



Poppy Arsil <poppy74arsil@gmail.com>

Re: [GamalJB] Submission Acknowledgement

7 messages

Gama IJB <gamaibj@ugm.ac.id>

Mon, Mar 23, 2015 at 10:17 AM

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

To:

Dr. Poppy Asril

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

Jenderal Soedirman University, Department of Agricultural Technology

Elton Li

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

Johan Bruwer

School of Marketing, University of South Australia

Dear Authors,

First of all, thank you for your kind concern and attention to GamalJB.

We would like to kindly acknowledge you that we have received your article submission entitled:

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

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

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

If your paper passes, then it will be entered into the review process which may take four or five months.

A committee of blind independent reviewers will review the paper to determine whether the paper is publishable or not.

Authors will be notified of the review result by email and you will have an opportunity to modify your paper in response to the reviewer's comments (if any). Once we get the result, we will inform you as soon as possible.

Herewith, please kindly find enclosed document of receipt form, specialization of the manuscript, confirmation form for initial submission and statement of authenticity of your article.

Kindly fill in the confirmation and send the signed confirmation back to us.

We also attached the GAMAIJB Author Guideline 2015 in which you can find template of article for your reference to adjust your writing to the styles and format of our journal. In case your

writing styles and format are not yet suitable, please kindly revise it and send back to us along with the signed confirmation.

Should you have any inquires, please do not hesitate to contact us by this email.
Thank you for your kind attention and cooperation.

Yours sincerely,
Editorial Assistant

Gadjah Mada International Journal of Business

Master of Management

Faculty of Economics and Business | Universitas Gadjah Mada |

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e-Mail: gamaijb@ugm.ac.id or gamaijb@gmail.com



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On Sun, Mar 22, 2015 at 9:28 AM, Editorial Secretary <gamaijb@ugm.ac.id> wrote:
Dr Poppy Arsil:

Thank you for submitting the manuscript, "Using means-end chain analysis to reveal consumers' motivation for buying local foods: An exploratory study" to Gadjah Mada International Journal of Business. With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Manuscript URL: <http://jurnal.ugm.ac.id/gamaijb/author/submission/6061>

Username: poppy_arsil

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Editorial Secretary
Gadjah Mada International Journal of Business

Editorial Office
Gadjah Mada International Journal of Business
<http://jurnal.ugm.ac.id/gamaijb>

3 attachments

Receipt Form.pdf
191K

JEL Classification Codes.docx
58K

GamaIJB Author Guideline (2015).docx
665K

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

Thu, Mar 26, 2015 at 6:42 AM

Dear Editorial Secretary,

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

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

Phone : +62 281 621094 ext 107
Mobile : +62 822 21886005, +62 813 90966100
E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id
[Quoted text hidden]

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

Thu, Mar 26, 2015 at 7:59 AM

Dear Dr. Arsil,

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

Kind regards,
Editorial Assistant

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 **Receipt Form.pdf**
191K

Poppy Arsil <poppy74arsil@gmail.com>

Wed, Apr 8, 2015 at 7:37 AM

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

Dear Editorial Secretary,

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

Kind regards,
Poppy

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

Phone : +62 281 621094 ext 107
Mobile : +62 822 21886005, +62 813 90966100
E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

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 **Receipt form GamaIJB signed.pdf**
1725K

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

Wed, Apr 8, 2015 at 12:31 PM

Dear Dr. Arsil,

Thank you for your email and documents of signed confirmation.
We will proceed your article to the further stages and as soon as we have the result, we will contact you immediately.
Your kind cooperation is greatly appreciated.

Kind regards,
Editorial Assistant

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[Quoted text hidden]

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

Fri, Jul 24, 2015 at 7:47 PM

Dear Editor,

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

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

Phone : +62 281 621094 ext 107
Mobile : +62 822 21886005, +62 813 90966100
E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]

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

Mon, Jul 27, 2015 at 8:52 AM

Dear Dr. Arsil,

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

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

Thank you for your kind understanding and cooperation.

