Consumer motives for buying regional products: The REGIOSCALE

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Introduction

Consumers are developing a cynical view of globalization, and they are increasingly seeking regionally-produced products (Feldmann & Hamm, 2015; Sheng et al., 2019). Figures show that more than 50% of shoppers believe buying products produced in their local area is important or fairly important (Statista, 2019). An increasing number of retailers such as Tesco, Sainsbury's, and Morrison's are designing appropriate policies and marketing plans to address this trend; slogans such as 'support your region' and 'making a positive difference to our community' are used by supermarket chains to communicate their regional purchase policies.

Researchers have studied the determinants of consumer choices between regional over global products (Davvetas & Diamantopoulos, 2016; Fernández-Ferrín & Bande-Vilela, 2013; Fernández-Ferrín et al., 2018; Gineikiene, Schlegelmilch, & Ruzeviciute, 2016; Schnettler et al., 2011; Strizhakova & Coulter, 2015; Yildiz, Heitz-Spahn, & Belaud, 2018; Zeugner-Roth, Žabkar, & Diamantopoulos, 2015). These studies have produced valuable insights; however, they adopt a rather broad definition of regional (Strizhakova & Coulter, 2015); they use the terms regional and national interchangeably, and in some cases, they apply concepts that have been developed for the national level to the regional within-country level (Davvetas & Diamantopoulos, 2016; Fernández-Ferrín et al., 2018; Gineikiene et al., 2016; Yildiz et al., 2018; Zeugner-Roth et al., 2015).

Moreover, various studies applied the ethnocentric consumer scale to explain consumer motives to purchase regional products (RP) *versus* global products (Fernández-Ferrín & Bande-Vilela, 2013; Schnettler et al., 2011; Zeugner-Roth et al., 2015; Yildiz et al., 2018). Ethnocentric consumers prefer local products because they believe that it is inappropriate or

even immoral to purchase foreign-made products even if they are cheaper or better in quality (Shimp & Sharma, 1987). However, in this study, we argue that the Consumer Ethnocentric Scale (CETSCALE) may not be appropriate to explain consumers' purchase decisions of RPs because this scale was developed to measure consumers' perceptions towards the purchase of imported products (Sharma, Shimp, & Shin, 1995). According to Fernandes-Ferrin and Bande-Vilela (2013), ethnocentrism might not be the only reason why consumers purchase RPs; scholars reveal that other factors, such as national identity (Zeugner-Roth et al., 2015) and commitment to a place (Yildiz et al., 2018), explain consumers' attitude and behavior better than ethnocentrism. Scholars argue that the ethnocentric consumer scale neglects a more holistic picture of consumer motives for purchasing RPs (Zeugner-Roth et al., 2015).

These findings reveal that factors or motives other than ethnocentrism may explain consumers' decision to purchase RPs. To address this issue, we followed a mixed-method approach to develop a framework and a scale that can draw a more holistic picture of consumer motives to buy RPs. The aim of this paper is twofold, firstly to identify consumers' motives for purchasing RPs, secondly, to establish whether the newly developed scale has more substantial predictive power than the CETSCALE.

Literature Review

Regional products

The distinction between global, national, regional, and local products is often not apparent in the academic literature (Fernández-Ferrín et al., 2018). Global products are products marketed and distributed in many countries around the world (Zhang & Khare, 2009; Steenkamp & Jong, 2010); national products refer to products that are marketed and distributed only in the home country (Cutright et al., 2011; Steenkamp & Jong, 2010; Zhang

& Khare, 2009). The definitions of local products focus on the distance that the food travels from production to consumption, which should be 30-50 miles within the countries boundaries, and the 'alternative' (to supermarkets and big retailers) nature of distribution and sale (i.e., farmers' market) (Morris & Buller, 2003; Pearson et al., 2011; Megicks et al., 2012).

There are different definitions of RP. Fernández-Ferrín et al. (2018) consider RPs as local products on a larger scale. Other scholars consider regional a product whose consumption and production occur within a distance of a 100-mile radius (Onozaka, Nurse, & McFadden, 2010). RP is also viewed as a typical product of a region benefiting from a unique culture, traditions, production methods, and environmental conditions (e.g., Parrott & Wilson, 2002; Charton-Vachet, Lombart, & Louis, 2020). In this study, we view RP as a product whose origin and production occur only in a specific geopolitical region, whose geographical boundaries are defined by political entities (Beugelsdijk & Van Schaik, 2005; Paasi & Metzger, 2017; NUTS, 2016). For example, 'orecchiette' pasta is a regional pasta product because it is uniquely produced and consumed within the geopolitical region of Apulia in Italy.

