Search in this title:



Site search: enter search term

Go

Product Information:-

Journals

eJournals

Backfiles

Publish in a journal

Books

Case Studies

Open Access

Regional information

Services

Publishing Services

Resources:

Licensing Solutions

For Authors

For Editors

For Reviewers For Librarians

Research Zone

Student Zone

Teaching Zone

#RealWorldResearch

Real World Impact



Need help with your manuscript?



Home > Emerald journals > British Food Journal Information

British Food Journal

An international multi-disciplinary journal for the dissemination of food-related research

ISSN: 0007-070X

Publish open access in this journal

Full text online

Content: Table of Contents | Latest Issue RSS ARSS

Information: Journal information | Editorial Team | Author Guidelines

Other: Journal News (inc. calls for papers) | Sample article | Recommend this

Analytics

Clarivate 2017 Impact Factor: 1.289 5-year Impact Factor (2017): 1.583*



Call for papers: Food anti-consumption

and consumer well-being

Submit your work here: http://mc.manuscriptcentral.com/bfj

Aims and scope

After 115 years, the British Food Journal (BFJ) continues to be highly respected worldwide for its broad and unique interdisciplinary coverage of the latest food-related double blind peer-reviewed research. It links all sectors of this dynamic industry, keeping abreast of emerging trends, topical and controversial issues and informing and stimulating debate.

BFJ welcomes empirical and applied research articles, viewpoint articles, case studies and literature and general reviews on:

- Consumer choice, preferences and concerns
- Consumer attitudes, experiences, perceptions and decision-making
- Consumer aspects of nutrition, nutritional epidemiology and the promotion of healthy eating
- Marketing, distribution and retailing, including pricing, market models, labelling and branding
- Food-related health education: risk assessment, management, communication
- Food handlers' knowledge, attitudes and practices
- Food supply, including supply chain and logistics
- Food sustainability and economics, including food and water security
- Food safety / quality, including prerequisite programmes, HACCP, hygiene and culture, traceability, training, etc.
- Quality assurance practices and strategies, including traceability

Special issues both on topical themes and resulting from conferences are welcome - please approach the editor with proposals.

BFJ is key reading for academics, researchers and students in all social science/management/public health disciplines who are interested in food, as well as nutritionists and dietitians, food and agricultural companies who manufacture, market or supply food, food research institutes, and managers and professionals who work in the food industry.

Read an interview with editor Professor Chris J Griffith at http://www.emeraldinsight.com/authors/interviews/bfj.htm

This journal is abstracted and indexed in:

Thompson Reuters, SCOPUS, Abstracts on Hygiene & Communicable Diseases, AgBiotech News & Information, AgBiotechNet, Animal Breeding Abstracts, Autographics, Biodeterioration Abstracts, Biofuels Abstracts, Botanical Pesticides, CAB Abstracts®, Cabell's Directory of Publishing Opportunities in Management, Collectanea Corporate, Current Citations Express, Current Contents (ISI), Dairy Science Abstracts, Economics & Rural-Society Abstracts, Emerald Management Reviews, EP Collection, Food Science & Technology Abstracts (FSTA), Forestry Abstracts, Global Health, Health & Safety Science Abstracts, Health Source, Horticultural Science Abstracts, Hospitality and Tourism Index, Innovative, INSPEC, International Food Safety News (ISI), Maize Abstracts, Manning & Napier, MasterFILE, Medicine & Health, Nutrition Abstracts & Reviews, OCLC, Ornamental Horticulture, Pig News & Information, Plant Breeding Abstracts, Plant Genetic Resources Abstracts, Postharvest News & Information, Potato Abstracts, Poultry Abstracts, Proquest central, ReadCube Discover, Research Alert, Review of Agricultural Entomology, Review of Aromatic & Medicinal Plants, Review of Medical & Veterinary Entomology, Review of Medical & Veterinary Mycology, Review of Plant Pathology, Rice Abstracts, Rural Sociology Abstracts, Science Citation Index (ISI), SciSearch (ISI), Seed Abstracts, Soils & Fertilizers Abstracts, Soybean Abstracts Online, Sugar Industry Abstracts, SUNCAT, Telebase, Tropical Diseases Bulletin, Wheat, Barley & Triticale Abstracts, World Agricultural Economics, World Agriculture.

This journal is ranked by:

ISI Science Citation Index, Scopus

British Food Journal is available as part of an online subscription to the Emerald Public Policy & Environmental Management eJournals Collection. For more information, please email collections@emeraldinsight.com or visit the Emerald Public Policy & Environmental Management eJournals Collection page.

COPE COMMITTEE ON PUBLICATION ETHICS

This journal is a member of and subscribes to the principles of the Committee on Publication Ethics. More on Emerald's approach is available in our Publication Ethics guidelines.

* 2017 Journal Citation Reports® (Clarivate Analytics, 2018)

News

- · Call for papers Controversy and sustainability for localised agro food systems: thinking a dynamic link
- · Release of a new metric called CiteScore by Elsevier

Sample Article

"Waste not, want not"
 Breda McCarthy, Hong-Bo Liu
 Volume: 119 Issue: 12

About Emerald

About us
Company information
Working for Emerald
Contact us

How to find us

Policies & Information

Company policy repository
End user terms
Digital preservation
Standards of conduct (contractors)
Supplier code of conduct
Modern Slavery Act transparency statement

Gender Pay Gap report

Emerald Websites

Emerald Insight
Emerald Group
50th Anniversary
Emerald Bookstore
Emerald Careers
The Emerald Foundation

© Copyright 2018 Emerald Publishing Limited

function source() (if (document.referrer.search('https?://(.*)google.([^/?]*)') === 0) { return 'Organic'; } else if (document.referrer.search('https?://(.*)bing.([^/?]*)') === 0) { return 'Organic'; } else if (document.referrer.search('https?://(.*)paidu.([^/?]*)') === 0) { return 'Organic'; } else if (document.referrer.search('https?://(.*)paidu.([^/?]*)') === 0) { return 'Organic'; } else if (document.referrer.search('https?://(.*)ask. ([^/?]*)') === 0) { return 'Organic'; } else if (document.referrer.search('https?://(.*)ask. ([^/?]*)') === 0) { return 'Organic'; } else if (document.referrer.search('https?://(.*)ask. ([^/?]*)') === 0) { return 'Organic'; } else if (document.referrer.search('https?://(.*)ask. ([^/?]*)') === 0) { return 'Organic'; } else if (document.referrer.search('https?://(.*)ask. ([^/?]*)') === 0) { return 'Organic'; } else if (document.referrer.search('https?://(.*)ask. ([^/?]*)') === 0) { return 'Organic'; } else if (document.referrer.search('https?://(.*)ask. ([^/?]*)') === 0) { return 'Organic'; } else if (document.referrer.search('https?://(.*)ask. ([^/?]*)') === 0) { return 'Organic'; } else if (document.referrer.search('https?://(.*)ask. ([^/?]*)') === 0) { return 'Organic'; } else if (document.referrer.search('https?://(.*)ask. ([^/?]*)') === 0) { return 'Organic'; } else if (document.referrer.search('https?://(.*)ask. ([^/?]*)') === 0) { return 'Organic'; } else if (document.referrer.search('https?://(.*)ask. ([^/?]*)') === 0) { return 'Organic'; } else if (document.referrer.search('https?://(.*)ask. ([^/?]*)') === 0) { return 'Organic'; } else if (document.referrer.search('https?://(.*)ask. ([^/?]*)') === 0) { return 'Organic'; } else if (document.referrer.search('https?://(.*)ask. ([^/?]*)') === 0) { return 'Organic'; } else if (document.referrer.search('https?://(.*)ask. ([^/?]*)') === 0) { return 'Organic'; } else if (document.referrer.search('https?://(.*)ask. ([^/?]*)') === 0) { return 'Organic'; } else if ([^/?]*)') == 0) { return 'Organic'; } else if ([^/?]*)' == 0) { r



Site search: enter se

Search in this ti

Product Information:-

Journals

eJournals

Backfiles

Publish in a journal

Books

Case Studies

Open Access

Regional information

Services

Publishing Services

Resources:

Licensing Solutions

For Authors

For Editors

For Reviewers

For Librarians

Research Zone

Student Zone

Teaching Zone

#RealWorldResearch

Real World Impact



Need help with your manuscript?



Home > Emerald journals > British Food Journal - Editorial team

British Food Journal

An international multi-disciplinary journal for the dissemination of food-related research

ISSN: 0007-070X



Publish open access in this journal

Full text online

Content: Table of Contents | Latest Issue RSS RSS

Information: Journal information | Editorial Team | Author Guidelines

Other: Journal News (inc. calls for papers) | Sample article | Recommend this



5-year Impact Factor (2017): 1.583*



Editorial team

Co-Editors

Stefano Bresciani University of Turin, Italy stefano.bresciani@unito.it

Rob Hamlin

University of Otago, New Zealand rob.hamlin@otago.ac.nz

Louise Manning

Harper Adams University, UK l.manning@btinternet.com

Wayne Martindale University of Lincoln, UK wmartindale@lincoln.ac.uk

Regional Editors

Juan Aguirre, Universidad Latina, Costa Rica Siva Balas, Stuart School of Business, Illinois Institute of Technology, USA Anderson de Souza Sant'Ana, University of Campinas, Brazil Gary Dykes, Curtin University, Australia Denise Lindsay, Fonterra Co-operative Group Ltd, Fitzherbert Science Centres, New Zealand

Publisher

Emma Leverton eleverton@emeraldgroup.com

Content Editor

Lorraine Connolly lconnolly@emeraldgroup.com

Editorial Advisory Board

Bassam A. Annous, United States Department of Agriculture, USA Rodolfo Bernabeu, Universidad de Castilla-La Mancha, Spain Mabel Blades, Nutrition and Dietetic Services, UK Anna Botonaki, Technological Educational Institute of Crete, Greece Michael Bourlakis, Cranfield School of Management, UK

Emerald | British Food Journal editorial team

Frank Bunte, Wageningen University, Netherlands Rosa Caiazza, Parthenope University of Naples, Italy Leonardo Casini, University of Florence, Italy Alessio Cavicchi, University of Macerata, Italy Marija Cerjak, University of Zagreb, Croatia Sylvain Charlebois, Dalhousie University, Canada Steve Charters MW, Burgundy School of Business, France

Eli Cohen, Ben Gurion University, Israel

Roger Cook, Programme Development Group, New Zealand Adriano Gomes da Cruz, Federal Institute of Rio de Janeiro, Brazil

Gary Dykes, Curtin University, Australia

Ralph Early, Harper Adams University College, UK

Ruth Fairchild, Cardiff Metropolitan University, UK

Mariantonietta Fiore, Department of Economics, University of Foggia, Italy

Arnout Fischer, Wageningen University, Netherlands

Johan Fischer, Roskilde University, Denmark

Lynn J Frewer, Newcastle University, UK

Antonino Galati, University of Palermo, Italy

Xavier Gellynck, Ghent University, Belgium

Klaus Grunert, Aarhus School of Business, Denmark

Cathy Hart, Loughborough University, UK

Heather Hartwell, Bournemouth University, UK

Mahmoud Hewedi, University of Al Fayoum, Egypt

Martin Hingley, Lincoln University, UK

Andrea Insch, University of Otago, New Zealand

Peter Jones, University of Gloucestershire Business School, UK

Muhammad Kashif, GIFT University, Pakistan

Adam Lindgreen, Copenhagen Business School, Denmark

Denise Lindsay, Fonterra Co-operative Group Ltd, Fitzherbert Science Centres, New Zealand

