

Bachelor Thesis Business and Consumer studies
Market segmentation analysis Slow Food



Date: 22-03-2019

Count words: 16.375

Benjamin Willemsen – Business and consumer studies

Registration number: 960905958090

Wageningen University

Department: Marketing and Consumer Behavior Group (MCB)

Code: YSS-81812

Supervisor: dr. ir. FJHM Verhees



WAGENINGEN UR
For quality of life

FOREWORD

Slow food in a fast-moving life

In the summer of 2018 I have been living, working and travelling in Italy for 7,5 months. This country is bursting with tradition related to art, music and obviously food. Traditional local products and dishes are important to Italian people and in general they have no trust in prepacked food. The perception of freshness for Italians is very important, which indicates a higher quality of the products. Especially in Tuscany, where I worked for 11 weeks I tasted this freshness of typical products such as cheese, wine, tomatoes and ham. During my time I tried to find local products and traditions and took a detailed look into the process of production. The craftsmanship distinguishes itself from the supermarkets and seems to add value for the consumer of the close relationship that is created with the producer. Knowing the source of the product and the way how it is produced interests me. These producers have an amazing story to tell, have a great passion for their products and are extremely willing to share their story. Back in The Netherlands I discovered that the gap between producers and consumers is substantial. Consumers do not know where their products come from and seem to be less interested as long as their products are cheap and convenient. Therefore, a deeper understanding of this problem is required in order to find out whether this gap can be diminished. From a producer point of view, it is interesting to know if there is a market segment for high quality small-scaled products. Based on these observations, I look for initiatives that attempt to minimize this gap and supports local production. The Italian Slow Food movement has been working on this problem for more than thirty years. Slow Food has clear values; good, clean and fair products. In comparison with the Italian section of Slow Food, the Dutch section is very small. The Netherlands is the second largest exporter of food products in the world, which is especially caused by high efficiency within the Dutch agricultural market. The question is whether this high efficiency has implications for the food quality. Are the Dutch less interested in the way of food production and consumption?

ABSTRACT

This study aims to investigate a market segment for Slow Food in The Netherlands. Slow Food, originally an Italian movement, focusses on good, clean and fair food. The Netherlands is the second largest exporter of food products in the world. However, small-scale entrepreneurs have difficulties to keep in business, so this study can help them to identify a consumer segment that is interested in local food products. An attempt is made to identify a Slow Food segment via a survey. This survey was the result of a literature study on the Slow Food movement combined with a review of segmentation studies in this field. This survey was filled in by 245 consumers to identify the Slow Food segment. The most important findings are that this method enables to find a segment of Slow Food consumers. These consumers are characterized by more interest in the origin of food, sustainability, and health issues, because food is an important component of their life. Furthermore, they spend more time and effort to purchase and consume food products than other consumers. Follow up research should concentrate on a representative sample to be able to better identify the descriptive characteristics of these consumers.

INHOUDSOPGAVE

FOREWORD	2
ABSTRACT	3
INTRODUCTION	5
THEORITICAL BACKGROUND	8
MULTIDIMENSIONAL FOOD CHOICE ATTRIBUTES.....	8
REVIEW FOOD ATTRIBUTES	9
LITERATURE REVIEW ON SLOW FOOD	14
HISTORY OF SLOW FOOD	14
OBJECTIVES	15
UNDERSTANDING OF THE PRODUCERS	16
VALUES OF SLOW FOOD MEMBERS	16
FOOD TRENDS IN THE NETHERLANDS	17
CRITICISM ON SLOW FOOD.....	19
CONCLUSION CHARACTERISTICS SLOW FOOD	19
METHODOLOGY	21
SURVEY METHOD.....	21
SAMPLE DESCRIPTION	21
FOOD ATTRIBUTES	22
ANALYSIS	24
FACTOR ANALYSIS	24
PRINCIPAL COMPONENT ANALYSIS.....	24
CLUSTER ANALYSIS.....	25
RESULTS	27
CONCLUSION	39
DISCUSSION	40
REFERENCE LIST	41
APPENDICES	45
APPENDIX 1: TABLE SEGMENTATION TECHNIQUES.....	45
APPENDIX 2: COUNTABLE ATTRIBUTES INTO CATEGORIES.....	56
APPENDIX 3: SURVEY OUTLINE	58

INTRODUCTION

Life gets faster and faster; working hours increase, people participate in more activities and therefore enjoy less leisure time. This lifestyle change also has consequences for the consumption of food. Fast food is a trend that has been going on for some decades and keeps on growing. According to CBS, in 2017 fast-food sales increased by 8,9 percent. People spend less time on food preparation and consumption and tend to prefer homogenous products (Mandemakers and Roeters, 2015). This has consequences for specialty shops, such as butcheries, bakeries, florists and fish stores. While Dutch supermarkets' turnover grew from 2008 to 2018 with almost 21%, specialty shops lost over 11% turnover and 25% in sales volumes (CBS, 2018) over the same time duration. Obviously, this led to a massive closing of specialty shops of artisanal products.

Fast-food companies and supermarkets are growing, which indicates that consumers are seeking for more convenience for food products. However, a certain group of consumers is becoming more interested in what they eat, where their food comes from, and how it is produced (Seyfang and Paavola, 2008). While on the other hand, the gap between the food producer and the consumer is growing. This has led to a loss of consumer knowledge of food products, and therefore a desire for increased regulation of food (Meyer et al. 2012).

Khouri et al. (2014) also provide evidence that the worldwide food production has become more homogeneous. This development also has implications for nutrition, health and the taste of the products. Big corporations obtain more power, which results in more processed food, fast food and standardization of food quality and safety. The food industry has become a complex global industry, mostly price-driven. Consumers have also adopted a busy lifestyle and cannot be aware of all the underlying issues surrounding food choices (Young et al., 2009). Nowadays, people have less time for grocery shopping, so entrepreneurs have to develop new initiatives to

attract customers to do groceries in specialty shops. Therefore, it is important for entrepreneurs to add a certain value in order to attract existing customers and new customers to buy non-mass produced products. These products are still significantly different in comparison to the mass-produced goods that you will find in the supermarket. Their story about the origin of the products, craftsmanship, time and effort, might not be known by many consumers. The existence of specialty shops is in jeopardy. Specialty shops need to come up with new initiatives to save artisanal products and production methods.

A countermovement to the standardization of food is the Italian Slow Food movement. The three key principles for Slow Food are; good, clean and fair food. This should be the basis for sustainable food consumption. It is commonly known that consumers have a favorable attitude towards sustainable consumption, but simultaneously a gap arises between the intentions and the actual consumption (Vermeir and Verbeke, 2006). The main goal of Slow Food can be formulated as follows: “to prevent the disappearance of local food cultures and traditions, counteract the rise of fast life and combat people’s dwindling interest in the food they eat, where it comes from and how our food choices affect the world around us” (Petrini, 2001). The Slow Food movement tries to support local food by creating a better relationship between producer and consumer. For some producers, it is important to know who the consumers are that are potentially interested in Slow Food. How can that specific group of consumers, who are interested in local and sustainable food, be identified? What do they value most and how can producers reach this niche market?

The purpose of this paper is to identify a consumer segment for people that are interested in the values of the Slow Food movement. In this way, small-scale producers will gain insight in their target group of consumers who might be interested in their products.

This leads to the following research question:

How can market segmentation identify the “Slow Food” segment?

Supported by the following sub-questions

- What segmentation methods are used to identify segments in the food sector?
- What are the most important characteristics of the “Slow Food” movement?
- Which segmentation method identifies the “Slow Food” segment in The Netherlands?

To answer the first question, extensive research had been conducted by reviewing the literature on food preferences and perceived benefits. This gave insights in needs of consumers from different products and countries. A summary of these needs that were obtained from this analysis was used to build a questionnaire to identify the “Slow Food” segment. In combination with a literature study about “Slow Food”, its values and its members, the questionnaire can help to identify this segment.

THEORITICAL BACKGROUND

Multidimensional food choice attributes

In order to analyze different segmentation methods, the following query has been used. “segment” OR “segmentation” AND “method*” AND “identify” OR “describe*” AND “survey” OR “questionnaire” AND “food”. These specific search terms were used via the electronic database Scopus. To obtain recent research results, only articles of the last ten years were taken into account. This resulted in 97 papers, by selecting the most relevant journals; “British Food Journal”, “International Journal of Consumer Studies” and “Food quality and preferences”. This choice has been made because these journals write about consumers and their preferences, so unrelated articles about nutritional properties or unrelated to food are not taken into account. To obtain the most useful papers, the abstracts of these papers were briefly scanned for targeted keywords. Such as methods, segmentation, local, consumers, fruit and vegetables. This resulted in a selection of seventeen cross-national papers. After a full assessment of these papers, fifteen of these have been considered as useful. Most of these papers were specific studies in agricultural industries, such as fish, wine, meat, fruit and vegetables. Next to the literature study conducted, there is also made use of quantitative surveys and interviews. The interviews or panels gave some relevant background information about reasons for consumers to buy food.

The most relevant research methods within this paper are the quantitative methods due to the questions that have been asked that can be useful for this survey. Some surveys were very specific from a certain perspective, such as organic food market, sustainability, health or locavores.

The reviewed researchers used different words to describe the reasons why consumers buy food. The words that were used most frequently in other articles are dimensions, attributes, patterns, clusters, motives or factors. The one uniform word that will be used in this paper to

indicate reasons to buy food will be “attribute”. These attributes combined will be called a category. In order to compare the different findings, there will be constructed a table to rate the different attributes in terms of importance. After an analysis of the different attributes, some closely linked attributes were grouped together into a category. This results in a clear understanding of different groups of attributes in the food sector.

Review food attributes

The review of the papers showed 36 different attributes, which have been subsequently been divided into 9 relevant categories: price, health, convenience, trust, sustainability/environment, quality, tradition/culture, hedonism, and involvement.

Price

Price is obviously an important issue when it comes to consumption. From the consumers perspective, the price is the cost of a given product (Zeithaml, 1988). Price can be divided into an objective price and a perceived price. Multiple studies revealed that consumers do not know the actual prices of the products and that they tend to label them as “expensive” or “cheap” (Olson and Jacoby, 1977). For frequently bought products, almost half of the people did not check the price (Dickson and Sawyer, 1985). The price of a good is used as a cue for quality. Especially in a situation of uncertainty regarding the product’s quality, consumers often assume that high prices mean high quality and low prices indicated a low quality (Shugan, 1984). Thus, the perceived price is an important issue to take into account.

Health

Health, in relation to food, is a complex concept because health claims have increased tremendously. It is recently redefined by the Food and Drug Administration (FDA) in terms of; “a product which is within the pre-established limits of total fats and saturates, salt, cholesterol and contain certain micronutrients such as vitamins and fiber.” Healthy food products are not harmful to your health and may even improve your health. It also takes into account weight

control and ethical concerns of food, meaning consuming is not just for your own health but also for the health of people in general.

Convenience

The convenience of food is another concept that has gone through changes over the years. In the beginning, it was considered as processed or semi-processed food and contrasted with fresh food that used only raw ingredients (Jackson, Viehoff, 2016). Convenience food was considered the less healthy, low nutritional value and wasteful packaging. Most convenience products are still deep-frozen products, although the market shifts towards more fresh products. However, Grunert (2005) defines convenience food as making a dinner meal easier, saving time and mental effort for shopping, preparation, eating and cleaning up. This statement is elaborated by stating that convenience food can be seen as a substitute for a cheaper restaurant meal, without making concessions for taste. Important factors for consumers to buy convenience food products are limited time and mood.

Trust

Over the last two decades, there has been an increase in food scares that resulted in increased concern about food safety by consumers. This increase is taken for granted, whenever they bought a certain product. Therefore, in this study, trust is considered as the extent to which consumers trust the producers. This relates to the feeling of confidence and safety issues when buying a product.