Consumer Ethnocentrism

Consumer ethnocentrism is defined as 'the belief held by consumers about the appropriateness, indeed morality, of purchasing foreign-made products' (Shimp & Sharma, 1987, p. 280). Ethnocentric consumers believe it is inappropriate to purchase foreign-made products even if they are cheaper or better in quality because purchasing foreign-made products negatively affects the domestic economy and jobs (Balabanis & Diamantopoulos, 2004; Evanschitzky et al., 2008; Nadiri & Tümer, 2010; Sharma et al., 1995; Shimp &

Sharma, 1987; Teo, Mohamad, & Ramayah, 2011; Thelen, Ford, & Honeycutt, 2006). Hence, ethnocentric consumers prefer purchasing domestic products because this, according to them, helps the local economy (Sharma et al., 1995). Shimp and Sharma (1987) developed the Consumer Ethnocentric Scale (CETSCALE) to evaluate American consumers' perceptions towards imported products (Teo et al., 2011). Since its inception, the CETSCALE has been widely used in the academic literature for measuring how ethnocentrism affects consumers' purchase intention of foreign-made and local/national products (e.g., Balabanis, & Siamagka, 2017; Balabanis & Diamantopoulos, 2004; Balabanis et al., 2001; Evanschitzky et al., 2008; Nadiri & Tümer, 2010; Siemieniako et al., 2011; Teo et al., 2011; Thelen et al., 2006).

CETSCALE application on a regional level

Scholars have applied the CETSCALE at the regional level to assess consumers' intention to purchase local products (Bizjak et al., 2018; Fernández-Ferrín & Bande-Vilela, 2013; Fernández-Ferrín et al., 2018; Lee et al., 2016; Nadiri & Tümer, 2010; Siemieniako et al., 2011; Yildiz et al., 2018; Zeugner-Roth et al., 2015). Schnettler et al. (2011) applied the CETSCALE at the regional level and concluded that people with a high level of ethnocentrism are more likely to buy regionally-branded products than imported-products. Fernández-Ferrín & Bande-Vilela (2013) reached a similar conclusion in a different regional context (Galicia, Spain). They found that the CETSCALE can explain preferences for national *versus* non-national products and regional *versus* non-RPs (Fernández-Ferrín & Bande-Vilela, 2013), pointing out that the CETSCALE can be applied to measure consumers' moral obligation to support regional businesses. In a subsequent study, Fernández-Ferrín et al. (2018) reveal that ethnocentrism plays an important role in predicting consumers' judgments and purchasing local-regional-traditional food products. However, they discuss

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that the preference for products of regional origin (e.g., "Only from Galicia") was similar between ethnocentric and non-ethnocentric consumers when considering other products (i.e., potatoes and beef), suggesting that the influence of ethnocentrism may vary across different product categories and among different geographical environments. These scholars made a call for research on identifying other possible factors influencing consumers' decision to buy RP (Fernández-Ferrín & Bande-Vilela, 2013).

Other researchers suggest that consumer ethnocentrism is not the only, or the most important factor, explaining consumers' decision to purchase national, regional, and local products. For instance, Zeugner-Roth et al. (2015) show that national identity outperforms consumer ethnocentrism in explaining product judgments and willingness to buy, while Yildiz et al. (2018) and Lorenz, Hartmann & Simons (2015) show that consumers who are strongly committed and develop a strong identity to their place of life tend to purchase local products more than consumers with a high level of ethnocentrism. These studies' findings highlight that factors other than ethnocentrism may explain consumers' decision to purchase RPs.

Scholars call for a holistic understanding of what motivates consumers to purchase RP besides the feeling of a moral obligation towards supporting the regional industry (e.g., Schnettler et al., 2011; Zeugner-Roth et al., 2015). This study applied a sequential exploratory mixed-method approach (Creswell & Clark, 2010), starting with qualitative research to reveal the reasons driving consumers' decision to purchase RPs, followed by a quantitative analysis of the predictive power of the motives identified and compared with the CETSCALE.

Methodology

Study 1

Data collection

Twenty semi-structured interviews with German customers of regional food products were conducted, each taking on average 40 minutes. Theoretical saturation was reached after the 15th interview; however, another five interviews were conducted to ensure new themes would not emerge (Strauss & Corbin, 1998). The interviewees were chosen purposively through the researcher's social networks to represent different age groups, income, educational level, genders to achieve high topic coverage (Saunders, Lewis, & Thornhill, 2012) (see Appendix A).

