stated that one of the laddering assumption that might be met is that participants' responses resulted complete ladder that consists of three levels of abstraction (A,C,V). However, in this study higher values are not always achieved for all HVM, particularly in HVMs from non-Javanese consumers, so this assumption was not met. In contrast, the findings of this study do not imply failure to meet the laddering assumptions as consumers may have incomplete ladders due to lack of product experience or the present of a few simple products (Olson and Reynolds 2003). Costa et al. (2004) argued that food choice was a habitual and routinized activity that resulted HVMs that were rich in attributes and consequences. In this case the HVMs of consumers from the Java Island were likely to be richer in attributes and values.

### Conclusion

Although Means-end Chain (MEC) are frequently used for understanding motivation behind particular food choice, little is known about the application of the MEC approach among subjects from the background of developing countries. MEC theory provides a quick and better approach for better understanding motivation for food choice. A discussion of the MEC process is provided that includes some consideration of specific approach selected. Thus, this study offers seminal understanding motives for the choice of local foods.

The contributions of this study also provide a better perspective of local foods among Indonesian consumers and developing new categories of attributes, consequences and values

WORD COUNT -Title: 15; -Abstract: 149; Main of manuscript: 3987

that are from a combination of field results and a large number of previous studies using MEC process in the context of food choices. Therefore, the result of this study can be used for a survey that involving a larger population in particularly Indonesia and Asian countries in general. The motives behind purchasing local foods for Javanese people 'Trust the food'. 'Good health' and 'Support local community' are highlighted views that motivated consumer to buy locally fresh produce while for non-Javanese people, 'Easy for preparation' and 'Inexpensive price' are important views that motivate them purchasing local foods.

However, this study has two limitations. First, potential bias may come from the content analysis procedure employed. Multiple coders were not used in this study during the development of list of the categories of attributes, consequences and values. Multiple raters can provide a better level of methodological rigour and can avoid a potential bias source of arising from the researchers who extracted the themes from the interview transcripts. Second, subjects in this study are limited to Indonesian consumers who live or stay in Adelaide. Respondents seem to have a higher level of education and a higher family income when compared to consumers who live in Indonesia. The results of this study cannot be generalized to all Indonesian consumers as this study investigating Indonesian consumers living in Adelaide and a larger sample needs to be studied to generalize the results to the wider population of Indonesia.

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WORD COUNT -Title: 15; -Abstract: 149; Main of manuscript: 3987

 ${\bf Table~1.~The~advantages~and~challenges~of~soft~and~hard~laddering~methods~of~administration~linked~to~MEC~theory}$ 

Type of laddering	Advantages and challenges
Soft laddering	Advantages
(based on pen and paper)	More linkages were produced between the levels of
	abstraction (Russell et al. 2004a, p.545)
	Would uncover a complex pictorial representation of how a
	consumers perceived and linked the A-C-V (Russell et al.
	2004a)
	Produced higher frequency of attributes and consequences
	(Botschen and Hemetsberger 1998)
	Challenges
	Required high skill of expertise by the interviewers, time
	consuming, expensive interviews (ter Hofstede et al. 1998;
	Veludo-de-Oliveira et al. 2006), artificial sets of answers,
	simplistic analysis of results (Veludo-de-Oliveira et al. 2006)
	and researcher bias (Veludo-de-Oliveira et al. 2006: Botschen et al. 1999)
Hard laddering	Advantages
(based on computer or paper-and	Produced more ladders (Grunert and Grunert, 1995)
pencil)	Efficiency in data collection (quicker and cheaper) (Grunert and Grunert 1995; Botschen et al. 1999).
	Suitable to investigate the strong links within the linkages
	(Russell et al. 2004b).
	Minimized researcher influence (Grunert and Grunert 1995;
	Veludo-de-Oliveira et al. 2006).
	Challenges
	The consistency of coding interpretation among respondents
	was questionable. There was possible effect bias for abstract
	concepts and cross-cultural application. There was potential
	of missing levels of abstraction since the only specific coding
	was provided to respondent to be selected. Since laddering
	was a recall recognition task, this technique might result
	fatigue and boredom (Reynolds 2006).

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Table 2. Demographic Characteristics of Survey Respondents

Characteristics	Pers	onal	Home and st	atus	
	N % Char		Characteristics	N	%
Consumers' ethnicity			Visa types held		
Javanese consumers	31	59.6	Student	30	57.8
Non-Javanese consumers			Permanent resident	9	17.3
From Sumatra Island	13	25.1	Visitors	5	9.6
From Kalimantan Island	4	7.7	Temporary business	5	9.6
From Sulawesi Island	1	1.9	Visiting academic	2	3.8
From Maluku/Nusa Tenggara	3	5.7	Special program	1	1.9
Gender			Marital status		
Male	19	36.5	Single	5	9.6
Female	33	63.5	Married	46	88.5
			Widow or divorse	1	1.9
Age (years old)			Living in Adelaide		
≤ 30	11	21.1	(years)		
$30 < \text{and} \le 40$	20	38.5	≤ 5	44	84.6
$40 < \text{and} \le 50$	13	25.0	$5 < $ and $ \le 10 $	3	5.6
$50 < \text{and} \le 60$	7	13.5	$10 < \text{and} \le 15$	1	1.9
60< and < 70	1	1.9	$15 < \text{and} \le 20$	1	1.9
			$20 < \text{and} \le 25$	2	3.8
			$25 < \text{and} \le 30$	0	0
			$30$ < and $\leq 35$	0	0
			$35 < \text{and} \le 35$ $35 < \text{and} \le 40$	1	1.9
Educational level attained			Family income		
High School	3	5.8	(AUD/month)		
Undergraduates	19	36.5	< 2000	7	13.5
Master degree and professional	20	38.4	$2000 < \text{and} \le 4000$	28	53.8
program	20	30.1	$4000 < \text{and} \le 4000$ $4000 < \text{and} \le 6000$	11	21.2
Doctorate	7	13.5		3	5.8
Post Doctorate	2	3.8	$6000 < \text{and} \le 8000$	2	3.8
Professor	1	1.9	$8000 < \text{and} \le 10000$	1	1.9
11010001	1	1.,	$10000 < \text{and} \le 12000$		1.,