Ingela Marklinder, Uppsala University, Sweden

Alberto Mattiacci, Sapienza, University of Rome, Italy

Morven Grace McEachern, Huddersfield Business School, UK

Richard Meldrum, Ryerson University, Canada

Barry Michaels, The Michaels Group, USA

Diogo Monjardino de Souza Monteiro, School of Natural and Environmental Sciences, Newcastle University

Yasmine Motarjemi, Independent consultant, Switzerland

Barbara Mullan, Curtin University, Australia

Urs Niggli, Forschungsinstitut für biologischen Landbau (FiBL), Switzerland

Stefano Pascucci, Wageningen University, Netherlands

Justin Paul, University of Puerto Rico, USA

Konstantinos Polymeros, University of Thessaly, Greece

Sanda Renko, University of Zagreb, Croatia

Nikolai Reynolds, Ipsos Marketing, France

Samim Saner, Kalite Sistem Laboratories Group, Turkey

Claire E. A. Seaman, Queen Margaret University College, UK

Liz Sharples, Previously: Sheffield Hallam University, UK

Hillary J Shaw, London School of Commerce, UK

Andrew Smith, Hearthstone Investment Management Ltd, UK

Lara Spiteri-Cornish, Coventry Business School, UK

Richard Sprenger, Highfield Publications, UK

Anssi Tarkiainen, Lappeenranta University of Technology, Finland

Irma Tikkanen, University of Eastern Finland, Finland

Hiram Ting, Sarawak Research Society, Malaysia

Ellen J. Van Loo, Ghent University, Belgium

Nina Veflen Olsen, Nofima, Norway

Wim Verbeke, Ghent University, Belgium

Anthony Worsley, Deakin University, Australia

Frank Yiannas, Wal-Mart Stores, Inc., USA

Katrin Zander, Thünen-Institute, Germany

^{* 2017} Journal Citation Reports® (Thomson Reuters, 2018)

Log in Register Help Cart Admin Blog

Resource areas: Emerald Resources

HOME **JOURNALS & BOOKS CASE STUDIES OPEN ACCESS**

This Journal

Advanced Search

HOME BROWSE JOURNALS & BOOKS BRITISH FOOD JOURNAL VOLUME 120, ISSUE 9

Previous Issue

Next Issue

Table Of Contents: Volume 120 Issue 9

Published: 2018, Start page: 1942

Icon key: You have access to this item Open access Backfile

Abstract only

Select all Add to Marked List | Track Citations | Email to a Friend | Send to Citation Mgr

Cluster analysis for fruit consumption patterns: an international study

Yan Heng, Lisa A. House (pp. 1942 - 1952)

Keywords: Culture, Cluster analysis, Multinomial logit model, Diet

habits, Fruit consumption

Type: Research paper

Abstract | HTML | PDF (182 KB) | Reprints and Permissions

👌 🗆 Why public dismissal of nutrition science makes sense: Post-truth, public accountability and dietary credibility

Bart Penders (pp. 1953 - 1964) Keywords: Credibility, Post-truth

Type: Viewpoint

Abstract | HTML | PDF (209 KB)

The attributes of leftovers and higher-order personal values

Lynda Andrews, Gayle Kerr, David Pearson, Miranda Mirosa (pp. 1965 -1979)

Journal Information



British Food Journal

ISSN: 0007-070X Online from: 1899 Subject Area: Public

Policy & Environmental Management

Current Issue **Available Issues Accepted Articles Earlycite**



Clarivate Analytics CODU

Science Citation Index Expanded Publish op (SCIE)TM in this jour

MOST READ

MOST CITED

RELATED

The most popular papers from this title in the past 7 days:

Food scares: a comprehensive Keywords: Thematic analysis, Personal values, Leftovers, Household

food waste, Means-end approach, States of being

Type: Research paper

Abstract | HTML | PDF (246 KB) | Reprints and Permissions

Examining consumers' anti-consumption tendencies towards food products: A case study from the Turkish food industry

Yusuf Arslan, Emre Yıldırım, Mustafa Abdül Metin Dinçer, Merve Türkmen

Barutçu (pp. 1980 - 1993)

Keywords: Fast-moving consumer goods, Boycott, Anticonsumption behaviour, Consumer complaining behaviour,

Consumer well-being

Type: Case study

Abstract | HTML | PDF (411 KB) | Reprints and Permissions

☐ Traditional and regional food as seen by consumers — research results: the case of Poland

Anetta Barska, Julia Wojciechowska-Solis (pp. 1994 - 2004)

Keywords: Poland, Attitude, Traditional food products, Regional food,

Motives for consuming Type: Research paper

Abstract | HTML | PDF (209 KB) | Reprints and Permissions

Estimating factors for the demand of organic milk in Turkey

Osman Gulseven (pp. 2005 - 2016)

Keywords: Willingness to pay, Consumer preferences, Demand for

milk, Organic milk Type: Research paper

Abstract | HTML | PDF (214 KB) | Reprints and Permissions

Attributes determining consumer preference for organic rice in Bangkok, Thailand

Hatairat Sakolwitayanon, Peeyush Soni, Jourdain Damien (pp. 2017 - 2032) Keywords: Market segmentation, Thailand, Best-worst scaling, Organic rice, Hierarchical cluster analysis, Latent class cluster analysis

Type: Research paper

Abstract | HTML | PDF (286 KB) | Reprints and Permissions

Automatic replenishment of perishables in grocery retailing: The value of utilizing remaining shelf life information

Kasper Kiil, Hans-Henrik Hvolby, Kym Fraser, Heidi Dreyer, Jan Ola Strandhagen (pp. 2033 - 2046)

Keywords: Information sharing, Simulation, Shelf life, Replenishment

Type: Research paper

Abstract | HTML | PDF (414 KB) | Reprints and Permissions

categorisation

McDonald's: "think global, act local" – the marketing mix

The impact of food preservation on food waste

Food waste reduction practices in German food retail

Exploring the gap between attitudes and behaviour: Understanding why consumers buy or do not buy organic food

See more >

Further Information

About the Journal Sample Articles Purchase Information Editorial Team Write for this journal



Promoting value addition among farmers in the cassava food value chain in Nigeria

Emmanuel Donkor, Stephen Onakuse, Joe Bogue, Ignacio de los Rios Carmenado (pp. 2047 - 2065)

Keywords: Africa, Cassava, Food value chain, Probit, Rural

development, Rural farmers, Tobit, Value addition

Type: Research paper

Abstract | HTML | PDF (365 KB) | Reprints and Permissions

The acceptance of blockchain technology in meat traceability and transparency

Fabian Sander, Janjaap Semeijn, Dominik Mahr (pp. 2066 - 2079)

Keywords: Transparency, Purchasing decision

Type: Research paper

Abstract | HTML | PDF (264 KB) | Reprints and Permissions

Quality changes of nugget prepared from fresh and smoked rainbow trout during chilled storage

Muhsine Duman, Nermin Karaton Kuzgun (pp. 2080 - 2087)

Keywords: Quality control, Sensory evaluation

Type: Research paper

Abstract | HTML | PDF (161 KB) | Reprints and Permissions

Vulnerability to food insecurity in rural Punjab, Pakistan

Muhammad Khalid Bashir, Steven Schilizzi, Rohan Sadler, Ghaffar Ali (pp. 2088 - 2101)

Keywords: Hunger, Food security

Type: Research paper

Abstract | HTML | PDF (267 KB) | Reprints and Permissions

Investigating the nutrient content of food prepared in popular children's TV cooking shows

Yandisa Ngqangashe, Charlotte de Backer, Christophe Matthys, Nina Hermans (pp. 2102 - 2115)

Keywords: Analysis, TV cooking shows, Children, Food messages

Type: Research paper

Abstract | HTML | PDF (307 KB) | Reprints and Permissions

An evaluation of Swiss agriculture's contribution to food security with decision support system for food security strategy

Ali Ferjani, Stefan Mann, Albert Zimmermann (pp. 2116 - 2128)

Keywords: Optimisation, Food products, Crisis, Swiss food security,

Decision support system model

Type: Case study

Abstract | HTML | PDF (461 KB) | Reprints and Permissions

Market power in food supply chain: evidence from Italian pasta chain

Luca Cacchiarelli, Alessandro Sorrentino (pp. 2129 - 2141)

Keywords: Food supply chain, Market power, Italian Antitrust, Italian

pasta chain

Type: Research paper

Abstract | HTML | PDF (196 KB) | Reprints and Permissions

Occurrence of chemical contaminants in animal products during 1999–2016 in the Czech Republic

Martina Tunegová, Eva Samková, Lucie Hasoňová, Marcela Klimešová, Aneta

Marková, Robert Kala, Róbert Toman (pp. 2142 - 2154)

Keywords: Monitoring, Food chain, Chemical contaminants,

Maximum residue levels Type: Research paper

Abstract | HTML | PDF (268 KB) | Reprints and Permissions

Hygienic design of a unit for supercritical fluid drying – case study

Ilija Djekic, Nikola Tomic, Nada Smigic, Bozidar Udovicki, Gerard Hofland,

Andreja Rajkovic (pp. 2155 - 2165)

Keywords: Failure modes and effects analysis, Hygienic design,

Supercritical fluid drying

Type: Case study

Abstract | HTML | PDF (225 KB) | Reprints and Permissions

Prioritization of drivers, enablers and resistors of agri-logistics in an emerging economy using fuzzy AHP

Meenakshi Jakhar, Manoj Kumar Srivastava (pp. 2166 - 2181)

Keywords: Enablers, Drivers, Agricultural-logistics, Fuzzy AHP,

Resistors

Type: Research paper

Abstract | HTML | PDF (1275 KB) | Reprints and Permissions

Consumers' risk perception, information seeking, and intention to purchase genetically modified food: An empirical study in China

Weiwei Zhu, Nengzhi (Chris) Yao, Ben Ma, Fangbin Wang (pp. 2182 - 2194) Keywords: Risk perception, Genetically modified food, Information

seeking, Intention to purchase

Type: Research paper

Abstract | HTML | PDF (278 KB) | Reprints and Permissions



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

Poppy Arsil, Elton Li, Johan Bruwer, Graham Lyons (pp. 2195 - 2207) Keywords: Local food, Motivation, Laddering, Means-end chain, Decision segmentation analysis, Market segmentation

Type: Research paper

Abstract | HTML | PDF (259 KB) | Reprints and Permissions

About Emerald

About Us

Company Information

Working for Emerald

Contact Us

How to Find Us

Policies & Information

Cookie Policy

Privacy Policy

Copyright Policy

Industry Standards

End User Terms

Digital Preservation

Accessibility

Text and Data Mining Licence

Modern Slavery Act transparency

statement

Emerald Websites

Emerald Publishing

Emerald Group

50th Anniversary

Emerald Bookstore

Emerald Careers

The Emerald Foundation

© Copyright 2019 Emerald Publishing Limited







also developed by scimago:





Scimago Journal & Country Rank Enter Journal Title, ISSN or Publisher Name

Home

Journal Rankings

Country Rankings

Viz Tools

Help

About Us

H Index

British Food Journal

Country



United Kingdom - IIII SIR Ranking of United Kingdom

Subject Area and Category Agricultural and Biological Sciences

Food Science

Business, Management and Accounting

Business, Management and Accounting (miscellaneous)

Publisher

Emerald Group Publishing Ltd.

Publication type

Journals

ISSN

0007070X

Coverage

1899-ongoing

Scope

After over 100 years of publication, the British Food Journal (BFJ) continues to be highly respected world-wide for its broad and unique interdisciplinary coverage of food-related research. The journal has a strong commitment to publishing the latest food research from around the globe, all of which is reviewed and adjudicated by an international editorial board of leading experts. With its independent analysis and informed insights, it provides a vital communications link between all sectors of this dynamic industry, keeping the reader abreast of topical issues and emerging trends.