The condition to participate was to have purchased regional food products in the last month. Participants were asked the same set of questions regarding their motivations for purchasing regional food and the reasons they believed to explain why other consumers would or would not buy RPs. The questions about other people were asked first to overcome the potential problem of interviewees' tendency to mention socially acceptable and, therefore, desirable answers (Rallis & Rossman, 2011). This pitfall was avoidable by rewording the question from 'What motivates you to buy RPs' to 'What do you think motivates other people to buy regionally-branded products?' (Miles & Huberman, 1994).

Data Analysis

We adopted thematic analysis for its flexibility to tackle the entire text as a potential unit of analysis and its ability to extract codes and themes (Clarke & Braun, 2013). Open coding was used to shed light on the consumers' motives to buy RPs. Interviews were recorded, transcribed, and proceeded smoothly, with new topics emerging. Following previous

research, some of the themes were theory-driven while others were data-driven (Fereday & Muir-Cochrane, 2006).

Interview findings, Item development, and Screening

Following thematic analysis, the research team met and attempted to develop a preliminary list of the dimensions and items of the consumer motives for purchasing RPs. Following Rossiter (2002), tentative construct definitions were created for each dimension. The analysis of data from interviews revealed seven dimensions and 23 items (Appendix B).

According to Netemeyer, Bearden, and Sharma (2003), generating the initial pool of items includes taking three main steps, which are, in no specific order: an extensive literature review, expert interviews with the target group, and further investigation with outsiders who are expert in the researched area to gain content and face validity. All three steps were followed in this research. Content and face validity were then assessed through a panel of nine experts - i.e., academics with expertise on the topic and scale development - who provided their opinions about items' clarity and relevance (DeVellis, 2011).

For the first round of the pilot test, the developed survey was shared with ten consumers. The 'think aloud' approach was applied, which allowed the researcher to clarify some misunderstandings in 4 questions. After some items' rephrasing, 23 items were kept for exploratory factor analysis.

Study 2

The Quantitative study

A mall-intercept survey technique was used to collect data because this approach can result in a sample, which, while not strictly representative, may nonetheless be relatively free of any

systematic bias (Balabanis et al., 2001, p.165). Overall, 693 questionnaires were collected within one month; however, 174 questionnaires were discarded (e.g., straight-lining).

Measurement validation: Exploratory factor analysis

We conducted exploratory factor analysis with Varimax rotation adopting the Principal Axis Factoring method to test the new constructs' validity. Item cross-loadings for each construct are shown in Table 3. Most of the items loaded on a distinct construct, and their factor loadings were higher than 0.5; however, some items were below 0.5 and had cross-loadings higher than 0.40. Following previous scale development studies (Filieri, 2015), an iterative process eliminated items with a factor loading below 0.50, high cross-loadings above 0.40, and low commonalities below 0.30.

The final factor analysis resulted in 15 items and three factors with eigenvalues exceeding 1.0 that explained 74.15% of the total variance. Cronbach's alpha values for the three constructs were all above 0.9, thus exceeding the cut-off of 0.7. The Kaiser–Meyer Olkin (KMO) value of 0.973 and a significant chi-square value for Bartlett's test of sphericity ($\chi 2= 12717.925$, *p* < 0.001) indicate that factor analysis was appropriate for the data. Thus, of the 23 items identified in the preliminary qualitative study, 15 were retained for confirmatory factor analysis (see Table 2).

To assess the robustness of the developed items and scale, we run a second data collection in a different context, France. We collected responses from 250 participants through Prolific (5 excluded), a fast-growing research participant recruitment platform adopted for research published in leading marketing journals (e.g., Petit, Velasco, & Spence, 2018; Filieri et al., 2021). The conditions to participate in the study were to have good English proficiency, be a resident in France, and having purchased RPs. The results of scale reliability, convergent, and

discriminant validity in the first and second data collection are presented in Tables 1 (*a,b*) and 2. Appendix C and D offer the socio-demographic characteristics of the participants.

Table 1a, b. Mean, SD, correlations coefficients, and squared AVEs in the two data collection (Germany, France).

Variable	Mean	SD	1	2	3
1. IDENTITY	3.9	1.0685	**0.588**	-	-
2. SUPQUAL	3.4	1.5942	0.405	**0.588**	-
3. ECO-FRIE	2.7	0.1728	0.406	0.423	**0.507**

Notes: Diagonal values are squared AVEs; All correlations are significant at *p < 0.001*

Variable	Mean	SD	1	2	3
1. IDENTITY	3.6	0.9879	**0.559**	-	-
2. SUPQUAL	2.8	1.1156	0.389	**0.685**	-
3. ECO-FRIE	2.9	1.0186	0.376	0.233	**0.657**

Notes: Study 2. Diagonal values are squared AVEs; All correlations are significant at *p < 0.001*

Table 2. Constructs, items, factor loadings, CRs, AVEs, and Cronbach's α in the two data collection (Germany, France).