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Table 3. The attributes, consequences, and values coding of local foods

Attributes	Consequences	Values
• Inexpensive	<ul> <li>Good health</li> </ul>	• Fun and enjoyment in life
• Freshness	• Earn money	• Self-respect
<ul> <li>Healthy foods</li> </ul>	<ul> <li>Save money</li> </ul>	• Security
<ul> <li>Good taste</li> </ul>	<ul> <li>Controlling budget</li> </ul>	• Sense of accomplishment
<ul> <li>Enjoyable foods</li> </ul>	<ul> <li>Save time and energy</li> </ul>	• Better family relationship
• Easy for preparation and	<ul> <li>Time for other things</li> </ul>	• Thank God
cooking	<ul> <li>Money for other things</li> </ul>	<ul> <li>Life satisfaction</li> </ul>
<ul> <li>Familiar products</li> </ul>	<ul> <li>Green generation</li> </ul>	<ul> <li>Health is the most</li> </ul>
<ul> <li>Trust the foods</li> </ul>	<ul> <li>Local economic growth</li> </ul>	important thing in life
<ul> <li>Options</li> </ul>	<ul> <li>Prosperous nation</li> </ul>	
<ul> <li>Offering in special</li> </ul>	• Environmental quality	
occasions	<ul> <li>Good value of food</li> </ul>	
<ul> <li>Locally grown</li> </ul>	<ul> <li>Can afford</li> </ul>	
<ul> <li>Patriotism</li> </ul>	<ul> <li>Practical implication of</li> </ul>	
<ul> <li>Maintain local resources</li> </ul>	foods	
<ul> <li>Support local</li> </ul>	<ul> <li>Social interaction</li> </ul>	
communities	• Social equity and security	
• Bring back memories	• Self-esteem	

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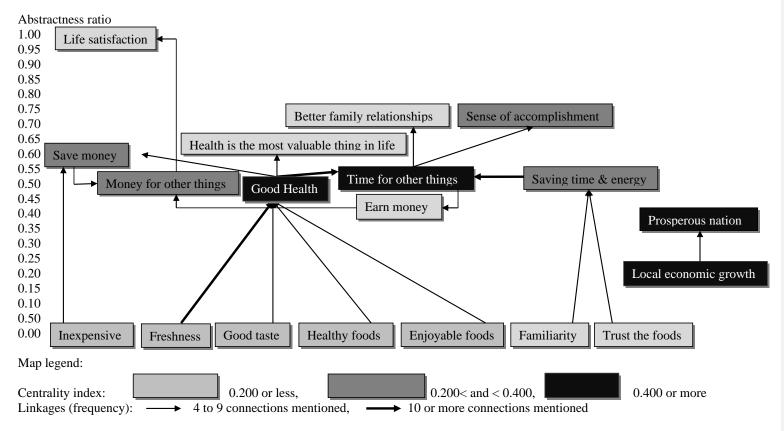


Figure 1: HVM of local foods for Indonesian consumer from Javanese ethnic group.

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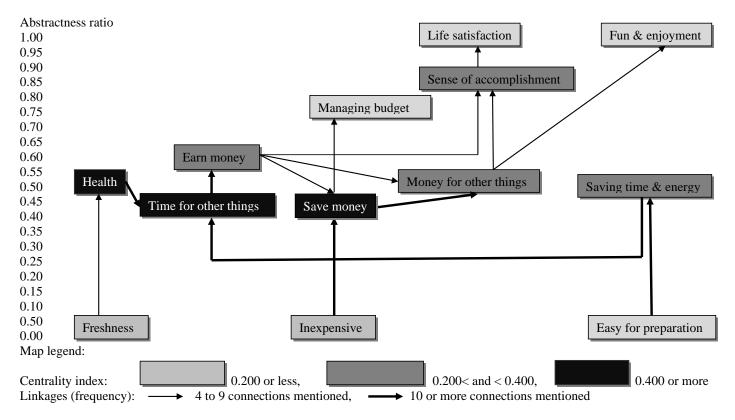


Figure 2: HVM of local foods for Indonesian consumer for Non-Javanese ethnic groups.

3/25:2019 #6061 Review





Menu

Home > User > Author > Submissions > #6061 > Review

# #6061 Review

SUMMARY

REVIEW

EDITING

# Submission

Authors Poppy Arsil, Elton Li, Johan Bruwer

Title Using means-end chain analysis to reveal consumers' motivation for

buying local foods: An exploratory study

Section Articles

Bayu Sutikno 🖾

Editor Thomas Salzberger

Abdul Zumrah 🕮

# Peer Review

# Round 1

Review

6061-10304-1-RV.DOCX **2015-03-22** 

Version

Initiated 2017-02-20

Last modified 2017-05-02

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Editor Version None

Author 6061-49373-1-ED.DOC **2017-05-02** 

Version 6061-49373-2-ED.DOCX 2017-05-02

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# Round 2

Review

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2017-10-23

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Reviewer B 6061-49377-1-RV.DOCX 2017-05-02

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# First Manuscript Evaluation Form

Manuscript's Code:

66.03.15

Title of the manuscript:

"Using Means-end Chain Analysis to Reveal Consumers'

Motivation for Buying Local Foods: An Exploratory Study"