Sustainability

The category environment will be merged in sustainability, since sustainability not only covers environmentalism. Embedded in most definitions of sustainability we find next to the environment also concerns for social equity and economic development. (United Nations, 2013). Sustainable production includes protection of both plants and animals and avoidance of

harming natural resources. Sustainable consumption consists of more locally produced food, which has a smaller footprint on transport and storage. In addition, sustainable consumption also means less consumption of meat, fish and dairy products. Instead, the focus lies on the consumption of more vegetables, pulses, and nuts. In order to be able to feed all the citizens in the world, sustainability has become an important topic on the global agenda.

Quality

Quality is a broad concept; namely that all products need a basic quality to be evenly consumed. The perception of quality for producers differs from the perception of consumers. In this case, quality relates to extraordinary intrinsic and extrinsic qualities. Since this paper elaborates the consumer point of view, quality will be viewed as a sensory appeal, natural content, and appearance of freshness (Mascarello et al. ,2014). As Harvey et al. (2004) explain that quality refers to the particular qualities of a product and at the same time makes a presumptive judgment that is positive. The intrinsic qualities, such as taste and organoleptic are grouped into the hedonism category.

Tradition

Tradition/culture category relates to the degree to which consumers value their cultural background in food consumption decision making. This tradition has been taught and passed on by one generation to the next and includes the traditional production, harvest, serving and actual consumption. Falk (1994) pointed out that no culture can exist without food and that food provides structure to daily lives. Next to geographical and biological given circumstances, cultural norms are important for food that is consumed in a certain community.

Hedonism

Hedonism is described as living and behaving in ways to obtain as much pleasure as possible. In relation to food, it includes food pleasure, the organoleptic features of products, eating out

in restaurants or enjoying dinner at home. Taste can be identified as the leading aspect in hedonism. According to the Food Choice Questionnaire of Steptoe et al. 1995 taste was most frequently mentioned as an important criterion to like or dislike food. Some researchers even claim that taste is the only criterion to determine to buy or not to buy.

Involvement

Food involvement measures the consumers' interest in the production process and in the type of producer. It is about the personal relevance of the consumer. To be more involved with food products, consumers need to actively deviate from the standard. Vermeir and Verbeke (2006) concluded that involved consumers tend to buy more organic food. De Boer et al. (2006) mentioned that people who are more involved in an issue, make better-informed choices because they are more open-minded to new information. Furthermore, food scares of the last decades had an impact on the involvement of consumers. Some of them switched from conventional food consumption to more organic consumption, due to health concerns (Aertsens et al. 2009). Knowledge is included in involvement because knowledge about products enhances involvement, whilst being involved in something leads to greater knowledge. On the long term, this influences the behavior and attitudes towards a certain product or service. (Chafee and Roser, 1986)

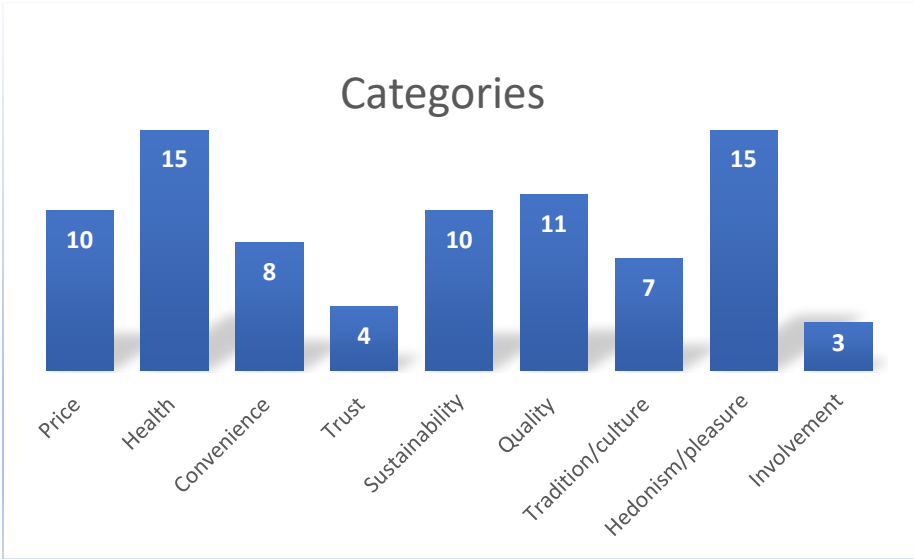
Uncategorized attributes

The attributes innovation, availability, self-expression and style were hard to categorize in one of the above-mentioned categories. For instance, self-expression can be focused on a healthy perspective, sustainable or a pleasure perspective. These attributes have only been found once in a paper, so this does not show its importance to take into consideration for this research. Important to note is that the papers all had a different perspective regarding their topic of research. For this paper, all attributes have been seen as equally important, which could have resulted in a higher level of outcomes of some smaller attributes that have been grouped

together, like hedonism and quality. Almost every research included attribute price, however, there is only one word that describes this attribute. For ease of use, sustainability and environment are grouped into one category, as is tradition and culture. These concepts are strongly connected and sometimes used interchangeably. Therefore, these concepts are used as one word, which could be taken into account for a future questionnaire.

The following figure shows all abovementioned categories by frequency of mentioned in the reviewed literature studies (Diagram 1). A high number indicates that this category is expected to be an important factor for food choice, while a low number is expected to be less relevant. Based on these categories, the questions for the survey will be constructed.

Diagram 1:



LITERATURE REVIEW ON SLOW FOOD

History of Slow Food

Slow Food (SF) started in 1986 as an Italian countermovement against the first McDonalds in Rome and grew into an international organization. The leader of this countermovement to fast food is Carlo Petrini, an Italian journalist, writer, and social activist. Petrini created this movement together with a group of other activists in Bra, where still the headquarter is located. The aim is “to save the varieties, breeds, and foods threatened by the standardization and homogenization of agriculture resulting from the widespread use of conventional practices” (Petrini, 2007). Today, SF has over 100,000 members in 160 countries all around the world. SF has different networks within the organization such as “Slow food communities”, “Network of Members” “Terra Madre network”, “Indigenous Terra Madre” and a “Youth Network”.

The SF communities are described as a group of people who share and promote the values of the international Slow Food movement. These values have changed somewhat over the last decades; therefore, it is very comprehensive. Based on the core values; good clean and fair food, they try to improve the world by attempting to give everyone in the world the opportunity to have access to good, clean and fair food. These communities consist of volunteers who all work together towards the same goal. To reach this goal, activities are organized in their local areas, such as projects with producers, debates and food events. Members embrace a food system in which they work together in harmony and respect for each other and nature.

Another network within Slow Food is “Terra Madre”; stands for mother nature. This is an international network of food communities - “groups of small-scale producers united by the production of a particular food and closely linked to a geographic area.” (Slow Food). This network unites over 5000 food producers, fishers, breeders, chefs, academics, young people,

NGOs and representatives of local communities who are working to establish a system of good, clean and fair food from the grassroots level” (Slow food).

Since 2004, every two years a Terra Madre event is organized in Italy that brings together thousands of people from all over the world who are concerned with the future of our food. At the first fair in 1996, “Ark of Taste” program was launched. This program is a selection of endangered extraordinary traditional food products that had been identified and presented to the public. The aim is to support the small-scale, sustainable, local economies. The goal of “Terra Madre” is “to bring indigenous peoples’ voices to the forefront of the debate on food and culture, to institutionalize indigenous peoples’ participation in the Slow Food movement and its projects as well as to develop both regional and global networks” (Slow Food).

The Youth Network is the smallest network within SF; their goal is to introduce young people in an enjoyable way to the world of gastronomy. By doing this, they attempt to raise awareness about food issues and start a discussion.

Objectives

Slow Food’s shared objectives according to Miroso et al. (2011) can be categorized into three main phases. In the beginning, 1980s-1995, the main focus was the promotion of ‘good’ food (quality gastronomy) and the right to pleasure. This categorization resulted in supporting small producers from Italy to improve the food culture. In the next phase, 1995-2005, the focus became more international and contained the characteristics of an organization. The new pillar became eco-gastronomy; this moves the focus from good food towards ‘clean’ food produced in a healthy environment. The environment was changing so to defend biodiversity, endangered plant and animal breeds have been conserved and protected. The last phase (2005-2010) considered in this paper is described as neo-gastronomy. The focus of Slow food by then was very internationally focused, a local identity in an international world. Neo-gastronomy ensues from promotion of ‘fair’ food, next to ‘good’ and ‘clean’, the social dimension of food had been

taken into consideration. The movement opposed to the homogenization of an American food culture that gained popularity globally, which can be seen as contradictory to the globalization of the organization itself.

Understanding of the producers

The movement started clearly as a countermovement, even with some communist political roots. This started by followers eating extremely slow a pizza on the Spanish steps in front of the newly opened McDonalds. However, SF modified to a less political demonstrative movement without looking for a confrontation with the large multinational companies (Dumitru et al. 2016). The movement attempts to raise awareness of traditional food rather than using an aggressive tone towards the conventional industry. The attitude of the consumer towards food production and consumption attempted to change. They seek to encourage consumers to first become conscious of the way how our food is produced, who produces it and what the problems are that producers have to deal with. After this phase, SF believes that by actively supporting the producers, we become co-producers.

The first step in this process of becoming a co-producer is understanding producers. In order to achieve this understanding phase, SF launched various education programs based on the idea that food means “pleasure, culture and conviviality” (Petrini, 2001). The audience for these programs is varied, from children and adults to teachers and Slow Food members.

Values of Slow Food members

Recognizing that food is fundamental to human health and welfare and promoting appropriate use of food, the Slow Food movement helps to harmonize the relationship between people on the one hand and the relationship between people and the environment, on the other hand (Jones et al., 2003). This represents the scope of the movement which includes more than just improving the position of the producer.

The protection of the environment and the preservation of biodiversity are important for members, and therefore, the ambition to contribute to one's community in a meaningful way. This is possible by being active part in a community or by being supportive to projects in third world countries.

Furthermore, members of SF have a desire to transform relations in the food production system, from a distance to direct contact, and a full understanding between the actors. According to Dumitru et al. (2016), members also feel a common need to preserve local culture and culinary heritage, to keep a sense of local identity. Chrzan (2004) points out that when people are introduced to better food and will have more information about the production and producer, people are more likely to buy local food with a story. This eventually can lead to a stronger local food community, where endangered products can be preserved.

Food trends in the Netherlands

The Dutch department of Slow Food, consists of 19 local communities and the Youth Network, in total approximately 3000 members. As an international organization, Slow Food Netherlands organizes events and activities to support local and regional products. Dutch food trends over the last years show an increase in local and seasonal products (PBL, 2014). 20% of the Dutch population grows food in their garden for own consumption. Sustainable production has grown from 7% in 2014 to 10% in 2016 in relation to overall food production (Logatcheva, 2017). This growth indicates a bigger market segment for sustainable products.

According to Fisher et al (2012), the group of consumers who are concerned with environmental, social and health issues has increased over the last 20 years. This group of consumers expresses their concerns for these issues through their purchasing behavior, such as organic, sustainable and green products; which are often used interchangeably.

Over the last decades, food has become easier accessible through pickup and delivery food services. Which leads to an environment where it is tempting to eat out of the home rather

than to cook (Datling, 2016). Reasons not to cook are ease and time constraints. Together with the development of more single households, ready-to-eat food has become more popular (Temminghoff & Van Helden, 2016). On the other hand, the increase in workload, busy lifestyle, results in a decrease in cooking skills, time spent in meal preparation leads to an increasingly fast food consumption (Mintel, 2012). Numerous studies have shown increasing trends in the frequency of out-of-home food consumption, predominately in well-developed countries (Janssen et al, 2017). Recent cross-sectional studies, in addition, report a link between higher consumption of convenience and fast food and subsequently, poorer health outcomes (Burgoine et al., 2014). So, an increase in cooking skills can also have a positive effect on health-related issues. Voedingscentrum, a Dutch information provider of food, conducted research in 2016 that showed that almost half of Dutch consumers would like to improve their cooking skills. Mandemakers and Roeters, conducted a study in 2015 on food trends in the Netherlands and stated that the overall trend is that people spend less time preparing and consuming food. They found a distinction in time spent on food consumption between weekdays and weekend, whereas at the weekend people tend to take more time and effort for preparation and consumption. The overall trend is that we are moving towards a fast-food society, which does not immediately implicate that this is just unhealthy.