Construct	Items	Factor Loading	CR	AVE	Cronbach'α

Construct	Item				
Territorial Identity (IDE)	1. I only want to buy products from my region	.688 – .701	.877	.588	.911
	2. I buy regional products because I grew up with them		.862	.559	.909
		.583 – .607			
	3. I buy regional products to feel a regional connection	.802 – .779			
	4. I buy regional products for their regional identity	.809 – .878			
	5. I buy regional products because I have a personal closeness to them	.718 – .745			
Superior Quality (SUPQUAL)	1. Regional products are of superior quality	.724 – .789	.877	.588	.950
	2. Regional products are fresher and taste better	.800 – .901	.916	.685	.963
	3. Regional products are more organic	.784 – .884			
	4. Regional products have distinct attributes (e.g., organoleptic properties)	.761 – .789			
	5. Regional products are healthier (e.g., free from harmful substances)	.765 – .767			
Eco-friendly (ECOFRIE)	1. Regional products are more environmentally-friendly	.728 – .888	.837	.507	.941
	2. Regional products are easily traceable		.905	.657	.957
	3. I buy regional products because I know where they are from	.772 – .743			
		.665 – .789			
	4. I buy regional products to avoid long transport time to reach regional markets	.734 – .895			
	5. I buy regional products because they have a lower impact on the environment	.708 – .721			

Logistic Regression Analysis

After undertaking the descriptive and explorative data analysis, we run a stepwise logistic regression analysis to evaluate the explanatory power of the newly built REGIOSCALE. The dependent variable was the decision to purchase RPs based on a dichotomous answer option.

The Hosmer and Lemeshow test yields a *p-value* of 0.952 with X^2 of 2.692, indicating a good model fit. The Omnibus test of model coefficients yields a *p-value* of 0.000. The results, as displayed in Table 4, reveal that the eco-friendly motive is the most significant predictor of purchase decision (B = 1.215, p = 0.000), followed by superior quality (B = .343, p = 0.043), while the identity motive (B = .081, p = 0.923) is not a significant predictor of the dependent variable.

Table 3. Logistic Regression results. Dependent variable: consumer purchase decision.

Construct	B	S.E.	Wald	Sig.	Exp(B)
Territorial Identity	-.081	.250	.104	.747	.923
Superior Quality	.343	.254	.617	.043	1.867
Eco-friendliness	1.215	.276	19.348	.000	3.370
Constant[a]	-5.368	.590	82.884	.000	.005

Notes. Hosmer and Lemeshow = 0.952, df = 8, X^2 = 2.692.

[a]Nagelkerke R Square = 0.592, Cox & Snell R Square = 0.338.

Subsequently, we assessed the explanatory power of both the CETSCALE and the REGIOSCALE. The analysis would offer an indication of the relative contribution of each scale (Field, 2009). The Hosmer and Lemeshow test yields a *p-value* of 0.174 with X^2 of 12.304, which indicates a good fit for the model. The Omnibus test coefficients' *p-value* was 0.000. The results from Table 4 show that the REGIOSCALE (B = .954, p = 0.000) has a

significant and high predicting power of consumers' decision to purchase RPs compared to the CETSCALE (B = .358, p = 0.196), whose influence was non-significant.

Table 4. Logistic regression with CETSCALE and REGIOSCALE. Dependent variable: consumer purchase decision.

Construct	B	S.E.	Wald	Sig.	Exp(B)
REGIOSCALE	.954	.182	27.575	.000	2.595
CETSCALE	.358	.277	1.669	.196	1.430
Constant[a]	-7.586	1.010	56.428	.000	.001

Notes. Hosmer and Lemeshow = 0.174, df = 8, X^2 = 12.304.
[a]Nagelkerke R Square = 0.580, Cox & Snell R Square = 0.335.

DISCUSSION

This study contributes to the literature on consumer motivation to purchase RPs and makes three significant contributions. First, drawing on recent findings showing that ethnocentrism is not the only or the strongest construct explaining consumer motives to buy RPs (e.g., Charton-Vachet et al., 2020; Zeugner-Roth et al., 2015; Yildiz et al., 2018), we carried out a qualitative study based on 20 interviews to explore the motivations to purchase RPs. Quantitative research then followed to validate the newly developed scale in two different geographical contexts (France, Germany). Exploratory factor analysis enabled us to identify three dimensions comprising five items, each subsuming consumers' decision to purchase RPs. This phase resulted in the development of the REGIOSCALE, containing three main motives: *eco-friendliness*, *superior quality*, and *territorial identity*. This scale was tested and

demonstrated good reliability and validity. The main theoretical contribution of this study lies in the development of the REGIOSCALE.

