

EXPLORING CONSUMER MOTIVATIONS TOWARDS BUYING LOCALLY FRESH FOOD PRODUCTS

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Abstract:

The chapter presents key motives influencing the locally sourced and produced food purchases with special emphasis on characteristics of urban consumers in Slovenia. The method used in survey was a face-to-face interview. In total, 850 respondents participated in the survey. Consumers express a positive attitude towards locally sourced and produced food. If we try to explain consumers' behaviour towards locally sourced and produced food, we can say that there are different types of consumers giving more or less importance to components considered as locally. Thus, the future supply of locally sourced and produced food should target different segments of consumers.

Keywords: Consumer behavior, Locally food consumers, Locally sourced food, Marketing, Slovenia