To conclude, contrasting trends within the Dutch food consumption have been observed between on the one hand an increase in organic, healthy products. The market share of sustainable and organic products has grown significantly, so is the awareness of the heritage of products. A large group, however, is still price and increasingly convenience-focused. People eat more out-of-home and faster due to societal changes, which also can be observed by an increase of ready-to-eat products in supermarkets and delivery services of both fast-food and healthy products.

Criticism on Slow Food

Slow food has also been criticized by Jones et al., Donati, Lauden and Chrzan. This critique mainly focuses on the extent to which Slow food can really change the food system in the modern world. Jones et al. (2003) point out that “in reality, many people who espouse Slow Food ideals seem likely to combine traditional cooking and eating with the use of fast and convenience foods.” A solely Slow Food lifestyle is inconceivable in a world that has adapted to the fast life.

Lauden (2001) elaborates by accusing SF of “culinary luddism” that relies upon an idealized, nostalgic view of the past and a distorted version of history.” This nostalgic feeling harks back to a romantic Italian life that does not fit with contemporary society.

According to Donati (2005), SF suffers from a problematic nostalgia and the organization should critically self-reflect from inside. Another critical point that more researchers pointed out is that Slow Food is predominantly for upper-middle-class members because of the membership fee. Furthermore, activities organized can be considered as high-class, “such as \$150 per person wine and food dinners, foie gras tasting seminars, and lessons on the best wines to pair with truffles” (Chrzan, 2004). This raises the question of whether the true goals are to change the food system or whether members just use Slow Food as an excuse to network and eat with other rich people.

Conclusion characteristics Slow Food

The key characteristics of Slow Food production and consumption can be formulated as follows: 1) good or quality gastronomy, this was the main reason for the existence of Slow Food and still sets out this idea these days. 2) Variety based on local breeds and cultures. Which results from the desire to have local specialties that are threatened by the homogenization of species and products.

3) Clean, healthy, environmentally friendly or ecological products. The production and consumption should be good for all parties so that we can pass this on to the next generation.

4) Fair production includes sustaining small-scale, to support both local producers as producers in third world countries.

5) Cultural, traditional and craftsmanship. A combination of preservation of local products and transporting these products globally. In this way, the traditions of food are saved but internationally more known.

6) An understanding between consumer and producer based on trust, transparency, and involvement.

The characteristics of consumers who are interested in adopting Slow Food ideals in daily decisions can be formulated as follows:

1) A desire for high-quality products; they choose quality over quantity.

2) have the desire to improve the world from an agricultural perspective.

3) Looking for more direct contact with the producer and therefore have more insight into the production process.

4) keep a sense of local identity rather than consumption of commonly known products.

5) A slow lifestyle in a fast-moving world. Which means that people tend to be busier during weeks with more activities, however, these people spend time and effort for the purchasing and consumption of food. A moment of peace.

5) Care more about sustainability issues of food, rather choose organic or ecological products than the standard.

6) A feeling of belonging to a community. To share the same values with others who are interested in Slow Food, being part of food culture can enhance the behavior.

METHODOLOGY

Survey method

The aim of this study is to illustrate whether the survey shows a consumer segment for Slow Food. Two samples were selected to investigate differences in the needs of consumers. A comparative analysis was constructed to test whether a specific group of consumers is interested in Slow Food. A quantitative method is identified as the best way to analyze different segments for food preferences. Standardized questions used in a survey make it possible to statistically compare differences in thoughts between people. This survey is based on the Food Choice Questionnaire (FCQ), of Steptoe et al. (1995) In addition, Slow Food value factors that have been identified before were included in the survey.

Sample description

The samples used for this study consists of two groups. The first comprises second-year students Business and Consumer studies from Wageningen University, the second group consists of last-year vacationers to Italy. It is assumed that the students are less interested in Slow Food ideals than last-year vacationers, first of all, because of a limited budget to do grocery shopping and second of all because they have less knowledge of production. Although Wageningen Management and Marketing students study at an agricultural university, some students might be more interested in food origin. This group has been selected because they are responsible for their food groceries and are likely to live together in a large household. The survey was sent out to 223 students in the second week of the course “Management and Marketing”. The students needed to fill in this survey before the exam because an exam question was based on this survey. In order to compare this group with another group, Dutch guests of The Vespa Trip of last summer were recruited via WhatsApp groups. This is an easy and effective method to obtain data from people who might be more interested in the Slow Food segment. The number of respondents in this group was 100 respondents.

Food attributes

The following survey was constructed to investigate what people experience to be important when buying food products. In order to define the segments, questions were developed through the analysis of other studies (Appendix 1) and the literature review of Slow Food. The first study resulted in nine categories: 1) Price, 2) health, 3) convenience, 4) trust, 5) sustainability, 6) quality, 7) tradition/culture, 8) hedonism, 9) involvement. For each of these categories, two or three different statements were formulated to obtain the importance of each category for the consumer. In accordance with the literature review of Slow Food, some of these categories can be described as Slow Food values. Especially the categories sustainability, quality, tradition/culture, hedonism/pleasure and involvement best describe the Slow food. The opposite is the case for the categories “convenience” and “price-conscious”, consumers who only value these as most important are not interested in Slow Food. Furthermore, the survey is based on the Food Choice Questionnaire where 68 items were examined grouped in 9 categories on a 4-point response scale (Stephoe et al. ,1995). Subjects were asked to rate the importance of these items by the following statement; “It is important to me that the food I eat on a typical day . . .”. Most of these factors have great similarities with the 9 categories used in this survey, although this survey focused also on factors from a Slow Food perspective. L.M. Cunha et al. reviewed all applications of the Food Choice Questionnaire and detected that most of the applications used a 5 or 7-point Likert scale rather than the 4-point used originally. This included a central neutral point that respondents could answer that they were indifferent. For comparability reasons, this survey is chosen for a 5- point Likert scale, this gives respondents the possibility to be indifferent about a certain statement.

The survey starts with rather easy questions about grocery shopping behavior and dinner rituals. This choice has been made to introduce the respondents to the topic and gives them the opportunity to make a small mistake get used to Qualtrics before the main question of this

survey. After this first part, the most important part of the survey is due. To obtain unbiased answers, the statements are randomized. Based on the nine above mentioned categories 22 statements were developed to analyze consumers' food preferences. Subsequently, respondents are asked about the locations they usually do their groceries. This question is added to test whether people buy products at regular supermarkets or in specialty shops/ directly from the farmer. The survey ends with demographic characteristics of respondents such as age, gender, level of education, employment and geographical location. Since these questions take less effort to answer and may be perceived as more sensitive than the questions about their attitude. These characteristics say something about the respondents and are useful to be able to group them into segments.

To test whether consumers are interested in Slow Food's values, one question was developed to also measure whether what they say they are doing in the first part, is also their actual behavior. According to the theory of planned behavior of Ajzen (1991), people tend to say they behave in a certain way, however, their actual behavior is different. Therefore, a question of actual purchases is included that consumers recall of doing last year. Based on the "Ark of Taste" program of Slow food, five products were selected which can indicate whether people actually buy so-called Slow Food products. Typical Dutch artisanal products like crisps, craft beers, cheese, and eggs can tell us more about consumer purchases. In addition, the most famous example of fair, good and high-quality chocolate bars, Tony Chocolonely, was added to examine if respondents have any intention to buy high-quality products with a story.

ANALYSIS

Factor analysis

The descriptive information of the respondents is quite unbalanced, such as sex, age, marital status, income, working situation, and living situation. The sample contains 245 Dutch respondents who are at least once a week responsible for groceries in a household. The ratio male/female is not well distributed 60% was female. Moreover, the respondents have an average age of 25,13 and more than 85% is considered as high-educated. This is due to the fact that 68,1% of all the respondents are students. This fact has also implications for the income group, marital status, and the household composition. Therefore, this does not allow this study to generalize to the entire Dutch population because the sample is biased. Two identical questionnaires had been sent out to the two different groups for later analysis between these two groups. One group consisted of last year holidaymakers to Italy and the other group was business students at the Wageningen University. Please check appendix 2 for more information on the sample descriptive characteristics.

The most important question in this survey to be able to group the respondents into a cluster was question 5, which included 22 variables. The question: “When you buy food products, how important is it for you that...” was answered on a 5-point Likert scale (not important to very important). In order to check the measurement tool of these 22 variables, a frequency test was performed which showed a normal distribution for most of the 22 variables. Based on the 9 categories earlier examined, it was expected that when people score high on one variable of health, it would also score high on the other health variables. Use descriptive analysis to check the means and the standard deviations (see table 2). The only variable that shows a not normal distribution is tasty, this was expected because for food preferences this is seen as the most important driver to consume food, by almost everyone.

Principal component analysis

Before the actual principal component analysis, a check of the correlation between the variables is done. This is helpful to assess whether some variables measure the same thing, what results in a high correlation, or a low score what indicates that this variable only loads onto one principal component. PCA is a data compression method, used to reduce the 22 variables into a smaller set of variables, while still containing most information of the large set. So, the goal is to transform the correlated variables of the dataset into a smaller number of uncorrelated variables. It is not useful if one variable only loads on one component, the variables should be

grouped together. The eigenvalues are the variances of the principal components. The first components always account for most of the variances, every subsequent component will account for a less and less variance, and ultimately all the 22 variables will account for 100% of the variance. These variables are in this case all a component, which is not relevant in a PCA analysis. Therefore, choosing the components whose eigenvalues are higher than 1 are interesting; components with an eigenvalue of less than 1 account for less variance than the original variable. Next to this method, an extra check can be performed by a scree plot. On the horizontal ax, the number of components is shown, on the vertical ax the eigenvalue is shown. The first 6 components explain 58% of the variance and have an eigenvalue higher than 1, The 6th component only represented the item: “is easily available in shops around me”. The Kaiser-Myer-Olkin (KMO) test was performed to measure how suited the data is for factor analysis. A score of 0,78 for this data is rather high, larger than the pre-determined 0,6 so it is useful to do a factor analysis.

Rotated component matrix

The rotated component matrix is the most important outcome of the factor analysis, this simple structure makes the outcomes easier to interpret. Here is chosen to explore both the Varimax and Oblimin rotation method. Varimax is an orthogonal rotation, this means that the components are uncorrelated. Oblimin is an oblique rotation method, with no right angles and assumes that the components are correlated. The two methods did not differ much in outcomes so because the factors in this study are expected to be correlated, the Oblimin method is chosen. Food choices are not clearly black or white decisions, most of the time it is a combination of components that influence eventually the decision.

Cluster analysis

After the factor analysis, a hierarchical cluster analysis is performed. This roughly groups like-minded people in groups step by step. To determine how many clusters to choose, the differences in the agglomeration coefficient between the numbers of the cluster were investigated. At the top of the agglomeration, every respondent represents its own cluster, the subsequent step is to merge the two closest clusters of all the possible pairs. In the bottom of this table, everyone is grouped into one cluster. Therefore, a check between the difference of a small number of clusters is done that significantly differs from clusters. For this cluster analysis is chosen for 6 clusters. The centroids attained from the hierarchical cluster analysis is used as a starting point for the non-hierarchical cluster analysis, K-Means. The K-means analysis was

performed to better group closely related respondents in a group. This is more exact than the hierarchical clustering technique and leads to the composition of the following clusters.