Subsequently, we run logistic regression analysis to measure the influence of each of the three constructs on consumers' decision to purchase RPs using a sample of 519 respondents. The results show that the perceived eco-friendliness of RPs is the most significant predictor of consumers' decision to purchase RPs followed by superior quality. In contrast, regional identity presents a weak relationship with the dependent variable.

We then compared the explanatory power of both the newly built REGIOSCALE and the CETSCALE. The REGIOSCALE proved to have a positive, significant, and substantial predictive power of consumers' decision to buy RPs, while the CETSCALE relationship with the dependent variable was non-significant. These findings suggest that the motivations to purchase RPs are other than national pride or support for the local economy as discussed in the literature (Fernández-Ferrín & Bande-Vilela, 2013; Lee et al., 2016; Fernandez-Ferrın et al., 2018). Existing research largely agrees on the role of consumer ethnocentrism in explaining consumer's preferences, purchase intention, and behavior of local products (e.g., Balabanis et al., 2017; Fernández-Ferrín et al., 2018). However, in our study, the CETSCALE did not significantly predict consumers' decision to purchase RP. Thus, this counterintuitive result challenges the assumption that the CETSCALE can sufficiently predict consumer motives for purchasing RPs in every context. Hence, research investigating RPs should consider a broader set of consumer motives beyond the aversion to foreign products or the support of the local economy. The newly developed REGIOSCALE proposes a more neutral approach focusing on the perceived (superior) quality of RPs, consumers' territorial identity, and perceived eco-friendliness. This result provides a more nuanced view of the reasons that

drive consumers' purchase decisions of RPs (Fernández-Ferrín & Bande-Vilela, 2013; Siemieniako et al., 2011; Yildiz et al., 2018).

Finally, this is the first study that applies a mixed-method approach to study consumers' motives for purchasing RPs.

Practical Implications, limitations, and future research

With a growing number of consumers searching for regionally sourced products, getting a clearer understanding of what motivates consumers to purchase RP is relevant for producers and marketers of RPs. This paper highlights the arguments to be used in the marketing and branding of RPs *versus* non-regional competitors. For example, a food brand company in Germany should highlight the eco-friendliness of their products in their packaging by stressing, for example, how much the consumer would reduce its impact on the environment if he/she buys RPs compared to other products (i.e., amount of CO^2 emissions not released in the atmosphere).

This study has some limitations. Even though the REGIOSCALE proved to explain better consumers' motives to purchase RPs, further testing is needed. For instance, the impact of consumer ethnocentrism on consumer behavior varies between countries and product types (Balabanis & Diamantopoulos, 2004). Therefore, future research could assess the impact of the REGIOSCALE and the CETSCALE in different geographical contexts and with other product categories. Finally, future research can also examine to what extent country-specific cultural differences within regions impact consumer motives. Thus, regional cultural differences could explain the ambiguous results of previous studies. Additionally, future studies should replicate this study across different regions and countries to validate these

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findings. Finally, future research could measure the influence of the REGIOSCALE on other attitudinal and behavioral constructs such as product attitude, word-of-mouth, and digital engagement with regional brands.

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Appendix A

Socio-Demographic profile of interview participants.

ID	Age	Sex	Education Level	Income	Country
1	Under 35	F	Advanced Degree	Less than £16,000	Germany
2	Under 35	F	University Degree	Less than £16,000	Germany
3	Under 35	F	Advanced Degree	Less than £16,000	Germany
4	35-54	F	Secondary school	Over £40,000	Germany
5	35-54	M	Secondary school	Over £40,000	Germany
6	35-54	F	Secondary school	£28,000-40,000	Germany
7	55 and older	M	Secondary school	Refused to say	Germany
8	Under 35	F	University Degree	Over £40,000	Germany
9	Under 35	M	University Degree	Over £40,000	Germany
10	Under 35	M	University Degree	Over £40,000	Germany
11	35-54	F	Advanced Degree	Over £40,000	Germany
12	35-54	F	Advanced Degree	Over £40,000	Germany
13	35-54	M	No formal education	Over £40,000	Germany
14	35-54	F	Advanced Degree	Less than £16,000	Germany
15	35-54	M	Secondary school	£28,000-40,000	Germany
16	35-54	F	Secondary school	£16,000-28,000	Germany
17	Under 35	M	Secondary school	£16,000-28,000	Germany
18	55 and older	F	Secondary school	£28,000-40,000	Germany
19	55 and older	F	Secondary school	£16,000-28,000	Germany
20	Under 35	F	University degree	£16,000-40,000	Germany

Appendix B

Motives for purchasing regional products. Qualitative analysis.