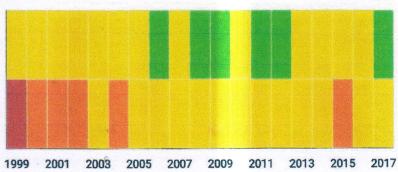
How to publish in this journal

Join the conversation about this journal



Business, Management and Accounting (miscellaneous)

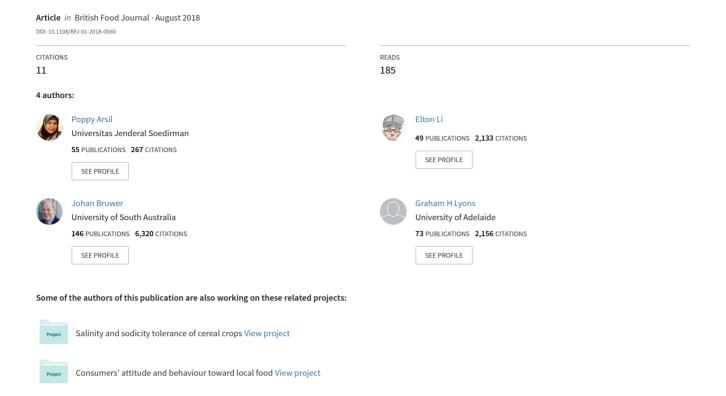
Food Science



SJR

Citations per document

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







British Food Journal

Motivation-based segmentation of local food in urban cities: A decision segmentation analysis approach Poppy Arsil, Elton Li, Johan Bruwer, Graham Lyons,

Article information:

To cite this document:

Poppy Arsil, Elton Li, Johan Bruwer, Graham Lyons, (2018) "Motivation-based segmentation of local food in urban cities: A decision segmentation analysis approach", British Food Journal, https://doi.org/10.1108/BFJ-01-2018-0060

Permanent link to this document:

https://doi.org/10.1108/BFJ-01-2018-0060

Downloaded on: 07 August 2018, At: 07:47 (PT)

References: this document contains references to 48 other documents.

To copy this document: permissions@emeraldinsight.com

Access to this document was granted through an Emerald subscription provided by

Token: Eprints: 4FQKN5USJHHUCHDS4BFZ:

For Authors

If you would like to write for this, or any other Emerald publication, then please use our Emerald for Authors service information about how to choose which publication to write for and submission guidelines are available for all. Please visit www.emeraldinsight.com/authors for more information.

About Emerald www.emeraldinsight.com

Emerald is a global publisher linking research and practice to the benefit of society. The company manages a portfolio of more than 290 journals and over 2,350 books and book series volumes, as well as providing an extensive range of online products and additional customer resources and services.

Emerald is both COUNTER 4 and TRANSFER compliant. The organization is a partner of the Committee on Publication Ethics (COPE) and also works with Portico and the LOCKSS initiative for digital archive preservation.

*Related content and download information correct at time of download.

Motivation-based segmentation of local food in urban cities

Local food in urban cities

A decision segmentation analysis approach

Poppy Arsil

Department of Agricultural Technology, Universitas Jenderal Soedirman, Purwokerto, Indonesia and School of Agriculture, Food and Wine, University of Adelaide, Adelaide, Australia Elton Li

Received 9 February 2018 Revised 3 April 2018 Accepted 4 April 2018

School of Agriculture, Food and Wine, University of Adelaide, Adelaide, Australia Johan Bruwer

School of Marketing, University of South Australia, Adelaide, Australia, and Graham Lyons

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

Abstract

Purpose – The purpose of this paper is twofold: first, to investigate the motives of urban consumers when purchasing local food products using means-end chain (MEC) analysis and second, to introduce an alternative approach to segment the market based on consumers' motivation using decision segmentation analysis (DSA). Design/methodology/approach – DSA was used as advanced segmentation procedure of hierarchy value maps (HVMs) produced by MEC analysis.

Findings – The findings suggest that there are two main segments of local food consumers in urban Indonesia: value-for-money and health benefits. The value-for-money segment is dominant when making local food purchasing.

Research limitations/implications – This study sample is not representative of local food consumers in urban Indonesia as only three urban cities were interviewed.

Practical implications – An understanding of the motivation-based segmentation of local food in urban cities is a useful tool in order to reinforce and attract local food consumers to consume more locally grown food. **Originality/value** – This study reveals the motivation-based segmentation of local food in urban cities in Indonesia.

Keywords Local food, Motivation, Laddering, Means-end chain, Decision segmentation analysis, Market segmentation

Paper type Research paper

1. Introduction and literature review

1.1 Local food: definition and consumers' motivation

Rural and urban locations together with price, health benefits, locally grown produce, environmental benefits and support for local communities are expected to play important roles in local food choices (Mirosa and Lawson, 2012; Tregear and Ness, 2005; Weatherell *et al.*, 2003). According to data from the World Bank (2018a, b), the percentage of the urban population in Indonesia was 54 percent of the total population in 2016. It is expected that the urban population will reach 71 percent of the total population by 2030. Food spending was the major part (45 percent) of total expenditure for Indonesia's urban households in 2015 (Statistics Indonesia, 2016), making them potential local food markets. For this reason, exploring the consumers' motivation of local food and segmenting the market involved are essential to develop products that might fulfill urban consumer needs.

There is no widely accepted definition of "local food" worldwide, although geographic distance between food production and consumption is often associated with the definition



British Food Journal © Emerald Publishing Limited 0007-070X DOI 10.1108/BFJ-01-2018-0060 of "local" (Adams and Salois, 2010; Chambers *et al.*, 2007). In the USA, food produced locally and regionally within a 400-mile (643-km) radius from farms or distributed within the same state can be defined as local according to Martinez *et al.* (2010). However, the definition of "local" still remains ambiguous in Indonesia. Arsil, Li and Bruwer (2014) found that fresh and unprocessed food that are grown and sold within a regency or province is widely accepted as local food.

Local food has attracted consumers' attention despite no clear consensus on the local food definition. For consumers, the capacity to differentiate local food from widely used food products allows them to specify the important attributes they prefer. Some consumers in developed countries consider life quality, environmental benefits, enriching the local community and promoting social equity (Gracia and Albisu, 2001; Trobe, 2001). In addition to this, the engagement of farmers and reconnection to rural roots are also determining factors to buy locally grown produce (Hinrichs, 2000). Local food systems are also believed to be economic and viable alternatives in the food systems with respect to sustainable food consumption (Feenstra, 1997; Hinrichs, 2000). However, price, quality and consumer health are still the major important attributes for local food (Penney and Prior, 2014; Tey et al., 2017). Although previous studies reported that local food is more expensive than national or imported food (Roininen et al., 2006), some consumers believe that local food is cheap (Arsil, Li and Bruwer, 2014; Chambers et al., 2007).

Literature on local food has been analyzed from many angles of consumer views, involving consumers' perceptions and preferences for locally grown food (Arsil, Li and Bruwer, 2014; Feldmann and Hamm, 2015; Moser et al., 2011). Some studies examine consumers' attitudes and behavior (Bianchi and Mortimer, 2015; Campbell, 2013) and consumers' motivation toward local produce (Arsil, Li, Bruwer and Lyons, 2014; Tey et al., 2017). Other researchers have explored the willingness to pay (WTP) of local food (Adams and Salois, 2010; Burnett et al., 2011; Gracia et al., 2014; Onken et al., 2011) that have found higher WTP values for a local attribute claim as opponent to non-local alternative products. Factors that contribute to the increasing of WTP for local agricultural products might be influenced by socio-demographic respondents such as gender, age and income (Jekanowski et al., 2000; Yue and Tong, 2009), product quality (Carpio and Isengildina-Massa, 2009), stores to purchase (Onken et al., 2011; Yue and Tong, 2009), social influences (Gracia et al., 2014) and time of residency (Jekanowski et al., 2000). In addition, local food movements appear to flourish in developed countries (Weatherell et al., 2003), and most studies have focused on such countries (e.g. Adams and Salois, 2010; Pearson and Henryks, 2011). However, consumer segmentation based on motivation toward local food has received little attention. To date, there has been no study examining the segmentation of local food consumers based on their motivations in Indonesia.

1.2 Decision segmentation analysis (DSA): an advanced segmentation procedure of means-end chain (MEC)

The MEC approach was employed in this study as the method has been used widely to explore consumer motivation. This method assumes that consumers would buy and consume a specific product because they believe that they can achieve a desired value through the attributes of the product and their consequences (Reynolds and Gutman, 1988). The MEC theory typically produces attributes (A) and is linked sequentially to consequences (C) that derive importance from using the product and by satisfying personal values (V), the forms of which are called a "ladder." Attributes are physical or observable properties of a product or service while consequences are the benefits of using or consuming a product or service (Gutman, 1982). Values refer to desirable end-state that a person wants to achieve (Rokeach, 1973). A hierarchical value map (HVM) is the name given to the graph that is formed from various ladders, representing the

aggregate connection of A, C and V (Reynolds and Gutman, 1988). This HVM provides insight into a cognitive structure of consumer perceptions of products and their links to relevant consequences, and finally to the attainment of life values (Reynolds and Gutman, 1988).

In this context, we also introduce the use of DSA suggested by Reynolds (2006) to segment local food consumers based on their motivations. The use of this approach is still very limited in market segmentation, particularly in the case of local food consumers. Among traditional methods of segmentation that have considered one or a combination of variables involving demographics, geographics, psychographics and behavior, purchasing behavior is believed to be a potentially useful basis for segmentation (Kotler and Armstrong, 1991). Many researchers have emphasized that MEC theory can be very useful for the development of market segments (Botschen *et al.*, 1999; Reynolds and Gutman, 1988) as the values involved have been proven to play the dominant role in governing personal behavior and decision-making processes in all aspects of people's lives (Rokeach, 1973).

Several studies have focused on a method of motivational segmentation linked to the MEC approach (Aurifeille and Valette-Florence, 1995; Valette-Florence and Rapacchi, 1991). Clustering processes based on individual code elements as units of analysis have been suggested in addressing the segmentation problem of HVM (Valette-Florence and Rapacchi, 1991). However, Aurifeille and Valette-Florence (1995) identified that the number of ladders for each cluster was difficult to determine. The strength of the association between elements within the entire MEC also did not capture properly (Reynolds, 2006). Multi-dimensional scaling for chain clustering was then introduced by Aurifeille and Valette-Florence (1995) to improve the process of clustering based on the cognitive element. This approach represented the number of ladders in the chain to describe the dominant MEC chains (Aurifeille and Valette-Florence, 1995). However, this method was difficult to evaluate or to independently replicate by other researchers as this required several subjective choices to be made (Reynolds, 2006). Less attention has been paid to the use of DSA developed by Reynolds (2006). This approach has benefits in terms of the use of HVM as an appropriate unit of analysis. This deterministic model has enabled researchers to identify the internal consistency of the MEC segment (Reynolds, 2006). Accordingly, the present study proposes an alternative approach, called DSA, to segment the local food market based on consumers' motivations. This approach can provide significant benefits to standardize the procedure of segmenting HVM. The internal consistency of segments is more stable that reflects to one decision orientation. Therefore, the aims of our study are twofold:

- to determine consumer motivation and related values when purchasing local food using MEC analysis; and
- (2) to segment local food markets with respect to consumer motivations using DSA in urban areas in Indonesia.

This study will assist producers and agricultural officials to better understand the potential of the market segments of local food and contribute to knowledge with respect to the motivation-based segmentation of local food in urban Indonesia. We apply quantitative methodology to segment the HVM underlying MEC theory, as proposed by Reynolds (2006).