After establishing the clusters, the differences between the clusters can be measured. First, the assumptions should be met to run an ANOVA test. The dependent variable is on a continuous level, the importance on a scale from 1-5 is based on interval variables. The independent variable, the cluster of consumers, should consist of 6 categorical groups. Next, the observations should be independent of each other. This is realized by respondents filling in the survey individually. There should be no outliers. After gathering all the information, a check is done to examine whether people filled in the survey seriously, which means not only ticking the box of very important or finishing in an extremely fast time. The dependent variable should be normally distributed, which makes the results more reliable. The last assumption is that there needs to be the homogeneity of variances. This can be checked by running a Levene's-test. Most of the values of the Levene's test are significant on a 0,05 level. This means that there is no homogeneity of variance between the groups. This indicates that there are significant differences between the groups on most on the dependent variables.

The above-mentioned assumptions are met, so a one-way ANOVA is performed to check whether the means of the different attributes are the same for all the clusters. H_0 is that the means are the same for the clusters, whilst using a 0.05 significance level. This one-way ANOVA shows an overall significant difference for every variable of ($p < 0.01$). After a post-hoc test can specifically show on every item which cluster differs significantly from another.

RESULTS

Table 1 reports the factor loadings for each variable on the unrotated 6 components. These correlations help to determine what the components represent. This is done by looking for commonalities among the variables that have high loadings on a particular component. A higher the value of the loading, the more that factor contributes to that variable. Expected was that the variables belonging to the predetermined 9 categories would show all a high loading on a particular component. The variables do not contradict each other within a component, by showing for example a high score on price and on locally produced. This table shows a normal categorization of the variables, so it can be said that this survey tool is useful and show clear patterns of the different categories. All the high loadings are highlighted in different colors to make them easier to interpret. Only the items “is nutritious” and “is part of a food culture” scored rather low in comparison to the other items. An explanation for this could be that the question was vague and therefore not understood completely by the respondent. The dimensions, however, are clearly visible.

Table 1: Factor loadings food preferences items

Items	Components					
	1	2	3	4	5	6
Is cheap	-0,33	0,67	-0,07	0,01	-0,04	0,05
Is good value for money	-0,02	0,52	-0,09	-0,55	-0,11	-0,05
Keeps me healthy	0,17	-0,13	-0,08	-0,17	0,81	0,22
Is low in calories and fat	-0,03	0,13	0,09	-0,05	0,57	-0,13
Is nutritious	0,29	-0,29	-0,16	-0,20	0,43	0,46
Is easy to prepare	-0,18	0,81	0,17	0,05	0,07	0,01
Can be cooked fast	-0,29	0,77	0,06	-0,03	-0,01	0,15
Is easily available in shops close to me	-0,18	0,32	0,12	-0,11	-0,12	0,76
Is from a trustworthy producer	0,65	-0,27	0,03	-0,20	0,05	0,20
Does not influence my health negatively	0,19	0,01	-0,18	0,02	0,75	-0,06
Is not harmful for the environment	0,77	-0,17	-0,27	0,03	0,10	0,02
Is packaged in an environmentally friendly way	0,80	-0,30	-0,26	-0,01	0,21	0,07
Is high quality	0,36	-0,18	0,01	-0,62	0,24	-0,01
Contains only natural ingredients	0,64	-0,23	-0,05	-0,13	0,32	-0,35
Is locally produced	0,76	-0,31	0,15	-0,17	0,13	-0,15
Is familiar to me	-0,19	0,13	0,69	-0,01	-0,17	0,27
Is like the food I ate when I was a child	-0,03	0,05	0,75	-0,01	-0,12	-0,23
Looks attractive	-0,16	0,18	0,27	-0,58	0,01	0,10
Is tasty	0,01	-0,07	-0,09	-0,69	0,05	0,14
Provides information about how it is produced	0,75	-0,33	0,06	-0,14	0,22	-0,05
Is not transported over long distances	0,74	-0,22	0,15	0,14	0,12	-0,14
Is part of a food culture	0,39	-0,13	0,48	-0,09	0,34	0,15

Principal Component Analysis. Rotation Method: Oblimin with Kaiser Normalization

Component 1: **Sustainable**, clearly shows high loadings on the sustainable and environmental items. Also, the last category, involvement, is enclosed in this component. A bit surprising is that “part of a food culture” is not part of this component, possibly because this component was somewhat vague and could be interpreted differently by the respondent.

Component 2: **Price-oriented/ convenience**. These two categories are grouped together in this component, these two variables are the opposite of the Slow Food values, so in that way, it is not a remarkable outcome.

Component 3: **Familiar/food culture**: This component shows a distinct loading on familiarity. Also, the food culture item is grouped in this component, which is not surprising because familiarity is closely linked with food culture.

Component 4: **High quality/tasty attractive (hedonic)**: This component shows high loadings on attractiveness, taste, and quality, so-called hedonic elements.

Component 5: **Healthy**: All the health-related items show high loadings in this component. This clearly illustrates that health is also a component to take into account.

Component 6: **Easily available**: this component only explains one item; is easily available in shops close to me. It does not show high loadings on “easy to prepare” and “can be cooked fast” what is a surprising finding.

Measurability components

For a deeper understanding of these components, additional factor analysis is performed to check the quality of the items grouped in a certain component. For the first 5 components, a KMO test and a PCA test is done. The first row shows the eigenvalue of the one component as established by the factor analysis, the second row shows the case when this component would be split up into 2 components. The same is done by the total variance explained, to see whether it would be better to identify an extra component for this survey model. Afterward, the reliability of the items is checked, this test shows whether the reliability of the component increases, when removing one of the items.

Due to the fact that some components only consist of 2 or 3 items, it is hard to find a reliable Cronbach's alpha. Component 6 only consists of 1 item; therefore, factor analysis is not useful. The most important value is the eigenvalue that indicates whether the grouped items into components makes sense. Especially component 1, the sustainable attribute, shows good results; a KMO and a Cronbach's alpha higher than 0,8. All components besides the 5th, health

component, show an eigenvalue below 1 in the case of splitting this component into 2. The item; “Is low in calories and fat” does not improve this component. This item shows also the lowest loading, 0,433 of all items. In case this item would be deleted, the reliability of the health component would increase. This shows that the number of components is well chosen. The second component Price/convenience was investigated, however, a separation between these two does not improve the component.

Table 2: Eigenvalues, KMO and Cronbach's alpha per component

	Components				
	1	2	3	4	5
Eigenvalue 1 component	3,81	2,07	1,33	1,374	1,826
Eigenvalue 2 components	0,70	0,93	0,67	0,87	1,04
Total variance explained 1 component	54,40%	51,77%	66,67%	45,80%	45,55%
Total variance explained 2 components	64,39%	75,04%	100%*	74,75%	71,54 %
Lowest factor loading	0,66	0,57	0,82	0,60	0,43
KMO test	0,88	0,64	0,50	0,57	0,59
Cronbach's alpha	0,86	0,69	0,50	0,38	0,53
If item deleted	-	0,69	-	-	0,61

*Only 2 items within this component.

- No increase by deleting one of the items within a component.

Relevance of food characteristics

The following table shows the overall average score for food attributes, based on a 5-point Likert scale, whereas 5 is most important and 1 is not important (Table 3). The expectation of ‘tasty’ to score the highest within the survey has been confirmed. A good value for money, and the health attributes are the subsequent most relevant food characteristics for these respondents. Also, the availability of the food in shops close to me is highly important. The least important according to these consumers is that food is similar to what they used to eat when they were young, and food is produced locally.

Table 3. Relevance of attributes across the sample

Relevance attributes	Average importance across the sample (1-5)	Std. Deviation
Is tasty	4,53	0,54
Is good value for money	4,18	0,68
Keeps me healthy	4,09	0,61
Is easily available in shops close to me	4,07	0,72
Is nutritious	4,03	0,68
Does not influence my health negatively	3,95	0,79
Is high quality	3,85	0,71
Looks attractive	3,65	0,82
Is cheap	3,47	0,91
Is easy to prepare	3,47	0,88
Is from a trustworthy producer	3,35	0,93
Can be cooked fast	3,33	0,84
Is familiar to me	3,28	0,91
Is not harmful for the environment	3,18	0,86
Is low in calories and fat	3,11	0,98
Is packaged in an environmentally friendly way	3,00	0,98
Provides information about how it is produced	2,92	1,01
Contains only natural ingredients	2,84	1,04
Is part of a food culture	2,50	0,98
Is locally produced	2,49	0,99
Is not transported over long distances	2,44	0,94
Is like the food I ate when I was a child	2,36	0,98

Cluster analysis

Table 4 shows the mean score per cluster. The last column is the mean of all the answers given by the respondents. The last row in this table is the overall mean of a certain cluster. In this way, it is easy to see whether the high or low scores make sense in comparison to the average given answers. Here shows cluster 6 a rather low average number, while cluster 2 has the highest overall score. A posthoc test is used to examine significance between the clusters on all the variables.

Cluster 1 can be described as price-conscious and convenience consumers. They value quality the lowest on the importance of all cluster, as well as tastiness of the food product. In comparison with the Slow Food cluster, cluster 4, is this a huge difference. They score the lowest on that food should be cheap and that be easy to prepare, and it can be cooked fast. For cluster 1 it is also fairly important that food is easily accessible in shops close, whilst cluster 4 found this less important. Also, the sustainable aspects of food, this cluster seems not to care so much, whilst the Slow Food cluster finds this rather important. More similar thoughts do these groups have on the healthy aspect of food, these scores are quite similar.

Cluster 2 values most the healthy items along with high-quality products and tasty products. Especially on healthy items, this group scores somewhat higher in comparison to the Slow Food cluster, 4. The lowest importance is that food products are the same when they were young. Part of a food culture is also valued significantly high in comparison to the other clusters, besides 4. A very interesting finding here is that they found it most important of all clusters that food should be easily available in shops close to them. Cluster 4 found this less important. One similarity is that both cluster 2 and 4 scores high on being part of a food culture. Cluster 2 also scored overall the highest on food attributes importance with a 3,67, this can indicate that food is very important for them.

Cluster 3 cares the least about the healthy aspects of food. Especially food should be good value for money and it should be quite convenient. The importance of that food belongs to a culture does not interest this cluster at all. The consumers grouped in this cluster can be seen as the most average of all clusters, they do not really have a strong opinion on most of the food items. The average score for this cluster on all items is also the average score of all respondents.

Cluster 4 can be seen as a cluster that shares the same values as the Slow Food values. They show the most distinct scores on the items. Either they score very high on importance in

comparison to the other clusters, or they score very low on an item. They care most about the sustainability issues of food and about the producers. Also, score highest on part of a food culture and that food contains only natural ingredients. They do not care much about the convenience of their food just at a low price. They do care about the healthiness of their food products more than other clusters, it should be nutritious and keeps them healthy. They like products of a high-quality and a great taste.

Cluster 5 scores significantly higher on items about familiarity than other clusters. They like food that is similar to that when they were young. Also, this cluster is most interested in cheap food, that is a good value for their money. Furthermore, the healthy aspect of food should be present which means that it is especially low in calories and fat. Regarding all the sustainability items, this cluster scores lower than other clusters. This is a huge difference with the Slow Food cluster, who values sustainable products most. In terms of attractiveness of food, cluster 5 find this most important of all, whilst cluster 4 cares least about how the food looks. The overall mean of this cluster is similar to the mean of all respondents.

Cluster 6 scores overall below average, therefore seems like they do not find most of the items important. They score low on involvement items as well as health and sustainability items. They only score above average they show is that food is tasty, nutritious and easily available in shops near me. This indicates that this cluster does not care so much as long as they can satisfy their needs very easily.