Reviewer's Name: Susan Grantham, PhD

E-mail: dr.susangrantham@gmail.com

Reviewer's Name: Susan Grantnam, PhD		E-mail: dr.susangrantnam@gmail.com			
Criteria	Very Poor	Poor	Modest	Good	Very Good
1. Content of the Articles					
1.1. The Originality of Ideas				X	
1.2. The Depth of the Study				X	
1.3. Scope of Study				X	
1.4. Scientific Contribution		5		X	
2. Methods					
2.1. Comprehensiveness and Perfection				X	
2.2. Theoretical Background					X
2.3. Instrument Appropriateness					X
2.4. Cohesiveness of the Study					X
3. Writing Styles					
3.1. The Flow of Writing					X
3.2. Easy to Understand					X
3.3. Reading Attractiveness					X
3.4. Grammar/Spelling					X
4. Overall Paper Quality					X

your recommendation is a major revision, would you be willing to review the manuscript aften uthor submit the revision?X YESNO	er the
ATE [DDMMYY]:/	

Reviewer	REVIEWER RECOMMENDATION			
SIGN	1 Reject	2 Major revision	3 Minor revision	4 Accept
Susan Grantham, PhD	Circle for the appropriate recommendation			



Place:

# First Manuscript Evaluation Form

Title of the manuscript: "Using Means-end Chain Analysis to Reveal Consumers' Motivation for Buying Local Foods: An Exploratory Study"

I. ADDITIONAL COMMENTS AND RECOMMENDATIONS FOR AUTHOR(S) (Note: We will rely most on these comments for rejection or acceptance of the paper.)

This paper is very good. The author(s) provides solid substantiation as to why this method applies to this situation. Additionally, there is thorough discussion of various methods that might have been employed with a logical argument for using the soft laddering approach.  From a societal perspective, it is important to know which attributes and values motivate consumers in food selection; especially with a current focus on environmentally friendly food production practices.					
I recommend accepting this manuscript.					
Date: 9/24/2015					

\_Susan Grantham - University of Hartford\_



# First Manuscript Evaluation Form

Manuscript's Code:

66.03.15

Title of the manuscript:

"Using Means-end Chain Analysis to Reveal Consumers'

Motivation for Buying Local Foods: An Exploratory Study"

Reviewer's Name: Dr. Tey Yeong Sheng

E-mail: tey@upm.edu.my

	Criteria	Very Poor	Poor	Modest	Good	Very Good
1.	Content of the Articles					
	1.1. The Originality of Ideas				X	
	1.2. The Depth of the Study				X	
100	1.3. Scope of Study				X	
	1.4. Scientific Contribution					X
2.	Methods					
	2.1. Comprehensiveness and Perfection				X	
	2.2. Theoretical Background				X	
	2.3. Instrument Appropriateness				X	
	2.4. Cohesiveness of the Study				X	
3.	Writing Styles					
	3.1. The Flow of Writing				X	
	3.2. Easy to Understand				X	
	3.3. Reading Attractiveness				X	
	3.4. Grammar/Spelling				X	1

X	
	X

If your recommendation is a major revision, would you be willing to review the manuscript after the author submit the revision? X YES \_\_\_\_\_NO

DATE [DDMMYY]: \_3 \_ / 5 \_ / 16\_\_\_

Reviewer	R	REVIEWER RECOMMENDATION			
SIGN	1 Reject	2 Major revision	3 Minor revision	4 Accept	
Dr. Tey Yeong Sheng	Circle for the appropriate recommendatio				



# **First Manuscript Evaluation Form**

Title of the manuscript: "Using Means-end Chain Analysis to Reveal Consumers' Motivation for Buying Local Foods: An Exploratory Study"

I. ADDITIONAL COMMENTS AND RECOMMENDATIONS FOR AUTHOR(S) (Note: We will rely most on these comments for rejection or acceptance of the paper.)

Food preference is a complex issue. Economic theories have made a significant contribution to our understanding, but they offer limited insights into consumer behavior, particularly with respect to the psychology of buying decision-making. The means-end chain approach has that unique property to help elicit molivations underlying consumer preference. Therefore, the authors have carried out a significant work. Their work does not just contribute to the library of consumer behavior, but also offer a new depth to understanding sustainable behavior.						
My specific comments are noted in the manuscript.						
and observed and who was the theoretis be						

**Date:** 3 May 2016

Place: Serdang, Malaysia



# 

# Re: [GamalJB] Submission Acknowledgement

7 messages

Gama IJB <gamaijb@ugm.ac.id> To: Dr Poppy Arsil <poppy74arsil@gmail.com> Mon, Mar 23, 2015 at 10:17 AM

To:

# Dr. Poppy Asril

The University of Adelaide, School of Agriculture, Food and Wine

Jenderal Soedirman University, Department of Agricultural Technology

### Elton Li

The University of Adelaide, School of Agriculture, Food and Wine

### Johan Bruwer

School of Marketing, University of South Australia

Dear Authors,

First of all, thank you for your kind concern and attention to GamaIJB. We would like to kindly acknowledge you that we have received your article submission entitled:

# "Using Means-end Chain Analysis to Reveal Consumers' Motivation for Buying Local Foods: An Exploratory Study"

Thank you very much for submitting your manuscript to our journal.

The managing editor will visually check your full paper to assure that the document is readable and meets all the formatting requirements.

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# Poppy Arsil <poppy74arsil@gmail.com> To: Gama IJB <gamaijb@ugm.ac.id>

Thu, Mar 26, 2015 at 6:42 AM

Dear Editorial Secretary,

I am wondering if the wrong name appeared in the receipt form would be a matter in the future. Could you please change my name to Poppy ARSIL not ASRIL in the receipt form so then I can sign and sent it to you. Thank you.