Territorial Identity	• I only want to buy products from my region: '*...like think patriotic I only want things from my area...*' (4) • I buy regional products to feel a regional connection**:** '*...because it is also part of my environment and also, of course, the sense of home.*' (15) • I buy regional products for their regional identity: '*…regional identity…*' (11); • I buy regional products because I grew up with them: '*My mum always dragged me with her to the market, so I grew up with it.*' (17) • I buy regional products because I have a personal closeness to them: '*So, for example, my mum knows in her village the milk farmer personally and buys the milk from his little farm shop directly just because she knows him.*' (12)
Eco-friendliness	• Regional products are more environmentally-friendly: '*Well I suppose the carbon footprint issue can be overcome by buying products which are made here...*' (1); • I buy regional products to avoid the long transportation time needed to reach my regional market: '*I don't like the idea of it being transported hundreds of miles.*' (9); • Regional products have a lower impact on the environment (e.g., no chemicals used in their production): '*Animal Welfare, that was the beginning...basically they have reduced impact on the environment* (24) • Regional products are easily traceable: '*Also, when you buy products from your region, consumers know where those products are from.*' (13) • I buy regional products because I know where they are from: *"...because I know where the product is from"* (15)
Perceived Superior Quality	• Regional products are of superior quality: '*regional products are high quality products, you can see and taste the difference*' (4) • Regional products are organic: '*...the regional economy has strict rules on petsticides and other chemicals, which guarantees organic crop growing.*' (15) • Regional products have distinct attributes (e.g., organoleptic properties): '*You can get like specific pies from specific places with specific taste and recipes from those areas. There are few products which are like that which certain type of rhubarb coming from the certain type of area.*' (16) • Regional products are fresher and taste better: '*Same reasons are fresher and taste better, and I think consumers who cook for themselves pay attention and care about it because they taste better and are fresher. But even restaurants now offer regional menus!*' (16)

	- Regional products have a good reputation: '*food items and others have a good reputation.*' (19) - Regional products are healthier (e.g., free from harmful substances): '*…they are supposed to give health benefits…*' (19) - Regional products are better in general: '*Just because it is better...*' (17)
Habit	- I buy regional products because I was always told to buy them: '*I was always told to buy them.*' (18)
Support the local economy	- Buying regional products saves regional jobs: '*To keep my money in the community and more jobs in the community*' (20) - I buy regional products to support regional industry: '*I do buy local milk from our local farmer and dairy because obviously it supports the local area and we need all the help we can get.*' (15)
Trustworthy and Unique	- I buy regional products because I trust the official regional seals: '*The consumer trusts our official regional seals more.*' (11) - Regional products are not available in other regions: '*I guess the same thing is just not available from other regions.*' (10)
Convenience	- It is more convenient to buy regional products: '*...convenience; you go to the local small shops, not to the big supermarkets.*' (12).

Appendix C

Socio-demographic profile of respondents. German sample.

		(%)	Frequency
Gender	Female	51.5	265
	Male	47.3	245
	Prefer not to say	1.2	4
Age	Below 35	46.3	237
	35-54	30.6	157
	Above 55	23.2	120
Education level	No formal education	0.2	1
	Primary School	10.3	53
	Secondary School	23.7	122
	Further: A-levels (college)	44.9	228
	Higher: Degree (university)	21.0	108
Income	Less than £16,000	43.4	202
	£16,000-40,000	35.3	164
	Over £40,000	21.3	99

Appendix D

Socio-demographic profile of respondents. French sample.