Table 4. Cluster analysis

Green highlighted: Highest score Purple highlighted: Lowest score

N	Cluster number					Total	
	63	38	37	22	55	30	245
Attributes	1	2	3	4	5	6	Average
Is tasty	4,10	4,89	4,86	4,36	4,56	4,67	4,53
Is good value for money	3,98	4,39	4,65	3,82	4,31	3,87	4,19
Keeps me healthy	3,92	4,74	3,62	4,32	4,15	3,87	4,09
Is easily available in shops close to me	4,21	4,66	3,89	2,86	4,05	4,23	4,08
Is nutritious	3,90	4,74	3,62	4,23	3,82	4,20	4,04
Does not influence my health negatively	3,94	4,53	3,46	4,41	3,91	3,53	3,94
Is high quality	3,37	4,37	4,16	4,18	3,93	3,47	3,85
Looks attractive	3,37	3,79	3,89	3,23	4,02	3,50	3,66
Is easy to prepare	3,89	3,47	3,57	2,59	3,84	2,50	3,48
Is cheap	3,67	3,37	3,57	2,64	3,71	3,27	3,47
Is from a trustworthy producer	3,29	3,71	3,49	4,09	2,93	3,13	3,36
Can be cooked fast	3,62	3,47	3,59	2,27	3,51	2,77	3,34
Is familiar to me	3,32	3,13	3,11	2,82	3,73	3,20	3,29
Is not harmful for the environment	3,38	3,61	3,49	3,91	2,36	2,80	3,18
Is low in calories and fat	3,03	3,50	2,76	2,95	3,55	2,50	3,11
Is packaged in an environmentally friendly way	3,17	3,66	3,08	3,73	2,15	2,73	3,00
Provides information about how it is produced	2,71	3,42	3,08	4,00	2,6	2,33	2,92
Contains only natural ingredients	2,68	3,11	3,03	3,95	2,58	2,23	2,84
Is locally produced	2,43	2,84	2,62	3,82	2,09	1,80	2,49
Is like the food I ate when I was a child	2,37	1,76	2,19	2,59	3,05	1,87	2,36
Is not transported over long distances	2,67	2,58	2,43	3,41	2,00	1,90	2,44
Is part of a food culture	2,48	3,00	1,97	2,95	2,73	1,80	2,50
Average mean of importance	3,34	3,67	3,37	3,51	3,34	3,00	3,37

Demographical characteristics

Table 5 shows some demographic characteristics of the clusters. As already discussed before, the ratio male/female is not well distributed and the average age of the respondents somewhat low. It is interesting to see that cluster 3 consists of more males than females, whereas in all other clusters the ratio is around 1:2. The average age of all respondents is 24,7. Unmistakably, Slow Food consumers' age is significantly higher than all the other clusters; 32,2. This cluster is also characterized by the highest income of all and also highest monthly expenditures on groceries, however this is not significant. For these tables on income and expenditure, please see appendix 2, table 2 and 3.

The geographical distribution was as expected not evenly distributed for all the provinces, however not many significant results can be observed here. Please look at appendix 2, table 3 for the data on living situation and location. It is striking that of all the respondents who live outside the Netherlands, the highest number is listed in the smallest cluster 4, five out of fifteen of the respondents. The place where they grew up showed a higher count for cities for cluster 4 than was expected. 13 out of 22 respondents grew up in the city. The marital status of the respondents was as expected in most of the cases, most people are unmarried; this is due to a large number of students and the low average age of the respondents. Cluster 4 consist of the most married consumers of all clusters, this is also in line with the highest income group and most expenditures on groceries.

Table 5. Demographics per cluster

Crosstab		Cluster						Total	
		1	2	3	4	5	6		
Gender	Male	Count	20	15	18	8	21	13	95
	Residual		-0,9	-0,1	1,2	-0,3	-0,1	0,4	
Female	Count	41	23	16	14	32	16	142	
	Residual	0,7	0	-1,0	0,2	0	-0,3		
Total	Count	61	38	34	22	53	29	237	
Average age			24,3	26,2	21,9	32,2*	24,2	22,4	24,7

Descriptive variables

In the following table, you can find some more information about the grocery and cooking habits of the different clusters. Table 6 shows the results of the question how likely it is that you do your groceries at one of the following places on a 5-point Likert scale (1 very unlikely–5 very likely). Note here that cluster 4 significantly buys less at supermarkets in contrast with the other clusters. Also, they buy significantly more at specialty shops and directly from the farmer. This result was expected that they put more effort to acquire their groceries. All other clusters show very similar scores to this question. The online aspect of this question is not scored high by any of the respondents, this is still a new phenomenon that people clearly does not use so much. Cluster 4 likes doing groceries the most of all clusters, as well as that they like to cook. They like the Italian and Spanish cuisine better and the American and Dutch cuisine lower in comparison with the others. However, these results were not significant. For more information on likings on cuisines and frequencies grocery shopping and meat consumption, please see appendix 2, table 4 and 5.

Table 6. Grocery locations per cluster

	1	2	3	4	5	6
Supermarket	4,84	5	4,83	4,50 ^a	4,83	4,93
Online supermarket	1,37	1,61	1,57	1,27	1,59	1,47
Specialty shops	2,26	2,92	2,83	3,84*	2,70	2,73
Webshop specialty shops	1,44	1,55	1,31	1,23	1,52	1,47
Directly from farmer	1,58	1,51	1,80	2,68*	1,57	1,60

^a Significant low in comparison to other clusters.

*Significant high in comparison to other clusters.

Extremely significant differences between cluster 4 and the others can be seen in table 7. Cluster 4 spend significantly more time to prepare and consume a meal. Both during working days, as in the weekend. The overall tendency is to spend more time on preparation and food in the weekends than during working days, all clusters show here an increase, cluster 1 and 2 just slightly. The amount of going to a restaurant between cluster 4 and the other clusters is also significant. This cluster goes almost twice as much to a restaurant in comparison with cluster 3 and 6. All clusters besides 4 show a very similar amount of restaurant visits. This is somewhat surprising for cluster 4, because they spend the most time on groceries and consumption of their dinner.

Table 7. Time spend on preparation and consumption of dinner

	1	2	3	4	5	6
Time spend on preparation and consumption during working days	54,55	57,70	43,48	82,25*	43,87	51,69
Time spend on preparation and consumption during weekend	55,55	59,32	48,48	88,95*	49,87	54,62
Times going out to a restaurant a year	21,50	20,11	17,86	33,14*	19,52	17,48

^a Significant low in comparison to other clusters.

*Significant high in comparison to other clusters.

Table 8 shows some interesting findings of the purchasing behavior of the special foods products. Cluster 4 shows less actual buying behavior of the special crisps and craft-beers, however, they buy more the organic cheese and eggs. These are typical Slow Food products, they buy significantly more “Puur natuur eggs” than the other segments, although “Boerenkaas” is not significantly bought more. Cluster 3 bought mostly special crisps and craft-beers of all cluster, but did not buy the cheese and eggs. Big differences between the clusters are observed, however not a clear pattern is shown in this table. Some clusters score high on one product but score low on another product. This can be due to the high number of students that buy the craft-beers and special crisps. Tony Chocolonely has become a more mainstream product already, so no peculiar results have been found here.

Table 8. Actual purchasing behavior of artisanal food products

	1	2	3	4	5	6	Average
Special crisps	47,54%	47,37%	70,59%	40,91%	50,94%	34,48%	48,64%
Craft-beer	57,38%	55,26%	70,59%	54,55%	64,15%	72,41%	62,39%
Tony chocolonely chocolate	59,02%	73,68%	55,88%	63,64%	58,49%	62,07%	62,13%
“Boerenkaas”	22,95%	42,11%	23,53 %	45,45%	26,42%	27,59%	31,34%
“Puur natuur” eggs	22,95%	36,84%	14,71%	68,18 %*	24,53%	31,03%	33,04%

^a Significant low in comparison to other clusters.

*Significant high in comparison to other clusters.

CONCLUSION

This study presented an insight on segmentation methods for the food sector focused on Slow Food. To construct a survey to identify the Slow Food segment 15 segmentation studies were reviewed. This resulted in a framework of 9 important food choice motives; price, health, convenience, trust, sustainability, quality, tradition/culture, hedonism/pleasure and involvement. These food choice motives combined with the values of Slow Food, a segment can be identified. The items “price” and “convenience” are the least in line with Slow Food values, all the other items are. The products related to Slow Food are good, clean and fair; this organization started as a countermovement against the homogenization of food. This resulted at the beginning on a focus on premium products, in this research called hedonism; to get as much pleasure out of life as possible. Focusing on premium products resulted in supporting local small-scale producers. Both producers and consumers believe that the sustainable aspect of food is important as well as the quality of the products, well-captured by the sustainable and quality items. Slow Food consumers seek for more direct contact with the producer, to obtain more information on the production process; this can be found in the involvement and trust items identified. Another aspect that is important to them is the existence of local identity of products, to support local producers and their craftsmanship, captured by tradition/culture. Additionally, they are looking for a healthy lifestyle where food is an important aspect of their life. This study showed that Slow Food consumers have a higher income, spend more money on groceries. They do groceries more at specialty shops and buy directly from the farmer. They spend more time for preparation and consumption of their dinner. Also, there can be concluded that the amount of restaurant visits is twice as much on a yearly basis.

This study presented a method to identify the Slow Food segment based on previous segmentation studies and on the above-mentioned food choice motives related to Dutch consumers. Further research is needed to be able to generalize to the Dutch population.

DISCUSSION

This paper is written for local entrepreneurs to give them an insight into Slow Food consumers and what aspects play a role for buying at a local shop. To attract customers, price promotions might not work, rather tell a story of the production process about where and how it is grown. In this way, it is possible for smaller shops to distinguish themselves from big supermarkets. This sector is changing, more online delivery and better services to their customers. Therefore, to keep up with bigger corporations, small shops should focus on distinctive added value and try to better understand the consumer. Moreover, the hospitality sector has been growing over the last years that can endanger local shops, the threshold to go out for dinner might dwindle.

Apart from the practical value of this study, it also describes a tool to identify the Slow Food consumers and in which way this group could be targeted. Build on previous segmentation study, here is tried to combine existing food preferences studies with the Slow Food movement. The literature review on Slow Food was needed to fully understand the organization and its members. The organization is getting bigger and bigger, with a tendency towards a charity organization to help develop agriculture in third world countries.

Although it turned out that there is a possibility to identify a Slow Food segment, there are some limitations within this study. More than half of the respondents were students. That is why the conclusions are drawn are not representative for the whole Dutch population. The high number of students within the group of respondents also has implications for the average age, income, education level, and geographical location. Students are in a different phase in their life then other respondents with a limited budget, which might have influenced the results. However, interesting to mention is that the expected difference between students and last year holidaymakers in Italy did not show a significant difference. The two groups were somewhat equally distributed over all the clusters. The assumption that Italian holidaymakers would be more interested in Slow food, is not the case. Some of these respondents are not living in the Netherlands, these people show a high interest in Slow Food. This can imply that non-Dutch people are more interested in a Slow Food lifestyle, for future research this can be interesting to investigate. Further research on a Slow Food segment should focus on a representative sample, to be better able to describe the consumers. In addition, might it interesting to also investigate how to target them, this add some practical value to the study. The question on media use did show some results, they read the newspapers more and watch more television. However, this does not tell what a suitable way is to do marketing communications. After knowing who to target, the secret is how you can target them.