Yours sincerely,

Dr. Poppy Arsil

Lv. 2 Agricultural Technology Building

Department of Agricultural Technology

Dr. Soeparno St, Karangwangkal

Jenderal Soedirman University

Purwokerto 53123, Central Java, Indonesia

Phone: +62 281 621094 ext 107

Mobile: +62 822 21886005, +62 813 90966100

E-mail: poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]

# Gama IJB <gamaijb@ugm.ac.id>

To: Poppy Arsil <poppy74arsil@gmail.com>

Thu, Mar 26, 2015 at 7:59 AM

Dear Dr. Arsil,

Thank you for your email and we apologize for the mistake. Herewith, the new revised document.

Kind regards, **Editorial Assistant** 

# Gadjah Mada International Journal of Business

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To: Gama IJB <gamaijb@ugm.ac.id>

Dear Editorial Secretary,

Please find attached file of receipt form that has been signed by all authors. Thank you.

Kind regards,

**Poppy** 

Yours sincerely,

Dr. Poppy Arsil

Lv. 2 Agricultural Technology Building

Department of Agricultural Technology

Dr. Soeparno St. Karangwangkal

Jenderal Soedirman University

Purwokerto 53123, Central Java, Indonesia

Phone: +62 281 621094 ext 107

Mobile: +62 822 21886005, +62 813 90966100

E-mail: poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

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# Receipt form GamalJB signed.pdf

# Gama IJB <gamaijb@ugm.ac.id>

To: Poppy Arsil <poppy74arsil@gmail.com>

Wed, Apr 8, 2015 at 12:31 PM

Dear Dr. Arsil,

Thank you for your email and documents of signed confirmation.

We will proceed your article to the further stages and as soon as we have the result, we will contact you immediately.

Your kind cooperation is greatly appreciated.

Kind regards, **Editorial Assistant** 

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Poppy Arsil <poppy74arsil@gmail.com> To: Gama IJB <qamaiib@uqm.ac.id>

Fri, Jul 24, 2015 at 7:47 PM

Dear Editor,

We would like to know the status of our manuscript (ID 6061) that has been submitted on 22 March 2015 with the title "Using means-end chain analysis to reveal consumers' motivation for buying local foods: An exploratory study". It has been more than 4 months waiting for assignment. I look forward hearing from you. Thank you.

Yours sincerely, Dr. Poppy Arsil Lv. 2 Agricultural Technology Building Department of Agricultural Technology Dr. Soeparno St, Karangwangkal Jenderal Soedirman University Purwokerto 53123, Central Java, Indonesia

Phone: +62 281 621094 ext 107

Mobile: +62 822 21886005, +62 813 90966100

E-mail: poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]

Gama IJB <gamaijb@ugm.ac.id>

To: Poppy Arsil <poppy74arsil@gmail.com>

Mon, Jul 27, 2015 at 8:52 AM

Dear Dr. Arsil,

We are very sorry for not giving you any update about your manuscript status. It is because we have not receive the result from our reviewer yet. Your paper is still under review process and the process itself usually takes four until five months.

Once we got the result from our reviewers, we will contact you immediately.

Thank you for your kind understanding and cooperation.

Sincerely yours. Faninda Meilisa (Ms.) Editorial Assistant.

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# Poppy Arsil Poppy74arsil@gmail.com>

# The status of ID 6061-10300-1-SM manuscript

20 messages

Poppy Arsil <poppy74arsil@gmail.com> To: Gama IJB <gamaijb@ugm.ac.id>

Sun, Sep 6, 2015 at 9:04 PM

Dear Editor,

We would like to know the status of our manuscript (ID 6061-10300-1-SM) that has been submitted on 22 March 2015 with the title "Using means-end chain analysis to reveal consumers' motivation for buying local foods: An exploratory study". It has been almost 6 months waiting for assignment. I look forward hearing from you. Thank you

Yours sincerely, Dr. Poppy Arsil Lv. 2 Agricultural Technology Building Department of Agricultural Technology Dr. Soeparno St, Karangwangkal Jenderal Soedirman University Purwokerto 53123, Central Java, Indonesia

Phone: +62 281 621094 ext 107

Mobile: +62 822 21886005, +62 813 90966100

E-mail: poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

Gama IJB <gamaijb@ugm.ac.id>

To: Poppy Arsil <poppy74arsil@gmail.com>

Mon, Sep 7, 2015 at 9:10 AM

Dear Dr. Arsil,

Regarding your question about manuscript's status, we would like to kindly inform you that your paper is still under reviewing by our independent reviewers. We expect to receive the result by this mid of September.

Once the result is out, I will get back to you again. Thank you for your kind cooperation.

Sincerely yours, Editorial Assistant.

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grada1si 2006 <gamaijb@ugm.ac.id> To: Poppy Arsil <poppy74arsil@gmail.com> Mon, Sep 28, 2015 at 9:43 AM

Dear Dr. Arsil.

We would like to kindly inform you regarding your manuscript, right now we are still waiting for the result from our second reviewer.

As we just received the result from the first one, we will send the result to you when both of the reviewers gave their feedback to us.

Thank you for your kind attention and cooperation.

Sincerely yours, Editorial Assistant.

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#### Info UGM:

The International Conference on Science and Technology 2015, 11-13 November 2015 http://icst.ugm.ac.id/

Poppy Arsil <poppy74arsil@gmail.com> To: grada1si 2006 <gamaijb@ugm.ac.id>

Mon, Nov 30, 2015 at 9:20 PM

Dear Editorial Assistant,

We would like to know about the progress of our manuscript (ID 6061-10300-1-SM) that has been submitted on 22 March 2015. We would like to know how was the review process as it has been 8 months after submission. We are waiting hearing from you.