2. Methods

The MEC methodology application for this study closely follows the research guidelines of MEC theory (Olson and Reynolds, 2010; Pieters *et al.*, 1995; Reynolds and Gutman, 1988). The DSA approach selected for this study refers to guidelines developed by Reynolds (2006).

2.1 Data collection

Sampling of respondents in the urban cities involved a multi-stage design that included a random sampling stage. During the first stage, three urban locations in Indonesia – Yogyakarta, Bandung and Padang – were selected methodically instead of randomly to represent three main ethnic groups in Indonesia, namely, the Javanese, Sundanese and Minangese. At the second stage, each urban city was selected and three sub-districts were selected randomly. A village was then selected randomly from each sub-district chosen. Thereafter, a neighborhood area was chosen randomly for every village selected. Finally, a residential block was selected randomly from each village selected (Zikmund and Babin, 2010). Screening questions were asked to the potential subjects to assure that they were of ethnic origin and decision makers at the households. They also were asked about motives of purchasing local food using the MEC analysis approach (Reynolds and Gutman, 1988).

Table I depicts the summary statistics of the demographic characteristics of the sample of respondents. The food decision makers in the urban cities involved in the study areas were dominated by a female and housewife and had higher education level compared to statistics national data. These results show that female and housewife are still dominated the food decision making in the study area. Married-couple families are dominant and individuals spend money for food a week approximately less than IDR100,000.

2.2 MEC analysis

In total, 18 interviewers were trained in the soft-laddering technique and MEC theory prior to data collection. Soft laddering was chosen for use in the one-on-one and in-depth interviewing technique in order to elicit the A–C–V sequential links (Phillips and Reynolds, 2009; Reynolds and Gutman, 1988). Then, an HVM was generated by asking each respondent the following specific question: "why is that important for you?" In this study, 269 respondents were interviewed through the MEC, resulting in individual HVM that provided from one to four maps per person. A total of 509 HVMs were involved in this study.

A content analysis procedure was employed to construct a master set of codes for the attributes, consequences and values. In order to mitigate the classification errors of elements, the concept of abstractness ratio was employed in this study (Bagozzi and Dabholkar, 1994). An abstractness ratio coefficient was used to examine elements for their position in the A–C–V hierarchies. A higher abstractness ratio coefficient indicated that the element served as the end or value and a lower abstractness ratio coefficient signified that the element served as the means or attributes (Pieters *et al.*, 1995). Additionally, Pieters *et al.* (1995) suggested that a centrality index could be used to explain the proportion of connections in the HVM through the use of a particular variable. A higher centrality index showed the degree to which a particular element played a key role over other elements. The calculation of abstractness ratio and centrality index are presented in Table II. We also excluded some linkages of A–C–V by employing a cut-off level to provide an HVM that is easy to interpret and provides an informative solution. Multiple cut-off levels were attempted, accounting for 60–70 percent of active linkages in the construction of the HVM (Bagozzi and Dabholkar, 1994; Pieters *et al.*, 1995).

2.3 DSA procedure

The unit measurement for market segmentation in this study was provided by HVM. Reynolds (2006) mentioned that the analytical procedure of DSA began with the determination of the number of desired clusters in the solution (2–9) and the maximum number of codes included in a chain (3–6). The next step of DSA was to draw suggested graphical main pathways with respect to the number of desired clusters and codes included in a chain. In addition, the data of the strength of linkages and centrality index coefficient were considered in developing proposed clusters. Thereafter, the number of codes included

Characteristics	Average $(n = 269)$ (%)	Statistics Indonesia (2016) (%)	Local food in urban cities
Gender Female Male	92 8	50 50	
Family income (million IDR/month) 4≤ 4< and ≤8 8< and ≤12 12>	80 12 3 5	na	
Education-level attained Not attending school Primary school High school Diploma/University/postgraduate	0 15 57 28	8 44 42 6	
Occupation Housewife Entrepreneur Civil servant Employee Others	61 23 7 5 4	na	
Household types Single person Married-couple family Other family Other non-family	4 63 29 3	na	
Age (years old) $30 \le$ 30 < and $≤ 4040 <$ and $≤ 5050 <$ and $≤ 6060 <$ and $≤ 7070 \ge$	10 33 31 18 7 1	0–14 years old (27%) 15–64 years old (67%) ≥65 years old (5%)	
Number of family members 1-4 5-8 8>	48 47 5	na	
Money for food per capita per week (000 d 100 < 200 < 200 ≥ Note: All percentages may not total 100	78 15 7	na	Table I. Summary of socio-demographic characteristics of sample respondents

in a chain was ascertained, which were three to seven codes, with a chain length of two to six. Multiple runs were made involving different numbers of desired clusters and chain length, yielding clusters that represented the respective connections. The final DSA solution was determined by the amount of additional variance of the next cluster size. Phillips *et al.* (2010) argued that in practice, there was no significant variance if the amount of additional variance accounted for less than 8 percent and the last cluster could be excluded. A sensitivity analysis was then conducted to illustrate the key DSA statistics, namely, the percentage of the ladder (%L) involved (Reynolds, 2006).

BFJ	Content codes	AR	CI
	Attributes		
	Easy for preparation and cooking	0.09	0.12
	Inexpensive	0.09	0.13
	Food quality	0.11	0.08
	Healthy food	0.21	0.02
	Trust the food	0.25	0.02
	Consequences		
	Can afford	0.40	0.07
	Good taste	0.43	0.04
	Save time and energy	0.49	0.06
	Family eats a lot	0.51	0.04
	Save money	0.51	0.24
	Money for other things	0.53	0.18
	Controlling budget	0.54	0.08
	Good health	0.55	0.21
	Time for other things	0.57	0.12
70 11 H	Values		
Table II.	Sense of accomplishment	0.62	0.09
Attributes,	Fun and enjoyment in life	0.84	0.05
consequences and values of local food in	Нарру	1.00	0.17
urban cities	Notes: AR, abstractness ratio; CI, centrality index		

3. Results

3.1 Means-end chain

A cut-off level of eight had been selected that represented 66.7 percent (two-thirds) of active links at or above the cut-off level, as stated by Reynolds and Gutman (1988) who said that two-thirds of all connections among elements could be used to select a cut-off level. At cut-off level 8, there were 1,779 active links with 17 content codes. As shown in this study, the categories of attributes, consequences and values were clearly consistent with the MEC concept developed by Reynolds and Gutman (1988). Based on the abstractness ratio, attributes were represented by elements with lower abstractness ratio located at the bottom of hierarchy. Attributes of local food in this study consisted of "easy for preparation and cooking," "inexpensive," "food quality," "healthy food" and "trust the food," ranging in value from 0 to 0.25. Among these attributes, "inexpensive" was the most important element based on the centrality index. Elements with higher abstractness ratio were positioned as values and were located in the higher level of the hierarchy such as "sense of accomplishment" and "happy" which ranged in value from 0.62 to 1. In addition, elements in between attributes and values were categorized as consequences ranging in value from 0.4 to 0.57. "Happiness" and "save money" were identified, based on the centrality index, as the most important values and consequence, respectively. These values were consistent with values in previous studies (e.g. Rokeach, 1973). The centrality index represented the role of each element in the hierarchy. A higher centrality index represented by the black boxes indicated that this element was more important than other elements. Low centrality indices were depicted by light gray boxes indicating that those elements were less important than others.

3.2 Cluster solutions of local food

Figure 1 represents the hypothetical HVM of local food in urban cities, which includes suggested main pathways as the cluster. In order to determine the number of segments,

Local food in urban cities

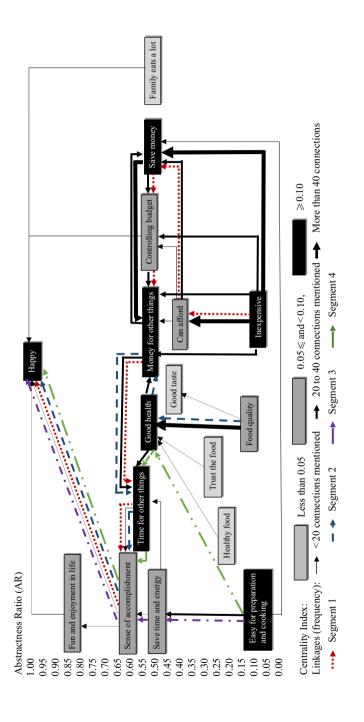


Figure 1. Hierarchy value map of local food for everyday eating at cut-off level 8

main pathways were then identified by considering the centrality index and how many times the links were mentioned by respondents. Four segments were consequently identified from the HVM of local food.

Table III presents the calculation of the percentage of ladders in each of the solutions that involve the number of desired clusters and chain length for each city. The percentage of "cluster solution of two" meant the total percentage of ladders of segments 1 and 2. The chain length of two signified the link of A–C–V of three distinctions. The total percentage of the chain of length ≤ 3 meant the total percentage of ladders of the chain length of 2 and 3.

The review and summary of the percentage of ladders of two clusters of four chain length (68 percent) for local food show that the addition of the third cluster (74 percent) is not significant (less than 8 percent). Furthermore, the addition of five chain length at two clusters does not account for significant increase that is 6 percent. It is suggested that two clusters with a four chain length was the final solution. The DSA analysis is of considerable benefit in the interpretation of the evidence obtained from interviews with regard to the cognitive structure of purchasing local food. The findings show that the themes advanced by groups of consumers in urban locations involve two segments, which are value-formoney and health benefits, respectively.

3.3 Motivational-based segmentation of local food in urban areas

The value-for-money segment was inexpensive→ save money → money for other things→ time for other things → happy. A total of 219 ladders (43 percent) from 166 respondents (62 percent) involved in this segment. The salient attribute of local food was emphasized as an inexpensive product that consumers could afford for daily food consumption. Some consumers believed that local food was cheaper than national or imported foods. By purchasing local food, consumers mentioned that some money could be saved and other needs and wants could be fulfilled. For consumers, local purchases were an easy way to save money and even had some extra left to spend on other things. When asked, consumers mentioned that they also had time for other activities, such as working, daily, family, religious and social activities. Consumers felt satisfied with themselves because they could save some money for their pension deposit fund and having a nice home. This led to happiness:

Local food is cheaper compared to national food and the food that I can afford [...] So that, I can save some money and share money for other needs like bills, unexpected needs and others [...] So, I can have some money for pension deposit. This makes me happy (an anonymous respondent).

The main pathways for the health benefits segment were developed in a similar way. There were 176 ladders (35 percent) from 133 respondents (49 percent) clustered in this segment. The dominant pathways were food quality→ good health→ money for other things→ time for other things→ happy. "Freshness" and "good quality" were the important attributes mentioned by respondents that associate with good health. Consumers considered that being in good health was associated with reducing health costs and saving time from visits

Table III.
Percentage of ladders for each cluster solution in different desired cluster solutions and chain length for local food

Number of cluster solutions	€2 (%)	≼ 3 (%)	Chain length ≤4 (%)	≤ 5 (%)	≤ 6 (%)
2	37	55	68	74	78
3	43	61	74	80	85
4	46	65	78	84	89

to hospitals, so that money could be saved and more activities could be undertaken. Good health also led to happiness:

Local food is natural with a good quality [...] It will lead us to good health [...] I am a businessperson. I need to be in a good health condition to run my business. By working, I can get some money to cover my daily needs [...] We can thank Allah (God) [...] I feel I am a good person and for a quiet life [...] No more. I no longer want anything to achieve (an anonymous respondent).