REFERENCE LIST

- Aertsens, J., Verbeke, W., Mondelaers, K., Van Huylenbroeck, G. (2009). "Personal determinants of organic food consumption: a review." *British Food Journal* 111 (10), 1140- 1167. doi:10.1108/00070700910992961
- Ajzen, I. (1991). "The theory of planned behavior." *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. doi:10.1016/0749-5978(91)90020-t
- Bernués, A., Ripoll, G., Panea, B. (2012). "Consumer segmentation based on convenience orientation and attitudes towards quality attributes of lamb meat." *Food Quality and Preference*, 26(2), 211-220. doi:10.1016/j.foodqual.2012.04.008
- Beulens, A. J., Broens, D., Folstar, P., Hofstede, G. J. (2005). "Food safety and transparency in food chains and networks Relationships and challenges." *Food Control*, 16(6), 481-486. doi:10.1016/j.foodcont.2003.10.010
- Boer de, J., Hoogland, C. T. and Boersema, J. J. (2006) "Towards more sustainable food choices: Value priorities and motivational orientations". *2nd European Conference on Sensory Consumer Science of Food and Beverages*. The Hague, Netherlands. doi:10.1016/j.foodqual.2007.04.002
- Borowy, I. (2013). "Defining Sustainable Development for Our Common Future." doi:10.4324/9780203383797
- Brunner, T., Siegrist, M. (2011) "A consumer-oriented segmentation study in the Swiss wine market", *British Food Journal*, Vol. 113 Issue: 3, pp.353-373, <https://doi.org/10.1108/00070701111116437>
- Burgoine, T., Forouhi, N. G., Griffin, S. J., Wareham, N. J. and Monsivais, P. (2014). "Associations between exposure to takeaway food outlets, takeaway food consumption, and body weight in Cambridgeshire, UK: Population based, cross sectional study." *British Medical Journal* 348. doi: <https://doi.org/10.1136/bmj.g1464>
- Casini, L., Contini, C., Romano, C., Scozzafava, G. (2015) "Trends in food consumptions: what is happening to generation X?", *British Food Journal*, Vol. 117 Issue: 2, pp.705-718, <https://doi.org/10.1108/BFJ-10-2013-0283>
- Centraal Bureau Statistiek (2018, March 5). "Foodwinkels verkochten nog nooit zoveel." Retrieved from <https://www.cbs.nl/nl-nl/nieuws/2018/10/foodwinkels-verkochten-nog-nooit-zoveel> (used on 04 February 2019)
- Chaffee, S. H., Roser, C. (1986). "Involvement and the consistency of knowledge, attitudes, and behaviors." *Communication Research*, 13(3), 373-399. doi:10.1177/009365086013003006
- Christenson, J. K., Okane, G. M., Farmery, A. K., & Mcmanus, A. (2017). "The barriers and drivers of seafood consumption in Australia: A narrative literature review." *International Journal of Consumer Studies*, 41(3), 299-311. doi:10.1111/ijcs.12342
- Chrzan, J. (2004). "Slow Food: What, Why, and to Where?" *Food, Culture & Society*, 7(2), 117-132. doi:10.2752/155280104786577798
- Cunha, L. M., Cabral, D., Moura, A. P., Almeida, M. D. (2018). "Application of the Food Choice Questionnaire across cultures: Systematic review of cross-cultural and single country studies." *Food Quality and Preference*, 64, 21-36. doi:10.1016/j.foodqual.2017.10.007

- Darian, J. C., Tucci, L. (2013) "Developing marketing strategies to increase vegetable consumption", *Journal of Consumer Marketing*, Vol. 30 Issue: 5, pp.427-435, <https://doi.org/10.1108/JCM-02-2013-0468>
- Dickson, P., & Sawyer, A. (1990). "The price knowledge and search of supermarket shoppers." *Journal of Marketing*, 54, 42–53.
- Donati, K. (2005). "The Pleasure of Diversity in Slow Foods Ethics of Taste." *Food, Culture & Society*, 8(2), 227-242. doi:10.2752/155280105778055263
- Dumitru, A., Lema-Blanco, I., Kunze, I. & García-Mira, R. (2016). "Slow Food Movement. Case- study report." TRANSIT: EU SSH.2013.3.2-1 Grant agreement no: 613169.
- Falk, P. (1994). "The Consuming Body." *Theory, Culture & Society: The consuming body* London: SAGE Publications Ltd doi:10.4135/9781446250648
- Fisher, C., Bashyal, S., & Bachman, B. (2012). "Demographic impacts on environmentally friendly purchase behaviors. " *Journal of Targeting, Measurement and Analysis for Marketing*, 20(3), 172-184. <http://dx.doi.org/10.1057/jt.2012.13>
- Harvey, M., Mcmeekin, A., & Warde, A. (2004). "Qualities of Food. " Manchester: Manchester University Press. 2004. 224 p.
- Hollywood, L., Surgenor, D., Reicks, M., McGowan, L., Lavelle, F, Spence, M. , Raats, M. McCloat, M. , Mooney, E., Caraher, M., Dean, M. (2017): "Critical review of behaviour change techniques applied in intervention studies to improve cooking skills and food skills among adults". *Critical Reviews in Food Science and Nutrition*, doi:10.1080/10408398.2017.1344613
- Grunert, K. G. (2005). "Food quality and safety: Consumer perception and demand." *European Review of Agricultural Economics*, 32(3), 369-391. doi:10.1093/eurrag/jbi011
- Heide, M. Olsen, S.O. (2018). "The use of food quality and prestige-based benefits for consumer segmentation", *British Food Journal*, Vol. 120 Issue: 10, pp.2349-2363, <https://doi.org/10.1108/BFJ-09-2017-0489>
- Jackson, P., Viehoff, V. (2016). "Reframing convenience food." *Appetite*, 98, 1-11. doi:10.1016/j.appet.2015.11.032
- Janssen, H. G., Davies, I. G., Richardson, L. D., Stevenson, L. (2017). "Determinants of takeaway and fast food consumption: A narrative review." *Nutrition Research Reviews*, 31(01), 16-34. doi:10.1017/s0954422417000178
- Jones, P., Shears, P., Hillier, D., Comfort, D., Lowell, J. (2003) "Return to traditional values? A case study of Slow Food", *British Food Journal*, Vol. 105 Issue: 4/5, pp.297-304, doi.org/10.1108/00070700310477095
- Khoury, K. C., Bjorkman, D. E., Dempewolf, H., Ramirez-Villegas, J., Guarino, L., Jarvis, A., Loren H. Rieseberg, L. H., Struik C. P., (2014). "Increasing homogeneity in global food supply and the implications for food security." *PNAS March 18, 2014 111 (11) 4001-4006*, <https://doi.org/10.1073/pnas.1313490111>
- Kraus, A. (2014). "Development of functional food with the participation of the consumer. Motivators for consumption of functional products." *International Journal of Consumer Studies*, 39(1), 2-11. doi:10.1111/ijcs.12144
- Lauden, R. (2001). "A plea for culinary modernism: Why we should love new, fast, processed food." *Gastronomica: The Journal of Food and Culture* 1(1): 36–44.

- Logatcheva, K. (2017), "Monitor Duurzaam Voedsel 2016, Wageningen", Wageningen Economic Research. <http://edepot.wur.nl/424400>
- Maehle, N., Iversen, N., Hem, L., Otnes, C., (2015) "Exploring consumer preferences for hedonic and utilitarian food attributes", *British Food Journal*, Vol. 117 Issue: 12, pp.3039-3063, doi.org/10.1108/BFJ-04-2015-0148
- Maya, S. R., López-López, I., & Munuera, J. L. (2011). "Organic food consumption in Europe: International segmentation based on value system differences." *Ecological Economics*, 70(10), 1767-1775. doi:10.1016/j.ecolecon.2011.04.019
- Mandemakers, J. J., Roeters, A. (2015). "Fast or slow food? Explaining trends in food-related time in the Netherlands, 1975–2005." *Acta Sociologica*, 58(2), 121–137. <https://doi.org/10.1177/0001699314560615>
- Mascarello, G., Pinto, A., Parise, N., Crovato, S., Ravarotto, L. (2015). "The perception of food quality. Profiling Italian consumers." *Appetite*, 89, 175-182. doi:10.1016/j.appet.2015.02.014
- Meyer, S. B., Coveney, J., Henderson, J., Ward, P. R., Taylor, A. W. (2012). "Reconnecting Australian consumers and producers: Identifying problems of distrust." *Food Policy*, 37(6), 634-640. doi:10.1016/j.foodpol.2012.07.005
- Meyer-Höfer von, M., Wense von der, V., Spiller, A. (2015). "Characterising convinced sustainable food consumers", *British Food Journal*, Vol. 117 Issue: 3, pp.1082-1104, <https://doi.org/10.1108/BFJ-01-2014-0003>
- Mintel. (2012) Report: 'Pre-prepared meals'. Available from: www.store.mintel.com/cooking-saucespasta. (Accessed February 14, 2019).
- Miroso, M. Wooliscroft, B., Lawson, R. (2011). "Dynamic Ideologies: the Case of Slow Food", in NA - *Advances in Consumer Research* Vol. 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN : Association for Consumer Research, Pages: 318-324.
- Nie, C., & Zepeda, L. (2011). "Lifestyle segmentation of US food shoppers to examine organic and local food consumption." *Appetite*, 57(1), 28-37. doi:10.1016/j.appet.2011.03.012
- Nikolić, A., Uzunović, M., Spaho, N. (2014). "Lifestyle pattern underlying organic and traditional food consumption", *British Food Journal*, Vol. 116 Issue: 11, pp.1748-1766, <https://doi.org/10.1108/BFJ-02-2014-0085>
- Olsen, N. (2012). "The convenience consumer's dilemma", *British Food Journal*, Vol. 114 Issue: 11, pp.1613-1625, <https://doi.org/10.1108/00070701211273090>
- Olsen, S. (2001). "Consumer involvement in seafood as family meals in Norway: An application of the expectancy-value approach." *Appetite*, 36(2), 173-186. doi:10.1006/appe.2001.0393
- Olson, J. C. and Jacoby, J. (1972). "Cue utilization in the quality perception process." *Third Annual Conference of the Association for Consumer Research, Chicago, IL*. 167 – 179.
- Padel, S., Foster, C. (2005). "Exploring the gap between attitudes and behaviour: Understanding why consumers buy or do not buy organic food", *British Food Journal*, Vol. 107 Issue: 8, pp.606-625, <https://doi.org/10.1108/00070700510611002>
- Petrini, C. (2001). "Slow Food: The case for taste." *New York: Columbia University Press*.

- Petrini, C. (2013). *Slow food nation: Why our food should be good, clean, and fair*. New York, NY: Rizzoli Ex Libris.
- Pietrykowski, B. (2004). You Are What You Eat: The Social Economy of the Slow Food Movement. *Review of Social Economy*, 62(3), 307-321. Retrieved from <http://www.jstor.org/stable/29770263>
- Rood, T., Gelder, M. V., Zeijts, H. V. (2014). "Nederlanders en duurzaam voedsel. Enquête over motieven voor verduurzaming van het voedselsysteem en consumptiegedrag." *PBL (Planbureau Voor De Leefomgeving)*, (1249). Retrieved December 03, 2018, from https://www.pbl.nl/sites/default/files/cms/publicaties/PBL_2014_Nederlanders_en_duurzaam_voedsel_1249.pdf.
- Sautron, V., Péneau, S., Camilleri, G. M., Muller, L., Ruffieux, B., Hercberg, S., & Méjean, C. (2015). "Validity of a questionnaire measuring motives for choosing foods including sustainable concerns." *Appetite*, 87, 90-97. doi:10.1016/j.appet.2014.12.205
- Seyfang, G., Paavola, J. (2008) "Inequality and sustainable consumption: bridging the gaps" *Local Environment*, 13:8, 669-684, doi: [10.1080/13549830802475559](https://doi.org/10.1080/13549830802475559)
- Shugan, M.S. (1984). "Price-Quality Relationships", in *NA - Advances in Consumer Research* Vol. 11, eds. Thomas C. Kinnear, Provo, UT : Association for Consumer Research, Pages: 627-632.
- Stanton, J. L., Wiley, J. B., Wirth, F. F. (2012). "Who are the locavores?" *Journal of Consumer Marketing*, Vol. 29 Issue: 4, pp.248-261, <https://doi.org/10.1108/07363761211237326>
- Stephens, A., Pollard, T. M., & Wardle, J. (1995). "Development of a Measure of the Motives Underlying the Selection of Food: The Food Choice Questionnaire." *Appetite*, 25(3), 267-284. doi:10.1006/appe.1995.0061
- The Official Slow Food Manifesto. (2017). *Slow Food*. http://slowfood.com/filemanager/Convivium%20Leader%20Area/Manifesto_Quality_ENG.pdf
- Temminghoff, M. & Van Helden, G. (2016), Hoe kookvaardig is Nederland?: *GfK, in opdracht van het Voedingscentrum*.
- Vermeir, I., Verbeke, W. (2006). "Sustainable Food Consumption: Exploring the Consumer "Attitude – Behavioral Intention" Gap." *Journal of Agricultural and Environmental Ethics*, 19(2), 169-194. doi:10.1007/s10806-005-5485-3
- Young, W., Hwang, K., McDonald, S., & Oates, C. J. (2009). "Sustainable consumption: Green consumer behaviour when purchasing products." *Sustainable Development*. doi:10.1002/sd.394
- Zeithaml, V. A. (1988). "Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence." *Journal of Marketing*, 52(3), 2-22. doi:10.1177/002224298805200302

APPENDICES

Appendix 1: Table segmentation techniques.