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

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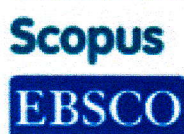
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Poppy Arsil <poppy74arsil@gmail.com>

The status of ID 6061-10300-1-SM manuscript20 messages

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

Sun, Sep 6, 2015 at 9:04 PM

Dear Editor,

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

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

Phone : +62 281 621094 ext 107
Mobile : +62 822 21886005, +62 813 90966100
E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

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

Mon, Sep 7, 2015 at 9:10 AM

Dear Dr. Arsil,

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

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

Sincerely yours,
Editorial Assistant.

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

Mon, Sep 28, 2015 at 9:43 AM

Dear Dr. Arsil,

We would like to kindly inform you regarding your manuscript, right now we are still waiting for the result from our second reviewer.
As we just received the result from the first one, we will send the result to you when both of the reviewers gave their feedback to us.

Thank you for your kind attention and cooperation.

Sincerely yours,
Editorial Assistant.

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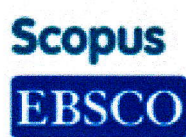
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Info UGM:

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

Mon, Nov 30, 2015 at 9:20 PM

Dear Editorial Assistant,

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

Yours sincerely,

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

Phone : +62 281 621094 ext 107
Mobile : +62 822 21886005, +62 813 90966100
E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]

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

Tue, Dec 1, 2015 at 9:26 AM

Dear Dr. Arsil,

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

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

Sincerely yours,
Editorial Assistant.

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

Mon, Jan 18, 2016 at 8:59 PM

Dear GAMA IJB Editor,

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

1. Prof. Raffale Zanolli
E-mail: r.zanolli@univpm.it

2. Dr. Tey Yeong-Sheng
E-mail: teyong.sheng@gmail.com or tey@upm.edu.my

I am looking forward hearing from you.

Regards,
Poppy

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

Phone : +62 281 621094 ext 107
Mobile : +62 822 21886005, +62 813 90966100
E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]

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

Tue, Jan 19, 2016 at 9:38 AM

Dear Dr. Arsil,

Thank you for your suggestion. We will consider the names.
We already received the result from our first reviewer so we only need to find another one.
We will try our best to find the reviewer in the mean time.

Sincerely yours,
Editorial Assistant.

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

Mon, Jan 25, 2016 at 9:51 AM

Dear Madam,

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

Thank you for your kind attention.

Sincerely yours,
Editorial Assistant.

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

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

Regards,

Johan

[Quoted text hidden]

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

Fri, Mar 4, 2016 at 8:52 AM

Dear Editor,

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

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

Phone : +62 281 621094 ext 107
Mobile : +62 822 21886005, +62 813 90966100
E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]

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

Fri, Mar 4, 2016 at 10:12 AM

Dear Dr. Poppy,

Thank you for your message,

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

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

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

food production practices"

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

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

Best regards,
Sheena Gabriela

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[Quoted text hidden]

Poppy Arsil <poppy74arsil@gmail.com>

Fri, Mar 4, 2016 at 11:15 AM

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

Dear Johan and Elton,

Yours sincerely,

Dr. Poppy Arsil

Lv. 2 Agricultural Technology Building

Department of Agricultural Technology

Dr. Soeparno St, Karangwangkal

Jenderal Soedirman University

Purwokerto 53123, Central Java, Indonesia

Phone : +62 281 621094 ext 107

Mobile : +62 822 21886005, +62 813 90966100

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

----- Forwarded message -----

From: **Poppy Arsil** <poppy74arsil@gmail.com>

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

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

[Quoted text hidden]

Poppy Arsil <poppy74arsil@gmail.com>

Sun, Apr 24, 2016 at 11:59 PM

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

Dear Editor,

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

Best regards,
Poppy

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

Phone : +62 281 621094 ext 107
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E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]

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

Tue, Apr 26, 2016 at 9:07 AM

Dear Dr. Poppy,

Thank you for your message.