4. Discussion

4.1 Consumer motivation and segmentation toward local food

Two groups of consumers were identified on the basis of their purchasing motives, which were "value-for-money" and "health benefits." The consumers of the value-for-money segment considered local food types as inexpensive. This result of the study is similar to the results of other studies. Tey *et al.* (2017) reported that consumers who purchase at farmers' markets perceived fresh food to have a lower price. Consumers in this segment are also in the same group of some of the local food consumers in the UK who believed that local food was cheaper than national and imported food (Chambers *et al.*, 2007). In contrast, Lockeretz (1986) reported that price was not a significant factor influencing the buying of local food, both in farmers' markets and in supermarkets. Similar to this, Roininen *et al.* (2006) reported that price had a negative association with locally produced food, which was believed to be high. The segment confirmed that price became the most important consideration for people with lower family incomes when making purchasing decisions (Ostrom, 2006). This is not surprising as gross national product (GDP) per capita in Indonesia in 2016 amounted to around \$3,570 (see data.worldbank.org for the definition of GDP), which was much lower than the UK (\$40,367) and the USA (\$57,638.2) (World Bank, 2018a, b).

Most studies in the USA and Europe found that consumers valued the local food claim and had a positive WTP for premium price for origin attributes as compared to products with other characteristics (Burnett *et al.*, 2011; Feldmann and Hamm, 2015; Gracia *et al.*, 2014; Onken *et al.*, 2011). However, consumers' WTP for local food has little attention and is still not clear in Indonesia. Socio-demographic factors, product quality, stores to purchase, social influences can be considered in order to increase the consumers' WTP for local food in Indonesia.

In addition, the health benefits segment is in the same group as urban consumers in Birmingham (UK) who considered food quality, freshness and health issue as an important reason for buying local produce (Penney and Prior, 2014). This result is also consistent with Roininen *et al.* (2006) who reported that freshness was associated with local production. Arsil, Li, Bruwer and Lyons (2014) further mentioned that good quality was also an important attribute of local production. Local food was judged to be fresher due to short transportation distance and time (Chambers *et al.*, 2007).

The value-for-money segment is dominant when making local food purchases accounting for 62 percent people involved compared to health benefit segment (49 percent). It is noted that some ladders cannot be assigned to one of the two segments involved, accounting for 22 percent. Another important finding is that these two segments share general common codes, namely, "money for other things," "time for other things" and "happiness." "Money for other things" refers to money that can be used for basic needs, school fees, charity, traveling as a pilgrim to Mecca, as well as unexpected needs. Previous studies of food choices using MEC analysis reported a similar code to "money for other things," namely, "save money, better economy, buy something else" (Grunert *et al.*, 2001) and "spend money on other things" (Lind, 2007). The coding of "time for other things" in this study is related to eating food associated with saving time, so that consumers have time to devote to other activities such as time for daily activities, family and social activities, as well as religious activities. It is generally understood that relationships within the family and neighborhood are a significant characteristic of traditional Indonesian values, which may

correspond to how consumers spend their time on daily activities. Others reported the same consequences such as "time for other things" (Lind, 2007) and "can do alternative activities" (Roininen *et al.*, 2006). Some consumers felt a greater "sense of accomplishment" such as completing all housework and tasks, saving money for pensions and sending children to school for a better future through education when they have time to do other activities and can save some money. In addition, "happy" can be described as pleasant or emotional feelings or contentment with a representative phrase in laddering such as "happy or happiness" and is similar to the value used in MEC studies (e.g. Arsil *et al.*, 2016; Grunert *et al.*, 2001; Roininen *et al.*, 2006).

In conclusion, the motivation for purchasing local foods in Indonesia is different from those of people who are living in developed countries. People living in developed countries consider abstract attributes such as ecological components, life quality, living environment, enriching the local community and promoting social equity, in addition to value-for-money and health benefits motives (Bianchi and Mortimer, 2015; Feenstra, 1997; Hinrichs, 2000; Roininen *et al.*, 2006; Weatherell *et al.*, 2003). However, these abstract attributes might also be used in local food promotion to motivate urban consumers to consume more local food in Indonesia.

4.2 DSA approach

There was an important point to be underlined in the application of the DSA technique. Its advantage was the standardization of the process during the interpretation and segmenting of HVMs obtained from traditional laddering. The current study provides a comprehensive interpretation of the local food segments involved. In a previous study (i.e. Arsil, Li, Bruwer and Lyons, 2014), main pathways were selected subjectively that were based on the centrality index and how many times the links were mentioned by respondents. This might have resulted in a different number of main pathways between different researchers as it was subjective. The application of DSA makes it possible to construct more solid segments with one decision orientation that consists of one or more pathways completed with sensitivity analysis. The exact composition of a segment described by chain strength, number of codes in a cluster and number of clusters in the final solution combined with sensitivity analysis, called the percentage of the ladder (%L), is also presented. It is believed that the use of the DSA approach permits the identification of a stable segment solution in more complex HVMs. Another important issue identified during the process of DSA is that the composition of the decision cluster may have overlapping codes. For example, a short ladder that consists of attribute-consequence links could belong to different segments. In the current study, this ladder is categorized into a segment that has a higher attributes or consequences of the centrality index.

5. Conclusions

The DSA produced two stable segments, namely value-for-money and health benefits. This study confirms that the use of the DSA technique can help researchers to standardize the segmentation process of HVMs attained from using the laddering technique.

The information elicited from this study will have managerial implications in order to reinforce and attract local food consumers to consume more locally grown food through promotion and advertising. We recommend three ways to make local food more competitive. First, this study suggests the main drivers leading to purchase of more locally grown produce are price, food quality, saving money, money for other things, time for other things, sense of accomplishment and happiness. The producers, traders or government could promote local food through mass media by emphasizing these keywords and/or phrases. Abstract attributes might also be used in local food promotion by using slogan such as "local and fresh" or "buy local, save money and support local farmers." Second, as this study

does not specify a particular product, all local produce should be equally promoted in this way. However, flagship local produce of particular geographical regions, such as provinces and regencies, needs to be identified in order to promote them to the markets and to establish a strong image of local food. Third, although consumer perceived local food as inexpensive products, the drivers identified from previous studies such as socio-demographics, product quality, stores to purchase and social influences could be taken into account to increase consumers' WTP.

The study has a limitation in generalizing the findings to all consumers in Indonesia. This study did not capture the different urban characteristics in Indonesia as only three urban cities were interviewed. In future, research could examine local food purchasing motives in different consumption situations and country environments.

References

- Adams, D.C. and Salois, M.J. (2010), "Local versus organic: a turn in consumer preferences and willingness-to-pay", *Renewable Agriculture and Food Systems*, Vol. 25 No. 4, pp. 331-341.
- Arsil, P., Li, E. and Bruwer, J. (2014), "Perspectives on consumer perceptions of local foods: a view from Indonesia", Journal of International Food & Agribusiness Marketing, Vol. 26 No. 2, pp. 107-124.
- Arsil, P., Li, E. and Bruwer, J. (2016), "Using means-end chain analysis to reveal consumers' motivation for buying local foods: an exploratory study", *Gadjah Mada International Journal of Business*, Vol. 18 No. 3, pp. 285-300.
- Arsil, P., Li, E., Bruwer, J. and Lyons, G. (2014), "Exploring consumer motivations towards buying local fresh food products: a means-end chain approach", *British Food Journal*, Vol. 116 No. 10, pp. 1533-1549.
- Aurifeille, J.-M. and Valette-Florence, P. (1995), "Determination of the dominant means-end chains: a constrained clustering approach", *International Journal of Research in Marketing*, Vol. 12 No. 3, pp. 267-278.
- Bagozzi, R.P. and Dabholkar, P.A. (1994), "Consumer recycling goals and their effect on decisions to recycle: a means-end chain analysis", *Psychology and Marketing*, Vol. 11 No. 4, pp. 313-340.
- Bianchi, C. and Mortimer, G. (2015), "Drivers of local food consumption: a comparative study", British Food Journal, Vol. 117 No. 9, pp. 2282-2299.
- Botschen, G., Thelen, E.M. and Pieters, R. (1999), "Using means-end structures for benefit segmentation: an application to services", *European Journal of Marketing*, Vol. 33 Nos 1/2, pp. 38-58.
- Burnett, P., Kuethe, T.H. and Pricec, C. (2011), "Consumer preference for locally grown produce: an analysis of willingness-to-pay and geographic scale", *Journal of Agriculture, Food Systems, and Community Development*, Vol. 2 No. 1, pp. 269-278.
- Campbell, J.M. (2013), "Buy local: differentiating Hispanic and Caucasian shoppers of locally produced foods in US grocery", Journal of Retailing and Consumer Services, Vol. 20 No. 3, pp. 325-333.
- Carpio, C.E. and Isengildina-Massa, O. (2009), "Consumer willingness to pay for locally grown products: the case of South Carolina", *Agribusiness*, Vol. 25 No. 3, pp. 412-426.
- Chambers, S., Lobb, A., Butler, L., Harvey, K. and Traill, W.B. (2007), "Local, national and imported foods: a qualitative study", Appetite, Vol. 49 No. 1, pp. 208-213.
- Feenstra, G.W. (1997), "Local food systems and sustainable communities", American Journal of Alternative Agriculture, Vol. 12 No. 1, pp. 28-36.
- Feldmann, C. and Hamm, U. (2015), "Consumers' perceptions and preferences for local food: a review", Food Quality and Preference, Vol. 40, Part A, pp. 152-164.
- Gracia, A. and Albisu, L.M. (2001), "Food consumption in the European Union: main determinants and country differences", Agribusiness, Vol. 17 No. 4, pp. 469-488.