Reference	Focus	Research design	Population sample & size	Attributes	Segments
Brunner & Siegrist (2011)	To develop a comprehensive questionnaire and to analyze the nature of wine market segments	Quantitative paper-based survey	N=929 Randomly selected: German speaking Swiss inhabitants	Self-expression, recreation, sociability, health, style, food pleasure, tradition, fun, intellectual heritage.	The price-conscious wine consumer (27.4 %), the involved, knowledgeable wine consumer (8.8 %), the image-oriented wine consumer (5.3 %), the indifferent wine consumer (14.6 %), the basic wine consumer (31.5 %), and the enjoyment-oriented, social wine consumer (12.3 %).
L.M. Cunha et al. (2017)	To review the application of the Food Quality Questionnaire (FCQ) across cultures considering both cross-cultural and single country studies.	A systematic review of literature regarding FCQ	N=71 FCQ related articles.	Health, mood, convenience, sensory appeal, natural content, price, weight control, familiarity/tradition and ethical concern.	Sensory appeal, health, convenience and price are considered as most important food choice motives.
Hofer et al. (2015)	To identify the distinguishing socio-demographic and psychographic features of	Online consumer survey, both choice experiment and questionnaire about attitudes	N=300 German population, sample differs from the average population.	Quality, knowledge, price, taste and sustainability	The convinced sustainable group is bigger than the conventional group, which confirms that the sustainable

	convinces sustainable consumers	towards food consumption			segment is growing.
Christenson et al. (2017)	This peer-reviewed article analyzed motives and barriers for consumers to buy fish.	Review analysis of literature regarding fish consumption	N=14	Price, availability, quality*, habit and role, confidence*, health, taste and convenience.	No segment identified. *Quality is related to the freshness, shelf life and origin of the fish. *Confidence is related to the level of trust in information about seafood.
A. Bernues et al. (2012)	This paper analyses consumer segments for lamb meat from a convenience perspective.	Postal survey in Spain. 4-point Likert scale.	N=343 Spanish households, 60% aimed to like cooking.	Convenience, eat out in restaurants, enjoy cooking, quality, appearance of freshness.	Traditional, uninvolved, adventurous and careless.
Darian & Tucci (2013)	This study aims to examine factors that influence consumption of vegetables in the USA	Discrete choice methodology and a cluster analysis are used.	N=250, US adults drawn from an internet panel	Nutritional value, impact on weight/health, taste, ease of preparation and value for money	3 clusters. A, B, C. Difference between segments in terms of nutrition and weight control.
Kraus (2015)	Define the most important characteristics of functional food affecting purchase decisions	Direct interview with a 5-point scale.	N=200. Participants (18-60) who considered health aspects as an important criterion.	Quality, organoleptic (smell/taste), packaging, brand, health, safe	Health focused
Maehle et al. (2015)	To identify the relative importance of four main attributes of food products	Choice-base conjoint technique, by an internet-based questionnaire.	N=306 students of Midwestern US university.	Price, taste, environment and health.	Price-sensitive, health-conscious, taste-conscious and environmentally conscious

	for consumers 'choice				
Nikolic et al. (2014)	To define lifestyle pattern framing behavior shared by traditional food products (TFP) and organic foods (OF)	Customer survey, exploratory factor and cluster analysis.	Non-probabilistic sample (N=800) of consumers in Bosnia and Herzegovina.	Health related attitudes, food and mood, eco lifestyle, social responsibility, openness, attitude towards cooking, food involvement, hedonism, ethnocentrism, convenience, purchase and price.	“Ethnocentric consumers”, “Curious consumers”, “Taking care about producers’ social responsibility level consumers”. A price conscious segments has not been taken into account.
Ruiz de Maya et al. (2011)	To analyze the market for organic products in eight European countries, based on their respective value systems.	Two identical questionnaires about 2 different products. 7-point Likert scale	N=8014. Inhabitants of Italy, Denmark, UK, Finland, Greece, Spain, Germany, Sweden.	The 7 cultural dimensions of Schwartz, 5 dimensions were selected: 1. Conservatism (interdependent social relations where security, conformity and tradition are priorities), 2. Affective autonomy (pleasure, excitement) 3. Competency (ambition, success, risk) 4. harmony (nature, environment) 5. Egalitarian compromise (well-being of others)	Segment 1: Denmark and Sweden. Segment 2: Italy and Finland Segment 3: Spain Segment 4: UK, Germany, Greece
Heide & Olsen (2018)	To identify consumer segments based on the importance of food quality and prestige benefits when	Cross-national, web-based survey. 9-point scale for importance of benefits.	N=851. Norwegian adults (18-80 years of age)	Food quality benefits (quality/sensory, taste, health and nutrition) , uniqueness benefits (self-image and social status),	Perfectionists, premium, luxury-seeking and value focused based on 20 different food quality and prestige benefits.

	buying for a special occasion.			hedonic benefits (affective or emotional), price benefits and social benefits.	
Casini et al. (2015)	To analyze the evolution of the food patterns of generation X in past decade, in view of formulating a reflection on the trends of a fundamental component of the society.	Latent class clustering method based on a survey of consumptions of Italian households in 2001 and 2011 provided by National Statics Institute.	N= 3,310,796 Italian families with a head of the family born between 1972 and 1981.	Tradition/culture, hedonistic and flavor, health,	Traditional consumers, Convenience food consumers, Red meat consumers, out of home consumers and Healthier consumers.
Padel & Foster (2005)	To explore the values that underlie consumers purchasing decisions of organic food.	Interview via focus groups to build a framework of motivations to buy organic	N=181 regular and occasional consumers of organic food	Benevolence, sustainability, environmental, respect for nature, food as enjoyment and health, trust, price.	-
Sautron et al. (2014)	This study enabled precise identification of the various dimensions in food choice motives	Questionnaire a 4-point Likert scale	N=640. Representative of the French population	Ethics and environment, local and traditional production, taste, price, environmental limitations, health, convenience, innovation, absence of contaminants.	-
Stanton et al. (2012)	Aims to develop a behaviorally based definition of “locavores, i.e. a segment of population that purchases locally grown produce.	Focus groups and online survey.	N=1218 Pennsylvanian residents over age of 18 who were the primary household food shoppers.	Credence, health, price and quality	Locavore and non-locavore.

Appendix 2: Descriptive statistics

Table 1: Demographic characteristics respondents

Descriptive	Respondents (N=245)
Age: (above 18 years)	25,13
Sex:	
- Male	39,7%
- Female	60,3%
Education	
- Primary school	0%
- Secondary school	3,6%
- “MBO”	3,6%
- “HBO”	17,5%
- University bachelor	39,0%
- University master	36,3%
- Missing	1,6%
Profession:	
- Full-time employment	14,3%
- Part-time employment	12,0%
- Unemployed	0,8%
- Self-Employed	4,0%
- Homemaker	0,4%
- Student	68,1%
- Retired	0,4%
- Missing	1,6%
Marital status	
- Unmarried	88,4%
- Married or domestic partnership	10,0%
- Widowed	1,4%
- Divorced	1,2%
- Missing	1,6%

Household composition

- Live alone	21,8%
- Live together with a partner	13,7%
- Live with a partner and young children (-10)	1,2%
- Live with a partner with old children (+10)	4,4%
- Living with roommates	44,4%
- Living with parents	14,5%
- Missing	2,7%

Income group

- Less than €20,000	50,6%
- €21,000 - €30,000	4,7%
- €31,000 to €40,000	5,9%
- €41,000 to €50,000	4,3%
- €51,000 to €60,000	4,3%
- Above \$€60,000	7,5%
- Missing	22,7%

Monthly expenditure on groceries

- Between €100,- and 200,-	12,2%
- Between €200,- and 300,-	24,7%
- Between €300,- and €400,-	18,8%
- Between €400,- and €500,-	11,8%
- Between €500,- and €600,-	10,6%
- Between €600,- and €700,-	7,5%
- Between €700,- and €800,-	3,9%
- Between €800,- and €900,-	2,7%
- Between €900,- and €1000,-	0,8%
- More than €1000,-	1,6%
- Missing	3,9%

Where did you spend your youth?

- City	39,6%
- Village	44,3%
- Countryside	14,1%
- Missing	2,0%

Table 2. Income differences per cluster

Income group		Crosstab						Total
		Cluster number						
		1	2	3	4	5	6	
Less than €20,000,-	Count	35	19	20	6	27	19	126
	Residuals	0,1	0,1	0,3	-0,7	-0,4	0,6	
€21,000 - €30,000	Count	4	1	1	0	3	1	10
	Residuals	0,8	-0,4	-0,4	-0,8	0,4	0,3	
€31,000 to €40,000	Count	3	2	3	1	5	1	15
	Residuals	-0,6	-0,1	0,5	0	0,8	-0,7	
€41,000 to €50,000	Count	4	0	3	0	2	1	10
	Residuals	0,8	-1,2	1,2	-0,8	-0,2	-0,3	
€51,000 to €60,000	Count	2	1	0	2	4	1	10
	Residuals	-0,5	-0,4	-1,2	1,7	1,1	-0,3	
Above €60,000	Count	4	5	1	3	3	2	18
	Residuals	-0,4	1,4	-1,0	1,7	-0,6	-0,2	
Total	Count	52	28	28	12	44	25	189

Table 3. Monthly grocery expenditures

Crosstab: Monthly expenditure on groceries		Cluster number						Total
		1	2	3	4	5	6	
Less than €100,-	Count	12	7	1	1	3	4	28
	Residual	1,8	1,3	-1,5	-1,0	-1,3	0,2	
Between €100,- and 200,-	Count	19	7	10	3	15	8	62
	Residual	0,7	-0,8	0,4	-1,2	0,3	0	
Between €200,- and 300,-	Count	9	5	7	5	15	6	47
	Residual	-0,9	-0,8	0,2	0,3	1,4	0	
Between €300,- and €400,-	Count	10	4	3	5	4	1	27
	Residual	1,1	-0,1	-0,4	1,6	-0,8	-1,3	
Between €400,- and €500,-	Count	6	4	4	2	7	4	27
	Residual	-0,4	-0,1	0,1	-0,3	0,4	0,3	
Between €500,- and €600,-	Count	3	4	3	1	2	5	18
	Residual	-0,8	0,7	0,3	-0,5	-1,0	1,8	
Between €600,- and €700,-	Count	1	3	2	1	2	1	10
	Residual	-1,0	1,2	0,5	0,1	-0,2	-0,2	
Between €700,- and €800,-	Count	0	2	1	2	2	0	7
	Residual	-1,3	0,9	0	1,7	0,3	-0,9	
Between €800,- and €900,-	Count	1	0	1	0	2	0	4
	Residual	,0	-0,8	0,6	-0,6	1,2	-0,7	
Between €900,- and €1000,-	Count	0	0	0	1	0	0	1
	Residual	-0,5	-0,4	-0,4	3,0	-0,5	-0,4	
More than €1000,-	Count	0	0	1	1	1	1	4
	Residual	-1,0	-0,8	0,6	1,0	0,1	0,7	