		(%)	Frequency
Gender	Female	41	100
	Male	59	145
Age	18-35	53	131
	35-54	29	70
	Above 55	18	44
Education level	No formal education	0	0
	Primary School	5	12
	Secondary School	14	34
	Further: A-levels (college)	36	88
	Higher: Degree (university)	45	111
Income	Less than £16,000	58	142
	£16,000-40,000	33	80
	Over £40,000	9	23

Appendix E

Literature review on global, national, regional, and local products research

Global products			
Reference	**Purpose of the study**	**Product category and brand examples**	**Key findings**
Balabanis and Diamantopoulos (2004)	They assessed the impact of domestic country bias, country-of-origin effects, and consumer ethnocentrism on consumers' purchase behaviour. This study uses foreign and global interchangeably, as well as domestic and national.	**Global versus national** Consumers from: the UK Product: Cars, food, TV set, Toiletries, Fashionwear, Toys, Do-It-Yourself Tools, Furniture	Consumer ethnocentrism is positively related to preferences for national products and negatively to preferences for foreign products. The effect varies depending on product's country-of-origin and across product categories.
Zhang and Khare (2009)	They assessed the impact of accessibility on the evaluation of global versus local products. This study uses local interchangeably with national.	**Global versus national** Consumers from: France and China Product: **Global:** Coca Cola & Pepsi versus **National:** Mecca Cola (France) Chang Cola (China)	Consumers with a more accessible global identity prefer global over local products, and consumers with an accessible local identity prefer local over global products.
Steenkamp and de Jong (2010)	A global investigation into consumer attitudes toward global and local products. This study uses local interchangeably with national.	**Global versus national** Consumer from: 28 countries Product question: **Global:** I enjoy food that I think is popular in many countries around the world more than my own country's traditional foods vs. **National:** I enjoy my own country's traditional foods more than foods that I think are popular in many other countries around	They concluded the need for local adaptation for international companies, including a balance between global and local products, would be most successful.

		the world.	
Tu et al. (2012)	A short 8-item scale for measuring consumers' local–global identity was developed. This study uses local interchangeably with national	**Global versus national** Consumers from: France and China Product: Global: Coca Cola & Pepsi versus National: Mecca Cola (France) Chang Cola (China)	They reveal that global products are more attractive for consumers scoring high on global identity, conversely, participants scoring high on local identity found local products to be more attractive than global products.
Strizhakova and Coulter (2015)	Identify the drivers of local *versus* global brand purchases. The authors use the term local and national interchangeably.	**Global versus national** Consumers from: Australia, Brazil, China, India, Russia, UK, US Products: Bottled water, soda, chocolates, jeans, and shoes	The purchases of local (*versus* global) brands are predicated on local–global consumer values, mediated by perceptions of the identity function of local (*versus* global) brands, and moderated by the country's level of economic development and product category symbolism.
National products			
Reference	**Purpose of the study**	**Product category and brand examples**	**Key findings**
Evanschitzky et al. (2008)	They focused on consumer ethnocentrism in the German market.	**National** Consumers from: Germany Product: Cars, fashion wear, toiletries, food products, TV sets, Toys, do-it-yourself product, furniture, pharmaceuticals, shoes and leather goods, textile, electrical products, packaged food products, fresh food products	This study indicates that at least economic competitiveness for the country-of-origin plays a role in determining respondents' judgment in Germany.
Nadiri and Tümer (2010)	This study assessed the influence of ethnocentrism on consumers' intention to buy domestically	**National versus global** Consumers from: North Cyprus	Consumer ethnocentrism is positively related to the intentions of North Cyprus consumers to

	produced goods.	Product: Domestically produced cleaning agents	purchase domestically produced cleaning agents, and older consumers display a higher level of ethnocentrism.
Cutright et al. (2011)	The focus is on consumer motives to purchase national versus global products impacted by their motive to defend the system. This study uses international interchangeably with global.	**National versus global** Consumers from: The US Products: Nike (US) vs Adidas duffle bag, Budweiser (US) vs Corona beer mug, Chevy (US) vs Toyota car	This study found that consumers who are highly confident in the system reject indirect opportunities of defense and seek consumption choices that allow them to defend the system. Meaning they are more likely to buy national products.
Zeugner-Roth et al. (2015)	This study investigated consumer ethnocentrism, national identity, and consumer cosmopolitanism as drivers of consumer behaviour	**National versus global** Consumers from: Austria Product: No specific products, Austria (home product) *versus* Italy (foreign products)	There are significant interplays between consumer ethnocentrism, national identity, and consumer cosmopolitanism as driveers of consumer behaviour.
Davvetas and Diamantopoulos (2016)	This study assesses how product category shapes preferences toward global and local brands. This study uses local interchangeably with national and international with global.	**National versus global** Consumers from: Austria and Slovakia Product: Beer, Chips, Coffee, Furniture, Motorbike, Headsets; Chocolate bar, Laptop bag, Ski equipment, Shower gel, Tablet PC	They highlight the importance of product category in assessing consumers' preferences for global/local preferences.
Gineikiene et al. (2016)	They assessed the perception of healthiness by comparing national versus international.	**National versus global** Consumers from: Switzerland and Lithuania Product: Apples, Tomatoes, Bread, and Yoghurt	Consumers chose domestic products because they perceived them as healthier and more natural.
Balabanis and	They assess the impact	**National versus global**	Consumer