- Gracia, A., Barreiro-hurlé, J. and López-Galán, B. (2014), "Are local and organic claims complements or substitutes? A consumer preferences study for eggs", *Journal of Agricultural Economics*, Vol. 65 No. 1, pp. 49-62.
- Grunert, K.G., Lähteenmäki, L., Nielsen, N.A., Poulsen, J.B., Ueland, O. and Åström, A. (2001), "Consumer perceptions of food products involving genetic modification—results from a qualitative study in four Nordic countries", Food Quality & Preference, Vol. 12 No. 8, pp. 527-542.
- Gutman, J. (1982), "A means-end chain model based on consumer categorization processes", Journal of Marketing, Vol. 46 No. 2, pp. 60-72.
- Hinrichs, C.C. (2000), "Embeddedness and local food systems: notes on two types of direct agricultural market", Journal of Rural Studies, Vol. 16 No. 3, pp. 295-303.
- Jekanowski, M.D., Williams, D.R. and Schiek, W.A. (2000), "Consumers' willingness to purchase locally produced agricultural products: an analysis of an Indiana survey", Agricultural and Resource Economics Review, Vol. 29 No. 1, pp. 43-53.
- Kotler, P. and Armstrong, G. (1991), Principles of Marketing, Prentice Hall, New Jersey, NJ and Englewood Cliffs, NJ.
- Lind, L.W. (2007), "Consumer involvement and perceived differentiation of different kinds of pork a means-end chain analysis", Food Quality and Preference, Vol. 18 No. 4, pp. 690-700.
- Lockeretz, W. (1986), "Urban consumers' attitudes towards locally grown produce", American Journal of Alternative Agriculture, Vol. 1 No. 2, pp. 83-88.
- Martinez, S., Hand, M., Da Pra, M., Pollack, S., Ralston, K., Smith, T., Vogel, S., Clark, S., Lohr, L., Low, S. and Newman, C. (2010), "Local food systems: concepts, impacts and issues", Economic Research Report No. 97, Economic Research Service, US Department of Agriculture, Washington, DC.
- Mirosa, M. and Lawson, R. (2012), "Revealing the lifestyles of local food consumers", British Food Journal, Vol. 114 No. 6, pp. 816-825.
- Moser, R., Raffaelli, R. and Thilmany, D. (2011), "Consumer preferences for fruit and vegetables with credence-based attributes: a review", *International Food and Agribusiness Management Review*, Vol. 14 No. 2, pp. 121-142.
- Olson, J.C. and Reynolds, T.J. (2010), "The means-end approach to understanding consumer decision making", in Reynolds, T.J. and Olson, J.C. (Eds), Understanding Consumer Decision Making: The Means-End Approach to Marketing and Advertising Strategy, Psychology Press, New York, NY, pp. 3-24.
- Onken, K.A., Bernard, J.C. and Pesek, J.D. (2011), "Comparing willingness to pay for organic, natural, locally grown, and state marketing program promoted foods in the Mid-Atlantic region", Agricultural and Resource Economics Review, Vol. 40 No. 1, pp. 33-47.
- Ostrom, M. (2006), "Everyday meanings of 'local food': views from home and field", *Journal of the Community Development Society*, Vol. 37 No. 1, pp. 65-78.
- Pearson, D. and Henryks, J. (2011), "Local food: understanding consumer motivations in innovative retail formats", *British Food Journal*, Vol. 113 No. 7, pp. 886-899.
- Penney, U. and Prior, C. (2014), "Exploring the urban consumer's perception of local food", International Journal of Retail & Distribution Management, Vol. 42 No. 7, pp. 580-594.
- Phillips, J.M. and Reynolds, T.J. (2009), "A hard look at hard laddering: a comparison of studies examining the hierarchical structure of means-end theory", Qualitative Market Research: An International Journal, Vol. 12 No. 1, pp. 83-99.
- Phillips, J.M., Reynolds, T.J. and Reynolds, K. (2010), "Decision-based voter segmentation: an application for campaign message development", European Journal of Marketing, Vol. 44 Nos 3/4, pp. 310-330.
- Pieters, R., Baumgartner, H. and Allen, D. (1995), "A means-end chain approach to consumer goal structures", *International Journal of Research in Marketing*, Vol. 12 No. 3, pp. 227-244.
- Reynolds, T.J. (2006), "Methodological and strategy development implications of decision segmentation", *Journal of Advertising Research*, Vol. 46 No. 4, pp. 445-461.

Reynolds, T.J. and Gutman, J. (1988), "Laddering theory, method, analysis, and interpretation", Journal of Advertising Research, Vol. 28 No. 1, pp. 11-31.

Local food in

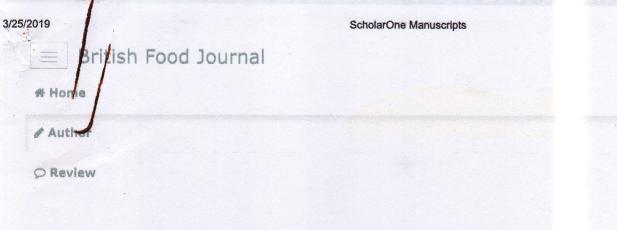
urban cities

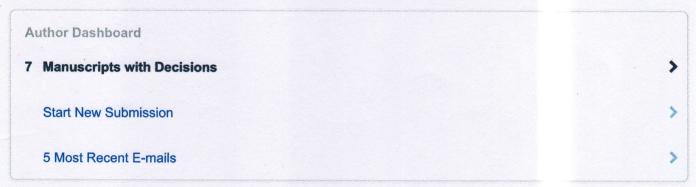
Roininen, K., Arvola, A. and Lähteenmäki, L. (2006), "Exploring consumers' perceptions of local food with two different qualitative techniques: laddering and word association", Food Quality and Preference, Vol. 17 Nos 1/2, pp. 20-30.

- Rokeach, M. (1973), The Nature of Human Values, The Free Press, New York, NY.
- Statistics Indonesia (2016), Statistical Yearbook of Indonesia 2015, Statistics Indonesia, Jakarta.
- Tey, Y.S., Arsil, P., Brindal, M., Teoh, C.T. and Lim, H.W. (2017), "Motivations underlying consumers' preference for farmers' markets in Klang Valley: a means-end chain approach", Sustainability, Vol. 9 No. 11, p. 1958, doi: 10.3390/su9111958.
- Tregear, A. and Ness, M. (2005), "Discriminant analysis of consumer interest in buying locally produced foods", Journal of Marketing Management, Vol. 21 Nos 1/2, pp. 19-35.
- Trobe, H.L. (2001), "Farmers' markets: consuming local rural produce", *International Journal of Consumer Studies*, Vol. 25 No. 3, pp. 181-192.
- Valette-Florence, P. and Rapacchi, B. (1991), "Improvements in means-end chain analysis: using graph theory and correspondence analysis", *Journal of Advertising Research*, Vol. 31 No. 1, pp. 30-45.
- Weatherell, C., Tregear, A. and Allinson, J. (2003), "In search of the concerned consumer: UK public perceptions of food, farming and buying local", *Journal of Rural Studies*, Vol. 19 No. 2, pp. 233-244.
- World Bank (2018a), "GDP per capita (current US\$)", World Bank, Washington, DC, available at: http://data.worldbank.org/indicator/NY.GDP.PCAP.CD/ (accessed January 28, 2018).
- World Bank (2018b), "Urban population (% of total)", World Bank, Washington, DC, available at: http://data.worldbank.org/indicator/SP.URB.TOTL.IN.ZS/ (accessed January 28, 2018).
- Yue, C. and Tong, C. (2009), "Organic or local? Investigating consumer preference for fresh produce using a choice experiment with real economic incentives", *Horticultural Science*, Vol. 44 No. 2, pp. 366-371.
- Zikmund, W.G. and Babin, B.J. (2010), Essentials of Marketing Research, 4th ed., South-Western/ CENGAGE Learning, OH.

Corresponding author

Poppy Arsil can be contacted at: poppy74arsil@gmail.com





Manuscripts with Decisions

ACTION	STATUS	ID ,	TITLE	SUBMITTED	DECISIONED
	EIC: Griffith, Christopher	BFJ-01-	Motivation-	03-Apr-2018	04-Apr-2018
	AE: Griffith, Christopher	2018-	based		
Forms Completion submitted (05-Apr-2018) - view	EA: Griffith, Christopher	0060.R1	segmentation of local food		
	Accept (04-Apr-		in urban		
	2018)		cit <mark>ies:</mark> A		
•			decision		
	Published		segmentation		
•			analysis		
	view decision letter		approach		
			View		
			Submission		

eneman a coma monam a manam ang manamana mango a copación por organização apagado en esperior esta esta esta a Enemana	Eddy on the control of the charge against the control of the advance of a partie control of the	semple			
ACTION	STATUS	ID	TITLE	SUBMITTED	DECISIONED
a revision has been submitted (BFJ-01-2018- 0060.R1)	EIC: Griffith, Christopher AE: Griffith, Christopher EA: Griffith, Christopher EA: von Holy, Corene Major Revision (05-Mar-2018) a revision has been submitted	BFJ-01- 2018- 0060	Motivation- based segmentation of local food in urban cities: A decision segmentation analysis approach	09-Feb-2018	05-Mar-2018
	view decision letter		View Submission		
Forms Completion submitted (23-Jan-2018) - view	EIC: Griffith, Christopher AE: Griffith, Christopher EA: Griffith, Christopher * Accept (22-Jan- 2018) * Published view decision letter	BFJ-09- 2017- 0519.R1	Personal values underlying halal food consumption: evidence from Indonesia and Malaysia View Submission	19-Jan-2018	22-Jan-2018
a revision has been submitted (BFJ-09-2017- 0519.R1)	EIC: Griffith, Christopher AE: Griffith, Christopher EA: Griffith, Christopher • Major Revision (25-Nov-2017) • a revision has been submitted view decision letter	BFJ-09- 2017- 0519	Personal values underlying halal food consumption: Evidence from Indonesia and Malaysia View Submission	17-Sep-2017	25-Nov-2017

ACTION	STATUS	ID	TITLE	SUBMITTED	DECISIONED
Forms Completion submitted (16-Jul-2013) - view	EIC: Griffith, Christopher AE: Not Assigned EA: Berry, Zoe * Accept (10-Jul- 2013) Archiving completed on 03-Sep-2016 vol:116, iss:10 view decision letter	BFJ-04- 2013- 0083.R1	Exploring consumer motivations towards buying local fresh food products: a means-end chain approach Files Archived Exploring Archived	10-Jul-2013	10-Jul-2013
a revision has been submitted (BFJ-04-2013- 0083.R1)	EIC: Griffith, Christopher AE: Not Assigned EA: Berry, Zoe Minor Revision (28-May-2013) a revision has been submitted Archiving completed on 03-Sep-2016 view decision letter	BFJ-04- 2013- 0083	Exploring consumer motivations towards buying local fresh food products: A Means-End Chain approach Files Archived ②	07-Apr-2013	28-May-2013
	EIC: Griffith, Christopher AE: Not Assigned EA: Berry, Zoe Reject (05-Mar- 2012) Archiving completed on 14-Jun-2012 view decision letter	BFJ- Feb- 2012- 0041	Perspectives on Consumer Perceptions of Local foods in Indonesia Files	28-Feb-2012	05-Mar-2012

© Clarivate Analytics | © ScholarOne, Inc., 2019. All Rights Reserved. ScholarOne Manuscripts and ScholarOne are registered trademarks of ScholarOne, Inc. ScholarOne Manuscripts Patents #7,257,767 and #7,263,655.

British Food Journal

Decision Letter (BFJ-01-2018-0060)

From: cgriffith@cardiffmet.ac.uk

To: poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

CC:

Subject: British Food Journal - Decision on BFJ-01-2018-0060

Body: 05-Mar-2018

Dear Dr. Arsil:

Manuscript ID BFJ-01-2018-0060 entitled "Motivation-based segmentation of local food in urban cities: A decision segmentation analysis approach" which you submitted to the British Food Journal, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended publication, but also suggest some MAJOR revisions to your manuscript. Therefore, I invite you to respond FULLY to the reviewer(s)' comments and revise your manuscript. Please explain your response to the reviewers comments

Emerald has partnered with Peerwith to provide authors with expert editorial support, including language editing and translation, visuals, and consulting. If your article had revisions requested on the basis of the language or clarity of communication, you might benefit from a Peerwith expert's input. For a full list of Peerwith services, visit: https://authorservices.emeraldpublishing.com/Please note that there is no obligation to use Peerwith and using this service does not guarantee publication.

To revise your manuscript, log into https://mc.manuscriptcentral.com/bfj and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

You will be unable to make your revisions on the originally submitted version of the manuscript. Instead, revise your manuscript using a word processing program and save it on your computer. Please also highlight the changes to your manuscript within the document by using the track changes mode in MS Word or by using bold or coloured text. Once the revised manuscript is prepared, you can upload it and submit it through your Author Centre.

When submitting your revised manuscript, you will be able to respond to the comments made by the reviewer(s) in the space provided. You can use this space to document any changes you make to the original manuscript. In order to expedite the processing of the revised manuscript, please be as specific as possible in your response to the reviewer(s).

IMPORTANT: Your original files are available to you when you upload your revised manuscript. Please delete any redundant files before completing the submission.

Because we are trying to facilitate timely publication of manuscripts submitted to the British Food Journal, your revised manuscript should be uploaded as soon as possible. If it is not possible for you to submit your revision in a reasonable amount of time, we may have to consider your paper as a new submission.

Please note that Emerald requires you to clear permission to re-use any material not created by you. If there are permissions outstanding, please upload these when you submit your revision. Emerald is unable to publish your paper with permissions outstanding.