Table 4. Province distribution per cluster

In which province do you live?		Cluster number						Total
		1	2	3	4	5	6	
Groningen	Count	4	0	0	0	1	0	5
	Residual	2,4	-,9	-,8	-,7	-,1	-,8	
Friesland	Count	1	0	0	0	0	0	1
	Residual	1,5	-,4	-,4	-,3	-,5	-,4	
Drenthe	Count	0	0	0	0	1	0	1
	Residual	-,5	-,4	-,4	-,3	1,6	-,4	
Overijssel	Count	4	2	2	0	0	2	10
	Residual	,9	,3	,5	-1,0	-1,5	,7	
Flevoland	Count	0	1	2	0	1	0	4
	Residual	-1,0	,5	1,9	-,6	,1	-,7	
Noord-Holland	Count	7	1	2	0	6	3	19
	Residual	,9	-1,2	-,4	-1,3	,8	,4	
Zuid-Holland	Count	7	8	2	3	8	4	32
	Residual	-,4	1,3	-1,2	,0	,3	,0	
Utrecht	Count	8	2	3	0	5	4	22
	Residual	1,0	-,8	-,1	-1,4	,0	,8	
Gelderland	Count	27	19	17	12	23	15	113
	Residual	-,4	,3	,2	,5	-,5	,2	
Noord-Brabant	Count	1	1	4	2	6	0	14
	Residual	-1,4	-,8	1,4	,6	1,6	-1,3	

Zeeland	Count	1	0	0	0	0	0	1
	Residual	1,5	-,4	-,4	-,3	-,5	-,4	
Limburg	Count	0	0	1	0	0	2	3
	Residual	-,9	-,7	,9	-,5	-,8	2,7	
Outside the Netherlands	Count	2	4	1	5	3	0	15
	Residual	-1,0	1,1	-,8	3,1	-,2	-1,4	
Total	Count	62	38	34	22	54	30	240

Table 4. Likings on groceries, cooking and different cuisines

	Cluster number					
	1	2	3	4	5	6
I like grocery shopping	3,23	3,39	3,46	3,73	3,33	3,30
I like to cook	3,50	3,95	3,50	4,36	3,67	3,97
I like the Italian cuisine	4,24	4,58	4,51	4,45	4,35	4,47
I like the Spanish cuisine	3,65	3,78	3,60	4,18	3,78	3,63
I like the American cuisine	3,05	2,92	3,40	2,95	3,35	3,07
I like the Dutch cuisine	3,47	3,45	3,91	3,23	3,44	3,83

Table 5. Weekly grocery and eating habits

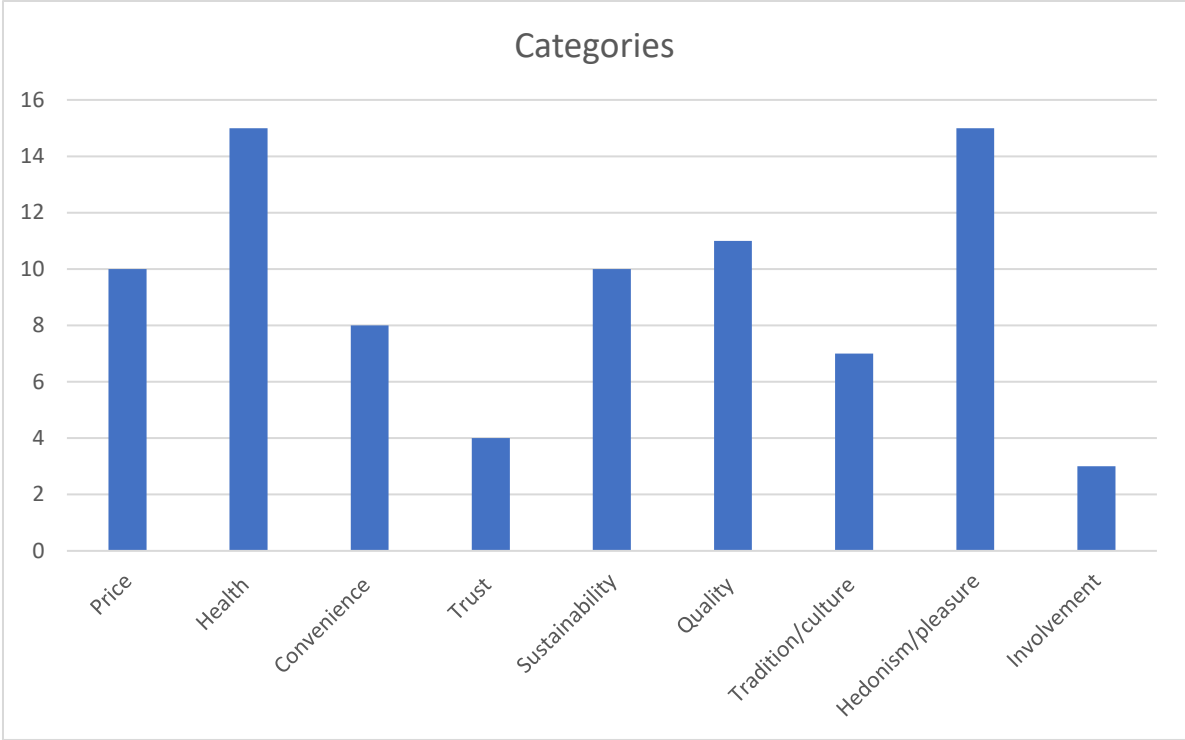
	Cluster number					
	1	2	3	4	5	6
Times a week grocery	3,14	3,16	2,76	3,00	3,06	3,53
Times a week dinner on your own	3,12	2,47	2,11	3,10	2,65	1,43 ^a
Times a week meat with dinner	3,79	4,32	4,86	4,11	5,04	4,73

Table 6. Media usage in hours

	Cluster number					
	1	2	3	4	5	6
Newspaper	0,22	0,31	0,23	0,41	0,13	0,21
Television	0,82	0,75	1,33	1,35	0,90	1,14
Facebook	0,65	0,80	0,76	0,58	0,78	0,77
Instagram	0,93	0,77	0,73	0,42	0,73	0,78
Snapchat	0,34	0,49	0,59	0,04	0,54	0,44
YouTube	0,84	0,75	0,91	0,60	0,83	0,71
Radio	0,40	0,53	0,67	0,55	0,72	0,80

Appendix 3: Countable attributes into categories

Attributes	Category	Frequency		Count
Self-expression	-	1		
Availability	-	1	1: Price	10
Innovation	-	1	2: Health	15
Mood	Convenience	2	3: Convenience	8
Convenience	Convenience	6	4: Trust	4
Ethnocentrism	Culture/tradition	1	5: Sustainability	10
Culture	Culture/tradition	2	6: Quality	11
Environment	Environment	5	7: Tradition/culture	7
Weight control	Health	2	8: Hedonism/pleasure	17
Nutritional value	Health	1	9: Involvement	3
Health	Health	10		
Ethical concern	Health	2	Other...	3
Recreation	Hedonism	1		
Food pleasure	Hedonism	1		
Fun	Hedonism	1		
Taste	Hedonism	6		
Eat out	Hedonism	1		
Enjoy cooking	Hedonism	2		
Organoleptic	Hedonism	1		
Hedonism	Hedonism	4		
Intellectual heritage	Involvement	1		
Knowledge	Involvement	1		
Food involvement	Involvement	1		
Price	Price	10		
Sensory appeal	Quality	2		
Natural content	Quality	1		
Uniqueness	Quality	1		
Quality	Quality	6		
Appearance of freshness	Quality	1		
Social responsible	Sustainability	3		
Sustainability	Sustainability	2		
Tradition	Tradition	1		
Familiarity/tradition	Tradition	3		
Confidence	Trust	1		
Safe	Trust	3		



Appendix 4: Survey outline

Food preferences

Q1 Thanks for participating in my study. This survey about food preferences takes approximately 5 minutes to complete.

This survey is completely anonymous.

Please press the button on the right to start.

Q2

How many times a week do you do grocery shopping?

Q3 How many times a week do you have dinner on your own?

Q4 How many times a week do you eat meat with your dinner?

Q5 When you buy food products, how important is it for you that the product: (RANDOMIZED)

	Not important at all (1)	Not important (2)	Neutral (3)	Important (4)	Very important (5)
Is cheap (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is good value for money (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keeps me healthy (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is low in calories and fat (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is nutritious (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is easy to prepare (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Can be cooked fast (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is easily available in shops close to me (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is from a trustworthy producer (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Does not influence my health negatively (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is not harmful for the environment (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is packaged in an environmentally friendly way (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is high quality (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contains only natural ingredients (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is locally produced (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Is familiar to me (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is like the food I ate when I was a child (17)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Looks attractive (18)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is tasty (19)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provides information about how it is produced (20)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is not transported over long distances (21)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is part of a food culture (22)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6 How likely is it that you buy your food next week in one of the following places?

	Extremely unlikely (1)	Somewhat unlikely (2)	Neither likely nor unlikely (3)	Somewhat likely (4)	Extremely likely (5)
In a supermarket (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In an online supermarket (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At a specialty shops (like vegetables shop, bakeries, fish shop, cheese shop, butcheries etc.) (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In a webshop for specialty products (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buy products directly from the farmer (like "Landwinkel", or farms) (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7 Please rate how much you like the following activities:

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
I like doing grocery shopping (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to cook (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the Italian cuisine (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the Spanish cuisine (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the American cuisine (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the Dutch cuisine (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 How much time do you spend on average DURING WORKING DAYS on preparation and consumption of your dinner? (Please give your answer in minutes)

Q9 How much time do you spend on average at WEEKENDS on preparation and consumption of your dinner? (Please give your answer in minutes)

Q10 How many times a year do you go out for dinner? (In a restaurant)

Q11 Have you bought any of the following products last year? (Please select all products you've bought)

- Special crisps (1)
- Craft-beer (2)
- Tony Chocolonely (3)
- "Boerenkaas" (4)
- "Puur natuur" Eggs (5)

Q12 What is your gender?

- Male (1)
- Female (2)

Q13 How old are you?

Q14 In which province do you live?

- Groningen (1)
- Friesland (2)
- Drenthe (3)
- Overijssel (4)
- Flevoland (5)
- Noord-Holland (6)
- Zuid-Holland (7)
- Utrecht (8)
- Gelderland (9)
- Noord-Brabant (10)
- Zeeland (11)
- Limburg (12)
- Outside the Netherlands (13)

Q15 Where did you spent your youth?

- City (1)
- Village (2)
- Countryside (3)

Q16 What is your highest level of education? (Or where are you currently enrolled?)

- No education (1)
- Primary school (2)
- Secondary school (3)
- "MBO" (4)
- "HBO" (5)
- University, bachelor (6)
- University, master (7)
- Other... (8) _____

Q17 What is your current employment status?

- Full-time employment (1)
- Part-time employment (2)
- Unemployed (3)
- Self-employed (4)
- Home-maker (5)
- Student (6)
- Retired (7)
- Other... (8) _____

Q18 What is your marital status?

- Unmarried (1)
- Married or domestic partnership (2)
- Widowed (3)
- Divorced (4)
- Seperated (5)

Q19 What does your household look like?

- Live alone (1)
- Live together with a partner (2)
- Live with a partner and young children (-10) (3)
- Living with a partner with old children (10+) (4)
- Living with roommates (5)
- Living with parents (6)

Q20 Which income group does your household fall under?

- Less than €20,000 (1)
- €21,000 - €30,000 (2)
- €31,000 to €40,000 (3)
- €41,000 to €50,000 (4)
- €51,000 to €60,000 (5)
- Above \$€60,000 (6)
- I do not want to share this information (7)

Q21 Are you at least twice a week responsible for groceries?

- Yes (1)
- No (2)

Q22 How much does your household spend monthly on groceries?

- Less than €100,- (1)
- Between €100,- and 200,- (2)
- Between €200,- and 300,- (3)

- Between €300,- and €400,- (4)
- Between €400,- and €500,- (5)
- Between €500,- and €600,- (6)
- Between €600,- and €700,- (7)
- Between €700,- and €800,- (8)
- Between €800,- and €900,- (9)
- Between €900,- and €1000,- (10)
- More than €1000,- (11)

Q23 How many hours per day do you use one of the following media channels?