Yours sincerely,

Dr. Poppy Arsil

Lv. 2 Agricultural Technology Building Department of Agricultural Technology

Dr. Soeparno St, Karangwangkal

Jenderal Soedirman University

Purwokerto 53123, Central Java, Indonesia

Phone: +62 281 621094 ext 107

Mobile: +62 822 21886005, +62 813 90966100

E-mail: poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]

## GAMA IJB <gamaijb@ugm.ac.id>

To: Poppy Arsil <poppy74arsil@gmail.com>

Tue, Dec 1, 2015 at 9:26 AM

Dear Dr. Arsil.

thank you for your email. Regarding to the status of your paper, we would like to kindly inform you that we are still trying to find second reviewer for your paper. However the first reviewer already returned the result and there is no correction needed based on the result. So we have to wait for another result from second reviewer to decide its publicity on GamaIJB.

We are sorry for the delay in process and thank you for your kind understanding.

Sincerely yours, Editorial Assistant.

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Poppy Arsil <poppy74arsil@gmail.com> To: GAMA IJB <gamaijb@ugm.ac.id>

Mon, Jan 18, 2016 at 8:59 PM

Dear GAMA IJB Editor,

Have you found the reviewers for the manuscript? I want to suggest a few name:

1. Prof. Raffale Zanolli

E-mail: r.zanoli@univpm.it

2. Dr. Tey Yeong-Sheng

E-mail: tyeong.sheng@gmail.com or tey@upm.edu.my

I am looking forward hearing from you.

Regards. **Poppy** 

Yours sincerely, Dr. Poppy Arsil Lv. 2 Agricultural Technology Building Department of Agricultural Technology Dr. Soeparno St, Karangwangkal Jenderal Soedirman University Purwokerto 53123, Central Java, Indonesia

Phone: +62 281 621094 ext 107

Mobile: +62 822 21886005, +62 813 90966100

E-mail: poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]

# GAMA IJB <gamaiib@ugm.ac.id>

To: Poppy Arsil <poppy74arsil@gmail.com>

Tue, Jan 19, 2016 at 9:38 AM

Dear Dr. Arsil,

Thank you for your suggestion. We will consider the names.

We already received the result from our first reviewer so we only need to find another one.

We will try our best to find the reviewer in the mean time.

Sincerely yours, Editorial Assistant.

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GAMA IJB <gamaijb@ugm.ac.id> To: Poppy Arsil <poppy74arsil@gmail.com> Mon, Jan 25, 2016 at 9:51 AM

Dear Madam,

I would like to kindly inform you that your paper right now is under review process by our second reviewer. I will get back to you again for the result.

Thank you for your kind attention.

Sincerely yours, Editorial Assistant.

# **Gadjah Mada International Journal of Business**

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As the primary author you should withdraw this paper and submit it elsewhere. There is no excuse whatsoever for any journal to behave like this = 1 year in review and then letting you know (but only when you asked!) that they have one review and the other one is in progress!!!???

Hopefully Elton can give you some good advice in which journal this paper will fit but I suggest that you write to the editor and withdraw this paper anyway.

Regards,

Johan

[Quoted text hidden]

# Poppy Arsil <poppy74arsil@gmail.com> To: GAMA IJB <gamaiib@ugm.ac.id>

Fri, Mar 4, 2016 at 8:52 AM

Dear Editor.

I would like to hearing from you with regard to the progress of our manuscript (ID 6061-10300-1-SM). It is almost one year after submission but we still waiting for the first review. May I know the standard procedure for how long a manuscript being process in this journal until published? Your responses will be our consideration to continue or not to process our manuscript through this journal. Thank you.

Yours sincerely. Dr. Poppy Arsil Lv. 2 Agricultural Technology Building Department of Agricultural Technology Dr. Soeparno St, Karangwangkal Jenderal Soedirman University Purwokerto 53123, Central Java, Indonesia

Phone: +62 281 621094 ext 107

Mobile: +62 822 21886005, +62 813 90966100

E-mail: poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]

# GAMA IJB <gamaijb@ugm.ac.id> To: Poppy Arsil <poppy74arsil@gmail.com>

Fri, Mar 4, 2016 at 10:12 AM

Dear Dr. Poppy,

Thank you for your message,

We would like to inform you the result from our first reviewer is:

"This paper is very good. The author(s) provides solid substantiation as to why this method applies to this situation. Additionally, there is thorough discussion of various methods that might have been employed with a logical argument for using the soft laddering approach.

From a societal perspective, it is important to know which attributes and values motivate consumers in food selection; especially with a current focus on environmentally friendly

#### food production practices"

Based on the result, there's no correction or revision for this manuscript. As the standard procedure to be published, the journal needs to be reviewed by 2 (two) reviewers. Recently, we are waiting the result from our second reviewer, we will try our best to received the result on this month. We hope that we could be able to continue the process of the manuscript in our journal.

Thank you for your kind attention. Looking forward from your answers.

Best regards. Sheena Gabriela

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# Poppy Arsil <poppy74arsil@gmail.com>

Draft To: Johan <jdwb77@gmail.com>, Elton Li <elton.li@gmail.com>

Fri, Mar 4, 2016 at 11:15 AM

Dear Johan and Elton.

Yours sincerely, Dr. Poppy Arsil Lv. 2 Agricultural Technology Building Department of Agricultural Technology Dr. Soeparno St, Karangwangkal Jenderal Soedirman University Purwokerto 53123, Central Java, Indonesia

Phone: +62 281 621094 ext 107

Mobile: +62 822 21886005, +62 813 90966100

E-mail: poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

---- Forwarded message ----

From: Poppy Arsil <poppy74arsil@gmail.com>

Date: Fri, Mar 4, 2016 at 8:52 AM

Subject: Re: The status of ID 6061-10300-1-SM manuscript

[Quoted text hidden]

To: GAMA IJB <gamaijb@ugm.ac.id>

Dear Editor.