Once again, thank you for submitting your manuscript to the British Food Journal and I look forward to receiving your revision.

Yours sincerely, Prof. Christopher Griffith Editor, British Food Journal cgriffith@cardiffmet.ac.uk

DEADLINE: 04-Jun-2018

Reviewer(s)' and comments to Author:

Recommendation: Major Revision

Comments:

You continously mix the tenses without a reason, especially in the results section; decide on the use of past tense (easier) or present tense

- Second part of the sentence in page (p) 1, line (l) 33 is not hard to understand as well as the next sentence (for sure urban people can buy local food).
- p2, l3: Chambers et al. 2007 (not 2011)
- p2, l27: add more sources for WTP studies
- p4, I22: is instead of are
- p5, l13-17 and table 1: Compare your data with official statistics in these cities (if data is existent)
- p5, I24/25: delete a total of
- p6, l4 and l25: delete, after et al.
- p6, l17: determination of
- p8, l32: ... were food quality ...
- p9, l13: were identified
- p11, l16: different segments
- p15: in Table 1 the grouping of family income is a bit strange, if 83% belong to one group and the rest is divided in 4 groups this does not make sense, also because you did not use the different income groups in the text.
- p15: Table 1: Money for food for family per week does not make sense, if you do not know the very different numbers of family members calculate per capita
- Figure 1: Do not use abbreviation (HVM) in the headline of the Figure all figures should be comprehensible without looking for abbreviations in the text.

Additional Questions:

- 1. Originality: Does the paper contain new and significant information adequate to justify publication?: partly yes
- 2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: mainly yes; however, there are many more recently published studies on the willingness-to-pay for local food which provide important results for the discussion of the study's results (especially for the consumer segment

"value for money").

- 3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Methodology is fine, but not the description of the sampling procedure. Page 3 and again 12 list the three study cities which were chosen because of different ethnic background of the study population. If this ethnic reason is really important for the outcome of the study, then the researchers have to take care that only people of the different ethnic groups are interviewed in the three very big cities (it is not described how this was assured) and to check for differences in the results which was also not done. Why have they mentioned then the ethnic groups several times? Furthermore, it should be described how the "random sampling stage" of the sampling procedure was done.
- 4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Partly yes. However there are some important shortcomings. One is with mentioning the ethnic groups several times. If the authors expect differences they have to check their data for these differences which was obviously not done. Anothe shortcoming is the use of the term "health". It is fine with the deescription of results, as consumers think so. However, you cannot directly promote "health" as a reason to buy local food (see section Conclusions), if this is not proven. Why should a government argue with health reasons. There are many more reasons as freshness, support of the local economy etc. (see literature). The conclusions do not take into consideration that local food is perceived as good value for money this does not automatically mean "cheaper" the value(s) behind are important. This should be discussed in the conclusions together with several study results on the willingness-to-pay from other countries.
- 5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: partly yes, but discussion and conclusions must be better elaborated. So far, conclusions partly encompass repetitions of the introduction chapter (e.g. with ethinic groups).
- 6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: yes

To go straight to your paper click this link: *** PLEASE NOTE: This is a two-step process. After clicking on the link, you will be directed to a webpage to confirm. ***

https://mc.manuscriptcentral.com/bfj? URL MASK=55f91fa003f647378967768a82e69b69

Date Sent: 05-Mar-2018

File 1: * How-to-submit-a-revision.doc



© Clarivate Analytics | © ScholarOne, Inc., 2019. All Rights Reserved.

British Food Journal

Decision Letter (BFJ-01-2018-0060.R1)

From: cgriffith@cardiffmet.ac.uk

poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id, elton.li@gmail.com,

To: johan.bruwer@unisa.edu.au, jdwb77@gmail.com,

graham.lyons@adelaide.edu.au

CC:

Subject: British Food Journal - Decision on BFJ-01-2018-0060.R1

Body: 04-Apr-2018

Dear Dr. Arsil:

It is a pleasure to accept your manuscript entitled "Motivation-based segmentation of local food in urban cities: A decision segmentation analysis approach" in its current form for publication in British Food Journal.

By publishing in this journal, your work will benefit from Emerald EarlyCite. This is a pre-publication service which allows your paper to be published online earlier, and so read by users and, potentially, cited earlier.

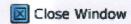
Please go to your Author Centre at https://mc.manuscriptcentral.com/bfj (Manuscripts with Decisions for the submitting author or Manuscripts I have co-authored for all listed co-authors) to complete the copyright assignment form. We cannot publish your paper without this. All authors are requested to complete the form and to input their full contact details. If any of the contact information is incorrect you can update it by clicking on your name at the top right of the screen. Please note that this must be done prior to you submitting your copyright form. If you would like more information about Emerald's copyright policy, please visit the Information & Forms section in your Author Centre.

If you have an ORCID please check your account details to ensure that your ORCID is validated.

FOR OPEN ACCESS AUTHORS: Please note if you have indicated that you would like to publish your article as Open Access via Emerald's Gold Open Access route, you are required to complete a Creative Commons Attribution Licence - CCBY 4.0 (in place of the standard copyright assignment form referenced above). You will receive a follow up email within the next 30 days with a link to the CCBY licence and information regarding payment of the Article Processing Charge. If you have indicated that you might be eligible for a prepaid APC voucher, you will also be informed at this point if a voucher is available to you (for more information on APC vouchers please see http://www.emeraldpublishing.com/oapartnerships

Thank you for your contribution. On behalf of the Editors of British Food Journal, we look forward to your continued contributions to the Journal.

Yours sincerely, Prof. Christopher Griffith Editor, British Food Journal cgriffith@cardiffmet.ac.uk Date Sent: 04-Apr-2018



© Clarivate Analytics | © ScholarOne, Inc., 2019. All Rights Reserved.

Decision Letter (BFJ-09-2017-0519)

From: cgriffith@cardiffmet.ac.uk

To: poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

CC:

Subject: British Food Journal - Decision on BFJ-09-2017-0519

Body: 25-Nov-2017

Dear Dr. Arsil:

Manuscript ID BFJ-09-2017-0519 entitled "Personal values underlying halal food consumption: Evidence from Indonesia and Malaysia" which you submitted to the British Food Journal, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended publication, but also suggest some MAJOR revisions to your manuscript. Therefore, I invite you to respond FULLY to the reviewer(s)' comments and revise your manuscript. Please explain how you have responded to the reviewers' comments

Emerald has partnered with Peerwith to provide authors with expert editorial support, including language editing and translation, visuals, and consulting. If your article had revisions requested on the basis of the language or clarity of communication, you might benefit from a Peerwith expert's input. For a full list of Peerwith services, visit: https://authorservices.emeraldpublishing.com/ Please note that there is no obligation to use Peerwith and using this service does not guarantee publication.

To revise your manuscript, log into https://mc.manuscriptcentral.com/bfi and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

You will be unable to make your revisions on the originally submitted version of the manuscript. Instead, revise your manuscript using a word processing program and save it on your computer. Please also highlight the changes to your manuscript within the document by using the track changes mode in MS Word or by using bold or coloured text. Once the revised manuscript is prepared, you can upload it and submit it through your Author Centre.

When submitting your revised manuscript, you will be able to respond to the comments made by the reviewer(s) in the space provided. You can use this space to document any changes you make to the original manuscript. In order to expedite the processing of the revised manuscript, please be as specific as possible in your response to the reviewer(s).

IMPORTANT: Your original files are available to you when you upload your revised manuscript. Please delete any redundant files before completing the submission.

Because we are trying to facilitate timely publication of manuscripts submitted to the British Food Journal, your revised manuscript should be uploaded as soon as possible. If it is not possible for you to submit your revision in a reasonable amount of time, we may have to consider your paper as a new submission.

Please note that Emerald requires you to clear permission to re-use any material not created by you. If there are permissions outstanding, please upload these when you submit your revision. Emerald is unable to publish your paper with permissions outstanding.

Once again, thank you for submitting your manuscript to the British Food Journal and I look forward to receiving your revision.

Yours sincerely, Prof. Christopher Griffith Editor, British Food Journal cgriffith@cardiffmet.ac.uk

DEADLINE: 23-Feb-2018

Reviewer(s)' and comments to Author:

Reviewer: 1

Recommendation: Major Revision

Comments:

Dear Author,

I think your research is interesting and timely. These are the major points of improvement I would suggest:

- connecting the literature review to the research question and the case study at hand
- going into more depth in the analysis and presentation of results
- clear recommendations for the government and the agricultural sector
- English proofread and precision of arguments

Additional Questions:

- 1. Originality: Does the paper contain new and significant information adequate to justify publication?: Generally, I find the research topic timely and interesting, especially since the global halal food market is steadily growing and Malaysia is developing into a global halal hub. The analysis brings up some new insights that might be worthwhile publishing.
- 2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: The author cites some interesting research from Western Europe. However, (s)he does not succeed in contextualizing this literature and critically evaluating it in the light of her/his own research taking place in Indonesia/Malaysia. It might also be useful to look into research done by John Fischer on the

I think that page 3 line 24 cannot be generalized ("halal food certifications exceeds Islamic religious obligation.")

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: It might be useful to mention that a constructivist lens has been chosen and why. Moreover, I miss a justification of the choice for Malaysia and Indonesia. Furthermore, I doubt if the capital cities are representative for the countries at large. This might need some rephrasing. The author does not do anything with the demographic data in table 1. What do these results mean for the representativeness of the research? The mean-end approach is wellchosen, but could be explained more clearly. Personally, I have no

experience with the laddering method, but it seems comprehensible to me.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: The results are presented in an understandable manner. However, I believe that there is more in the data (as shown in the table), than what is being discussed in the results section. Schwartz's theory comes a bit out of the blue and needs to be better embedded with the results found in this research.

Page 8 line 33-47 seems to belong into the literature review section, though.

- 5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: In the introduction, the author explains the relevance of the research results for government and the agricultural industry. Yet, the recommendations resulting from the research are rather vague. I think the results allow for more concrete suggestions.
- 6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: While there is a clear structure of the paper, the language used needs to be revisited. English proofreading and a critical view on the structure of the arguments would help the readability of the paper.

Reviewer: 2

Recommendation: Minor Revision

Comments:

Extend discussion on Implication of Research. The findings shows many relevant parties can benefit from this research. Thus it needs to be clearly highlighted.

Additional Questions:

- 1. Originality: Does the paper contain new and significant information adequate to justify publication?: Interesting research topic and relevant to current scenario. Author is able to provide current and significant information which is adequate to justify publication.
- 2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Literature is clearly written from a general view of Halal food, model used. However, author is recommended to extend the explanation of personal values attributes using current references to add value to the literature discussion. This reflect the objective of the study which is to uncover personal values driving consumption decisions with respect to halal food.
- 3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Theory used (MEC) is described clearly.

Face to face interview is found to be a suitable data collection method supporting the theory applied in this study. Good justification given for the respondents chosen and development of scales. Summary implication matrix (SIM) and hierarchical value map (HVM) is appropriately been used and explained.

- 4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: The results are clearly analysed and presented. The conclusions adequately discussed in relation to the objective. Tables presented summarised clearly from the analysis output.
- 5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: The paper did identify the implications of the research. However, it was too brief to be digested by the readers. A good study should possess high implications thus need to be clearly addressed. This section need further improvement as to discuss on the how the findings are different from theory, how relevant parties can benefit from the findings.
- 6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: This paper portrays a good quality of communication. The sentence structure is easily understood by readers.