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

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

Best regards,
Sheena Gabriela

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3 attachments

 **Editor in Chief.pdf**
175K

 **First Manuscript Evaluation Form.pdf**
1793K

 **Using Means-end Chain Analysis to Reveal Consumers' Motivation.doc**
267K

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

Sun, Jun 12, 2016 at 5:39 AM

Dear Editor,

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

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

Kind regards,
Poppy Arsil

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

Phone : +62 281 621094 ext 107
Mobile : +62 822 21886005, +62 813 90966100
E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]

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

Mon, Jun 20, 2016 at 9:05 AM

Dear Poppy Arsil,

Thank you for your message.

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

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

Best,
Sheena Gabriela
Editorial Assistant

Gadjah Mada International Journal of Business
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Faculty of Economics and Business | Universitas Gadjah Mada |
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Poppy Arsil <poppy74arsil@gmail.com>
To: GAMA IJB <gamaijb@ugm.ac.id>

Thu, Jun 30, 2016 at 9:26 AM

Dear Sheena Gabriela,

We would like to submit the revision of manuscript including the authors' responses to reviewers' comments and suggestion.
Happy a long holiday.
Thank you.

Kind regards,
Poppy

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

Phone : +62 281 621094 ext 107
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E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

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3 attachments

 **Authors responses_1_GamalJB.docx**
38K



Poppy Arsil <poppy74arsil@gmail.com>

The status of revision manuscript (Poppy Arsil)

11 messages

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

Wed, Oct 19, 2016 at 7:46 PM

Dear Editor,

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

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

Phone : +62 281 621094 ext 107
Mobile : +62 822 21886005, +62 813 90966100
E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

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

Thu, Oct 20, 2016 at 2:00 PM

Dear Dr. Poppy,

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

Thank you for your kind attention.

Best Regards,

Triana Tan
Editorial Assistant
Gadjah Mada International Journal of Business
Master of Management
Faculty of Economics and Business | Universitas Gadjah Mada |
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Poppy Arsil <poppy74arsil@gmail.com>
To: GAMA IJB <gamaijb@ugm.ac.id>

Thu, Oct 20, 2016 at 4:01 PM

Dear Editor,

Please find attached my CV. Thank you.

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

Phone : +62 281 621094 ext 107
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E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]

 **CV Poppy-english version.docx**
43K

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

Fri, Oct 21, 2016 at 11:45 AM

Dear Dr. Poppy,

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

Best Regards,

Triana Tan

Gadjah Mada International Journal of Business

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Poppy Arsil <poppy74arsil@gmail.com>

Need Confirmation on pre-print Article and CV

2 messages

GAMA IJB <gamaijb@ugm.ac.id>

Wed, Nov 9, 2016 at 10:11 AM

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

Dear Poppy Arsil,

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

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

Warm Regards,

Gadjah Mada International Journal of Business

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11K

Poppy Arsil <poppy74arsil@gmail.com>

Thu, Nov 10, 2016 at 9:53 PM

Draft

Dear Johan,

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

Yours sincerely,

Dr. Poppy Arsil

Lv. 2 Agricultural Technology Building

Department of Agricultural Technology

Dr. Soeparno St, Karangwangkal

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2 attachments



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format cv.docx

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REVISION NOTE

Journal: Gadjah Mada International Jurnal of Business

Manuscript Code: **66.03.15**

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

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

Reviewer 1

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

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

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

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

I recommend accepting this manuscript

Authors' response

Thank you very much.

Reviewer 2

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

Authors' responses

Thank you very much

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

Author responses

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

Revision version

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

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

Original sentences

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

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

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

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

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

Author's responses:

Thank you for the suggestion.

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

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

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

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

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

Original sentences

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

Authors' responses

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

Revision version:

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

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

Author responses:

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

Original sentence:

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

Revision sentence:

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

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

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

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

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

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

Authors' responses:

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

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

Original sentences:

Research Questions

- 1) Is soft or hard laddering more suitable to reveal the Indonesian consumers' motivation to buy local foods?
- 2) What are the categories of attributes, consequences and values of Indonesian consumers with respect to their local foods?
- 3) What are the difference of HVM between the consumers who come from Java Island and outside Java Island?

Authors' responses

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

Revision version

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