We would like to hearing the results from the second reviewer. Hope it would not be long. Thank you.

Best regards, **Poppy** 

Yours sincerely, Dr. Poppy Arsil Lv. 2 Agricultural Technology Building Department of Agricultural Technology Dr. Soeparno St. Karangwangkal Jenderal Soedirman University Purwokerto 53123, Central Java, Indonesia

Phone: +62 281 621094 ext 107

Mobile: +62 822 21886005, +62 813 90966100

E-mail: poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]

GAMA IJB <gamaijb@ugm.ac.id> To: Poppy Arsil <poppy74arsil@gmail.com>

Tue, Apr 26, 2016 at 9:07 AM

Dear Dr. Poppy,

Thank you for your message.

We are still waiting the result from reviewer. We already send letter of notification, but still we are not receive any reply yet.

If we are not receive any evaluation till the end of month, we will search for a new reviewer. I hope this email can give you information regarding your manuscript status.

Best regards, Sheena Gabriela

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#### 3 attachments



Editor in Chief.pdf



First Manuscript Evaluation Form.pdf



Using Means-end Chain Analysis to Reveal Consumers' Motivation.doc

Poppy Arsil <poppy74arsil@gmail.com> To: GAMA IJB <qamaiib@uqm.ac.id>

Sun, Jun 12, 2016 at 5:39 AM

Dear Editor.

# I am writing you concerning our manuscript "Using Means-end Chain Analysis to Reveal Consumers' Motivation for Buying Local Foods: An Exploratory Study"

in your journal. As I traveled in some cities for research and personal purposes last month and also dealing with an illness for several weeks, I would like to ask if you might consider give an extra weeks to complete this revision. If you are in agreement, I intend to submit my completed revision to you before 30th June 2016. I also would like to ask information about procedures to submit the revision version as I couldn't find any buttons with respect to "Revised manuscript" on my account. Thank you for your consideration for the request. Please let me know your answer at your earliest convenience.

Kind regards, Poppy Arsil

Yours sincerely, Dr. Poppy Arsil Lv. 2 Agricultural Technology Building Department of Agricultural Technology Dr. Soeparno St, Karangwangkal Jenderal Soedirman University Purwokerto 53123, Central Java, Indonesia

Phone: +62 281 621094 ext 107

Mobile: +62 822 21886005, +62 813 90966100

E-mail: poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]

GAMA IJB <gamaijb@ugm.ac.id> To: Poppy Arsil <poppy74arsil@gmail.com>

Mon, Jun 20, 2016 at 9:05 AM

Dear Poppy Arsil,

Thank you for your message.

I sincerely apologize for the late reply due I was out of office last week.

Surely, you could submit the revision before June, 30 2016. And, you can send the revision by this email.

Best. Sheena Gabriela **Editorial Assistant** 

#### **Gadjah Mada International Journal of Business**

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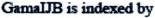
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[Quoted text hidden]

# Poppy Arsil <poppy74arsil@gmail.com> To: GAMA IJB <gamaijb@ugm.ac.id>

Thu, Jun 30, 2016 at 9:26 AM

Dear Sheena Gabriela.

We would like to submit the revision of manuscript including the authors' responses to reviewers' comments and suggestion.

Happy a long holiday.

Thank you.

Kind regards,

**Poppy** 

Yours sincerely,

Dr. Poppy Arsil

Lv. 2 Agricultural Technology Building

Department of Agricultural Technology

Dr. Soeparno St, Karangwangkal

Jenderal Soedirman University

Purwokerto 53123, Central Java, Indonesia

Phone: +62 281 621094 ext 107

Mobile: +62 822 21886005, +62 813 90966100

E-mail: poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

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#### 3 attachments



Authors responses\_1\_GamalJB.docx 38K



# 

# The status of revision manuscript (Poppy Arsil)

11 messages

Poppy Arsil <poppy74arsil@gmail.com> To: GAMA IJB <gamaijb@ugm.ac.id>

Wed, Oct 19, 2016 at 7:46 PM

Dear Editor.

I hope this e-mail finds you well. We would like to know about the progress of our manuscript with the title "Using Means-end Chain Analysis to Reveal Consumers' Motivation for Buying Local Foods: An Exploratory Study" after submitting the revision on 30 June 2016. Looking forward for your answer. Thank you.

Yours sincerely, Dr. Poppy Arsil Lv. 2 Agricultural Technology Building **Department of Agricultural Technology** Dr. Soeparno St, Karangwangkal Jenderal Soedirman University Purwokerto 53123, Central Java, Indonesia

Phone: +62 281 621094 ext 107

Mobile: +62 822 21886005, +62 813 90966100

E-mail: poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

GAMA IJB <gamaijb@ugm.ac.id> To: Poppy Arsil <poppy74arsil@gmail.com>

Thu, Oct 20, 2016 at 2:00 PM

Dear Dr. Poppy,

Thank you for emailing us. We have a good news for you that your manuscript will soon be published in our journal. The current status of your manuscript is still in our proof reading process. We will soon send a final revision draft with our setting to you. Meanwhile, we would be glad if we could get your CV. Please kindly send it to us.

Thank you for your kind attention.

Best Regards,

Triana Tan **Editorial Assistant** 

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[Quoted text hidden]

Poppy Arsil <poppy74arsil@gmail.com> To: GAMA IJB <gamaijb@ugm.ac.id>

Thu, Oct 20, 2016 at 4:01 PM

Dear Editor,

Please find attached my CV. Thank you.