To go straight to your paper click this link: *** PLEASE NOTE: This is a two-step process. After clicking on the link, you will be directed to a webpage to confirm. ***

https://mc.manuscriptcentral.com/bfj? URL_MASK=e42588b60da94724be55b90578d6ad01

Date Sent: 25-Nov-2017

File 1: * How-to-submit-a-revision.doc

Close Window

Decision Letter (BFJ-09-2017-0519.R1)

From: cgriffith@cardiffmet.ac.uk

poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id, tey@upm.edu.my, markbrin@chariot.net.au, pcunuei@gmail.com, denisaliana94@gmail.com

CC:

Subject: British Food Journal - Decision on BFJ-09-2017-0519.R1

Body: 22-Jan-2018

Dear Dr. Arsil:

It is a pleasure to accept your manuscript entitled "Personal values underlying halal food consumption: Evidence from Indonesia and Malaysia" in its current form for publication in British Food Journal. The comments of the reviewer(s) who reviewed your manuscript are included at the foot of this letter.

By publishing in this journal, your work will benefit from Emerald EarlyCite. This is a pre-publication service which allows your paper to be published online earlier, and so read by users and, potentially, cited earlier.

Please go to your Author Centre at https://mc.manuscriptcentral.com/bfi (Manuscripts with Decisions for the submitting author or Manuscripts I have co-authored for all listed co-authors) to complete the copyright assignment form. We cannot publish your paper without this. All authors are requested to complete the form and to input their full contact details. If any of the contact information is incorrect you can update it by clicking on your name at the top right of the screen. Please note that this must be done prior to you submitting your copyright form. If you would like more information about Emerald's copyright policy, please visit the Information & Forms section in your Author Centre.

If you have an ORCID please check your account details to ensure that your ORCID is validated.

FOR OPEN ACCESS AUTHORS: Please note if you have indicated that you would like to publish your article as Open Access via Emerald's Gold Open Access route, you are required to complete a Creative Commons Attribution Licence - CCBY 4.0 (in place of the standard copyright assignment form referenced above). You will receive a follow up email within the next 30 days with a link to the CCBY licence and information regarding payment of the Article Processing Charge. If you have indicated that you might be eligible for a prepaid APC voucher, you will also be informed at this point if a voucher is available to you (for more information on APC vouchers please see http://www.emeraldpublishing.com/oapartnerships

Thank you for your contribution. On behalf of the Editors of British Food Journal, we look forward to your continued contributions to the Journal.

Yours sincerely, Prof. Christopher Griffith Editor, British Food Journal cgriffith@cardiffmet.ac.uk

Date Sent: 22-Jan-2018



Decision Letter (BFJ-04-2013-0083)

From: cgriffith@uwic.ac.uk

To: poppy.arsil@adelaide.edu.au, poppy_arsil2003@yahoo.com

CC:

Subject: British Food Journal - Decision on Manuscript ID BFJ-04-2013-0083

Body: 28-May-2013

Dear Mrs. Arsil:

Manuscript ID BFJ-04-2013-0083 entitled "Exploring consumer motivations towards buying local fresh food products: A Means-End Chain approach" which you submitted to the British Food Journal, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended publication, but also suggest some minor revisions to your manuscript. Therefore, I invite you to respond to the reviewer(s)' comments and revise your manuscript.

To revise your manuscript, log into http://mc.manuscriptcentral.com/bfj and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

You will be unable to make your revisions on the originally submitted version of the manuscript. Instead, revise your manuscript using a word processing program and save it on your computer. Please also highlight the changes to your manuscript within the document by using the track changes mode in MS Word or by using bold or coloured text.

Once the revised manuscript is prepared, you can upload it and submit it through your Author Centre.

When submitting your revised manuscript, you will be able to respond to the comments made by the reviewer(s) in the space provided. You can use this space to document any changes you make to the original manuscript. In order to expedite the processing of the revised manuscript, please be as specific as possible in your response to the reviewer(s).

IMPORTANT: Your original files are available to you when you upload your revised manuscript. Please delete any redundant files before completing the submission.

Because we are trying to facilitate timely publication of manuscripts submitted to the British Food Journal, your revised manuscript should be uploaded as soon as possible. If it is not possible for you to submit your revision in a reasonable amount of time, we may have to consider your paper as a new submission.

Please note that Emerald requires you to clear permission to re-use any material not created by you. If there are permissions outstanding, please

upload these when you submit your revision. Emerald is unable to publish your paper with permissions outstanding.

Once again, thank you for submitting your manuscript to the British Food Journal and I look forward to receiving your revision.

Yours sincerely, Prof. Christopher Griffith Editor, British Food Journal cgriffith@uwic.ac.uk

DEADLINE: 26-Aug-2013

Reviewer(s)' comments to Author:

Reviewer: 1

Recommendation: Minor Revision

Comments:

This is an interesting application of means-end analysis.

I suggest a few modifications to the structure of the manuscript to improve flow of ideas and readability.

The introduction as it is now structured has much in common with the literature review and the material from the introduction can be rightly paced in the review of the literature pertaining to the local food system. The introduction can then be used to set the context of the study, to introduce the food system literature and to introduce and justify the method and the sampling procedure (from pages 6 and 7).

Specific comments relating to the introduction and literature review:

- Additional references. For example, the first sentence 'Support for the local-food movement...
- Additional examples. Sentence two of the introduction, for example, 'Many countries...
- Definitions for local food and its derivatives and explanation of terms such as 'particular place' on page 2.

Please clarify the research questions, in particular what you hope to learn about the decision making behaviour of urban and rural Javanese residents.

The contention that there may be greater variety of foodstuffs when local producers are encouraged is correct but counter intuitive and this point would benefit from a brief discussion.

Grammatical:

The manuscript could benefit from a general edit to improve readability and correct spelling and grammatical errors. For example:

- The sentence containing 'reassert farm control...' on page 4 should refer to managerial control or simply leave out the word 'farm'.
- Remove 'a' after ... had lowered... on page 9
- Remove 'the' in the sentence. Tempeh... on page 15
- The sentence 'The personal values emerged... 'on page 7 is awkward and a little difficult to follow.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: The study builds on a number of others that report similar findings. This work adds to that body of knowledge by including information from a large population that is underrepresented in similar studies.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: The relevant literature on the use of means-end chain analysis is

referenced and covered adequately and the author justifies its choice as a methodology. The literature on local food is relevant but limited. This section could be expanded with a comparable reduction in volume devoted to methodology. There is a need for definitions in the introduction and the literature review of terms essential to the development of the argument and the research questions. Specifically, this includes terms such as; local food, local food systems, local food policy and local food diversification and should be accompanied by supporting references. I suggest some modifications and rearrangement to the introduction and the literature review. Some of the specifics of which are repeated in my 'Comments to the Author'.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: This section is well done. The discussion of means-end analysis was adequately referenced and discussed. However, I suggest that parts of section 2.2 particularly the first and third paragraphs are better placed in section 3 as the discussion directly relates to methods.

This section could be tightened up with a more concise discussion of sampling. Also, the theoretical discussion of the Hierarchy Value Map is better placed in this section rather than the results section. The research questions could be placed in a separate section and a brief discussion of the linkage to the literature review included.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Reporting of results starting with Section 4.2.1 is adequate, tables are a welcome addition and the accompanying explanation is appropriate. Discussion is clear and concise despite the occasional grammatical error. I suggest a schematic may also increase the readability of the 'pathways' discussion on page 14. Section 4.1 and 4.2 would be better placed in the 'Methods' section. Section 4.3 'Discussion' is well done. Section 5 'Conclusions', however, is not adequate. The author needs to extract more meaningful conclusions from the discussion in-order to establish the contribution to new and significant information that is required to warrant publication. Similarly the study's limitations could also include a brief statement of limitations arising from the sampling procedure and the methodology replacing that discussion found now in Section 4.1.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: The implications for policy and practice are the strongest reasons for encouraging publication of this paper. The study has the potential to influence policy and to encourage further research in the area.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: There are a number of grammatical and sentence structure issues. Notably the first of the two research questions would benefit from a rewrite for clarification. Attributes, for example, are not generally considered 'achievable'. It appears that the research is looking at the decision making process of rural and urban residents and the attributes that are identified in this decision making process.

To go straight to your paper click this link:

http://mc.manuscriptcentral.com/bfj? URL_MASK=TTwcPScYXZy2jS2Jn83C

Date Sent: 28-May-2013

File 1: * How-to-submit-a-revision.doc



Decision Letter (BFJ-04-2013-0083.R1)

From: cgriffith@uwic.ac.uk

poppy.arsil@adelaide.edu.au, poppy_arsil2003@yahoo.com,

To: elton.li@adelaide.edu.au, johan.bruwer@unisa.edu.au,

jdwb77@gmail.com, graham.lyons@adelaide.edu.au

CC:

Subject: British Food Journal - Decision on Manuscript ID BFJ-04-2013-0083.R1

Body: 10-Jul-2013

Dear Mrs. Arsil:

It is a pleasure to accept your manuscript entitled "Exploring consumer motivations towards buying local fresh food products: A Means-End Chain approach" in its current form for publication in British Food Journal.

By publishing in this journal, your work will benefit from Emerald EarlyCite. This is a pre-publication service which allows your paper to be published online earlier, and so read by users and, potentially, cited earlier. Please note, EarlyCite is not a proofing service. Emerald operates a 'right first time' policy, which means that the final version of the article which has been accepted by the Editor will be the published version. We cannot allow further changes to the article once it has been accepted.

Please go to your Author Centre on ScholarOne Manuscripts (Manuscripts with Decisions/Manuscripts I have co-authored) to complete the copyright assignment form. We cannot publish your paper without the copyright form. All authors are requested to complete the form and to input their full contact details, to ensure that a complimentary journal copy can be despatched upon publication. If you have provided full contact information in the completed copyright form your journal copy should arrive within 8 weeks of print publication.

If you would like more information about Emerald's copyright policy please visit the Instructions & Forms section in the Resources section of your Author Centre.

Please note that Emerald requires you to clear permission to re-use any material not created by you. If there are permissions outstanding, please send these to Emerald as soon as possible. Emerald is unable to publish your paper with permissions outstanding.

Thank you for your contribution. On behalf of the Editors of British Food Journal, we look forward to your continued contributions to the Journal.

Yours sincerely, Prof. Christopher Griffith Editor, British Food Journal cgriffith@uwic.ac.uk

Date Sent: 10-Jul-2013



Decision Letter (BFJ-Feb-2012-0041)

From: cgriffith@uwic.ac.uk

To: poppy.arsil@adelaide.edu.au, poppy_arsil2003@yahoo.com

CC:

Subject: British Food Journal - Decision on Manuscript ID BFJ-Feb-2012-0041

Body: 05-Mar-2012

Dear Mrs. Arsil:

I write you in regards to manuscript # BFJ-Feb-2012-0041 entitled "Perspectives on Consumer Perceptions of Local foods in Indonesia" which you submitted to the British Food Journal.

The British Food Journal has over the past 24 months experienced a significant increase in the number of papers it receives for possible publication. In spite of increasing the number of papers in each issue we currently receive far more papers than can be published, even allowing for the normal paper rejection rate, and as a consequence the editorial board has decided to concentrate on those papers of maximum interest to its subscribers. One of the editors has looked at your paper and decided that it would have only limited appeal, and therefore on this occasion we will not be considering it further for publication.

We realise this must be disappointing for you and stress this is not a reflection of the academic merit of the paper which we suggest you submit for publication in another journal.

Thank you for submitting your paper for consideration by the journal and we hope you will consider us for submission in the future.

Regards,

Prof. Christopher Griffith Editor, British Food Journal cgriffith@uwic.ac.uk

Date Sent: 05-Mar-2012

☑ Close Window