Yours sincerely. Dr. Poppy Arsil Lv. 2 Agricultural Technology Building Department of Agricultural Technology Dr. Soeparno St, Karangwangkal Jenderal Soedirman University Purwokerto 53123, Central Java, Indonesia

Phone: +62 281 621094 ext 107

Mobile: +62 822 21886005, +62 813 90966100

E-mail: poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]



# CV Poppy-english version.docx

43K

GAMA IJB <gamaijb@ugm.ac.id> To: Poppy Arsil <poppy74arsil@gmail.com> Fri, Oct 21, 2016 at 11:45 AM

Dear Dr. Poppy,

Please do fill up CV as GMIJB format attached. Thank you.

Best Regards,

Triana Tan

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Fax.: +62 (274) 564388



# 

# **Need Confirmation on pre-print Article and CV**

2 messages

GAMA IJB <qamaiib@uqm.ac.id>

To: Dr Poppy Arsil <poppy74arsil@gmail.com>

Wed, Nov 9, 2016 at 10:11 AM

Dear Poppy Arsil,

This is your pre-print version. Please kindly check it. If you have any comments, please send it to

Furthermore, please complete the about Author (s) page.

Warm Regards,

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# 2 attachments



arsil.pdf 755K



format cv.docx 11K

### Poppy Arsil <poppy74arsil@gmail.com> Draft

Thu, Nov 10, 2016 at 9:53 PM

Dear Johan,

I am wondering if you would like to complete the CV information (format cv.docx) for the publishing purposes.

Yours sincerely, Dr. Poppy Arsil Lv. 2 Agricultural Technology Building Department of Agricultural Technology Dr. Soeparno St, Karangwangkal Jenderal Soedirman University

# Purwokerto 53123, Central Java, Indonesia

Phone : +62 281 621094 ext 107

Mobile: +62 822 21886005, +62 813 90966100

E-mail: poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]

## 2 attachments



arsil.pdf 755K



format cv.docx

Manuscript Code: 66.03.15

#### **REVISION NOTE**

Journal: Gadjah Mada International Jurnal of Business

Manuscript Code: 66.03.15

Manuscript title: "Using Means-end Chain Analysis to Reveal Consumers' Motivation

for Buying Local Foods: An Exploratory Study"

First of all, we would like to express our deep gratitude to the reviewers for their efforts to review the manuscript we submitted. All provided comments and suggested revisions are very useful for the manuscript improvement.

## Reviewer 1

This paper is very good. The author(s) provides solid substantiation as to why this method applies to this situation. Additionally, there is thorough discussion of various methods that might have been

employed with a logical argument for using the soft laddering approach.

From a societal perspective, it is important to know which attributes and values motivate consumers

in food selection; especially with a current focus on environmentally friendly food production

practices.

I recommend accepting this manuscript

#### Authors' response

Thank you very much.

## **Reviewer 2**

Food preference is a complex issue. Economic theories have made a significant contribution to our understanding, but they offer limited insights into consumer behavior, particularly with respect to the psychology of buying decision-making. The means-end chain approach has that unique property to help elicit motivations underlying consumer preference. Therefore, the authors have carried out a significant work. Their work does not just contribute to the library of consumer behavior, but also offer a new depth to understanding sustainable behavior.

# Authors' responses

Thank you very much

 It is necessary to help readers understand what is MEC theory. A definition is needed here.

# **Author responses**

Thank for the suggestion. The definition of MEC has been added in the revised manuscript (please see p.1 lines 35-37).

#### **Revision version**

The means-end chain (MEC) theory describes the consumers' knowledge of a product that relates attributes of a product, consequences of use and personal values and represents into a hierarchical cognitive structure.

# 2. Is there any way to integrate these and have only one objective? Original sentences

According to Reynolds and Gutman (1988), a specific product would be chosen by consumers because they believed that they could achieve a desired value through the consequences provided by the attributes of the product. MEC theory was related to the attributes (A) and was linked sequentially to the consequences (C) that derived their importance of the use of the product by satisfying personal values (V), produced in an A-C-V sequence and formed a so called 'ladder'. A Hierarchical Value Map (HVM) was the name given to the graph that was formed from various ladders, representing the aggregate connection of A, C and V (Reynolds and Gutman 1988). However, some barriers were found that precluded MEC use including time-consuming, expensive interviews, artificial sets of answers and researcher biases that demanding a high skill of expertise from interviewers (Veludo-de-Oliveira et al. 2006). MEC theory has previously exclusively been applied only in developing countries. As the result, there is little discussion about whether the backgrounds and subjects from developing countries affect the usefulness of the MEC procedure. It is possible that social, personal and cultural backgrounds may seriously influence the outcome of the MEC approach. Therefore, the first aim of this study is to utilize a MEC approach for understanding the motives behind purchasing local foods for Indonesian consumers.

Many researchers have discussed the detail of MEC theory, examining specific aspects of the theory including laddering (Grunert and Grunert 1995; Hofstede *et al.* 1998; Phillips and Reynolds 2009; Reynolds and Gutman 1988; Russell *et al.* 2004a; Russell *et al.* 2004b), choosing cut-off levels (Bagozzi and Dabholkar 1994; Pieters *et al.*, 1995; Reynolds and Gutman 1988), or analysing, interpreting and presenting MEC theory (Aurifeille and Valette-Florence 1995; Botschen and Hemetsberger 1998; Gengler *et al.* 1995; Gutman

1982; Hofstede Florence *et al.* 2000; Leppard *et al.* 2004; Valette-Florence and Rapacchi 1991; van Rekom and Wierenga 2007), graphic representation (Gengler *et al.* 1995), and review of MEC theory (Leppard *et al.* 2004). However, Kaciak and Cullen (2006, p. 12) stated:

But there is no agreement among researchers as to the way MEC observations should be analysed.

The wide application of MEC theory involves several ways of analysing, interpreting and presenting the results of laddering data. Therefore, the second aim of this paper is to discuss laddering, content analysis, and the interpretation of HVM that underlies MEC theory for understanding of the motives of Indonesian consumers who are involved in purchasing local foods.

# Author's responses:

Thank you for the suggestion.

This study was part of a comprehensive study of local food. In this study, we conducted a pilot study involving 52 respondents. As there is no agreement among researchers with respect to the way the means-end chain data should be analysed, the aim of pilot study is to utilize and examine the way the MEC should be conducted and analysed underlining the method of administration, generating the HVM and HVM interpretation. To the best of my knowledge, the application of MEC relating to local food is also lacking (e.g. Lind 2007, Arsil et al. 2014b). The result of this study such as the way the MEC data should be analysed and interpreted as well as categories of attributes, consequences and values will be valuable inputs for a bigger survey in Indonesia. In other word, the aim of this study is to utilize the means-end chain approach applied to one Asian country which has diversify cultural backgrounds and ethnic groups. We have removed and added some information in the introduction section to make the paper flows.

The revision version of this suggestion can be seen in introduction section p. 2 line 21 to p.3 line 5.

Indonesia, a subject in this study, is an archipelago of many islands and a multi-ethnic society that consists of approximately 300 ethnic/sub-ethnic groups. Javanese group was the largest ethnic group in Indonesia and made up forty one per cent of Indonesian population in 2000. They are concentrated on the Java Island but million of them also have migrated throughout Indonesian. Moreover, around 60 per cent of Indonesian people lived on Java Island, making it the most heavily populated island in the World (Suryadinata et al. 2003). Although Indonesia is the fourth most populous county in the word that has a great

diversity of ethnic groups with different personal, social and economic backgrounds compared to most developed countries, the knowledge of consumer behaviour toward their local foods is very limited. Therefore, the aim of this study is to apply the MEC approach for understanding the motives behind purchasing local foods between two different groups of consumers: Javanese and non-Javanese.

3. This objective needs to be rephrased. It should read, at least, as a response to the identified research gap. It should also reflect the actual assignment of this study, which aims to compare the motivations of buying behaviour between Javenese and other ethnics.

## **Original sentences**

Therefore, the first aim of this study is to utilize a MEC approach for understanding the motives behind purchasing local foods for Indonesian consumers.

## **Authors' responses**

Thank you. We have rephrased the aim of this study.

#### Revision version:

Therefore, the aim of this study is to utilize a MEC approach for understanding the motives behind purchasing local foods between two different groups of consumers: Javanese and non-Javanese.

4. Also product involvement levels, and the research design of the study (i.e. exploratory)

#### Author responses:

Thank you very much. We agree with the reviewer that product involvement is being an important factor for choosing the method of administration. As this study uses a specific approach and technique of interview called laddering, we assume that the research design of this study has fewer influence in the choosing laddering method of administration.

#### Original sentence:

Complexity was an important factor to be considered in choosing method of administration with respect to laddering (Grunert and Grunert 1995; Russell et al. 2004b).

#### Revision sentence:

Complexity as well as product involvement were important factors to be considered in choosing method of administration with respect to laddering (Grunert and Grunert 1995; Russell et al. 2004b).

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5. This section sounds more like Methodology. Consider including it as part of Methodology

A HVM was formed by various ladders which represent the relationships of all attributes, consequences, and values related to the products. To determine the perceptual presentations, intra-chain relationships would be summarized and evaluated (Gutman and Reynold (1988, page 23-25 for details). In this study, a network analysis approach is chosen for analysing and presenting MEC data as this approach can identify which elements as the means or the ends by using an **abstractness ratio** and can calculate the **centrality index** to represent the degree of central role for each element in the HVM (see Pieters et al. 1995 for detail calculation).

Indonesia, a subject in this study, is an archipelago of many islands and a multi-ethnic society that consists of approximately 300 ethnic/sub-ethnic groups. Javanese group was the largest ethnic group in Indonesia and made up forty one per cent of Indonesian population in 2000. They are concentrated on the Java Island but million of them also have migrated throughout Indonesian. Moreover, around 60 per cent of Indonesian people lived on Java Island, making it the most heavily populated island in the World (Suryadinata et al. 2003). Although Indonesia is the fourth most populous county in the word, the knowledge of consumer behaviour toward their local foods is very limited.

Thus, this paper aims to investigating the MEC theory as applied to one Asian country, Indonesia which has a great diversity of ethnic groups with different personal, social and economic backgrounds compared to most developed countries. Particularly the aims of this study are to obtain knowledge with regards to hierarchy system of attributes, consequences and values, and to understand the complexity of ladders between Javanese ethnic groups as the dominant ethnic group in Indonesia versus Non-Javanese people.

In order to understand the appropriateness MEC theory applied to Indonesian consumers of local foods particularly Javanese and non-Javanese ethnic groups, some research questions are formulated.

# Authors' responses:

Thank you for the suggestion. We have removed this section to methodology section (please see p. 6 lines 21-25).

6. Questions 1 and 2 are irrelevant if the objective is corrected to compare the motivations of buying behaviour between Javenese and other ethnics

#### Original sentences:

#### Research Questions

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1) Is soft or hard laddering more suitable to reveal the Indonesian consumers' motivation to buy local foods?

- 2) What are the categories of attributes, consequences and values of Indonesian consumers with respect to their local foods?
- 3) What are the difference of HVM between the consumers who come from Java Island and outside Java Island?

# **Authors' responses**

Thank you for the valuable suggestion. We have deleted and rewrite the aims of this study based on the identified research gaps.

#### **Revision version**

Therefore, the aim of this study is to utilize a MEC approach for understanding the motives behind purchasing local foods between two different groups of consumers: Javanese and non-Javanese.