Siamagka (2017)	of ethnocentrism on actual purchase behavior. This study compares national products to products from other countries.	Consumers from: The US Products: cars, shoes, beer refrigerators, washing machines, cameras, cell phones, laptops, clothing, and coffee.	ethnocentrism can determine which product categories consumers from the US choose, especially for high involvement products.
Fischer and Zeugner-Roth (2017)	They assess the interplay of product ethnicity, national identity, and consumer ethnocentrism.	**National versus global** Consumers from: Belgium Product: Cheese from Belgium vs. Cheese from France and Spain	If foreign product ethnicity is high, national identity has a strong influence on consumer preference for domestic products.
Yildiz et al. (2018)	They assess consumers' commitment to the place they live and its influence on their attitude and consequently their purchase of local products. This study uses local interchangeably with national products.	**National versus global** Consumers from: Lorraine (France) Products: I often buy local products vs. I often buy international ones.	Consumer behavior commitment has a stronger effect on local product purchase than beliefs such as consumer ethnocentrism.
Regional Products			
Reference	**Purpose of the study**	**Product category and brand examples**	**Key findings**
Schnettler et al. (2011)	A study of the relationship between degree of ethnocentrism and food purchase in supermarkets from two regions in central Chile.	**Regional versus Not from this region** Consumers from: Chile: Bio-Bio and Araucania Products: Supermarket shopping	Different level of ethnocentrism exists in the consumption of foodstuffs and that is linked to the socio-demographic characteristic of consumers and their attitudes.
Siemieniako et al. (2011)	National and regional ethnocentrism: a case study of beer consumers in Poland. This study used local	**Regional versus National** Consumers from: Poland Łomzˍa	The sense of belonging to the local community strengthened the moral obligation to contribute to it.

	and regional interchangeably.	Product: Beer: National (Lech), local (Łomz˙a)	
Fernández-Ferrín and Bande-Vilela (2013)	This study applied regional ethnocentrism: and tested the antecedents, consequences, and moderating effects.	**Regional versus Not from this region** Consumers from: Galicia Products: wine, milk, fish, and champagne	Consumer ethnocentrism is a factor regarding the intention to purchase regional products.
Lorenz et al. (2015)	They applied theory of planned behaviour model to assess the impact of regional labelling on consumer purchase intention.	**Regional** Consumers from: North-Rhein-Westphalia (a region in Germany) Product: meat products	Consumers normative and affective behaviour determinants are most relevant for consumers' purchase intention.
Lee et al. (2016)	They used the consumer ethnocentric scale to measure consumers' willingness to purchase regional.	**Regional** Consumers from: Western Australia Product/Services: Golf clubs, Jewellery, Chocolate, Wine, Honey, Financial Services, Internet Services, juice, cheese, beef, medicine, bread.	The study revealed consumers level of ethnocentrism and community involved positively influenced consumers' willingness to buy products form their own region.
Bizjak et al. (2018)	They investigated consumers' perceived value of wine coming from specific regions.	**Regional** Consumers from: 2 Slovenian wine regions Product: Wine	Regional identity is a direct antecedent of consumer regiocentrism (CETSCALE) and it directly affects perceived value of wine.
Charton-Vachet et al. (2020)	They assessed the impact the consumer's attitude towards a region has on consumers' purchase intention of regional products.	**Regional** Consumers from: Vendee (a region in France)	The perceived value of regional products mediates the relationship between consumer's attitude and their intention to purchase products from that region.
Local			
Reference	**Purpose of the study**	**Product category and brand examples**	**Key findings**
Morris and Buller (2003)	This study assessed the local food sector and	**Local**	They identified three motives for localism;

	its impact on Gloucestershire.	Consumers from: Gloucester Products: Gloucester cheese Duck eggs, Geese eggs, over 50 vegetables etc. (p.562)	the defence and support of local farmers; protection of the local area and maintenance of tradition.
Overby (2004)	This study compared consumer motives to purchase wine with those consumers originating from different countries.	**Local versus Global** Consumers from: Lyon vs. consumer from the US Product: Wine from Lyon	They identified differences between the two cultures regarding the meaning and relative importance of consumer's value hierarchy and that consumption consequences are culturally sensitive.
Fernández-Ferrín et al. (2018)	They assessed the impact of consumer ethnocentrism on their valuation and purchase of food products that combine local, regional, and traditional features.	**Local and Regional** Consumers from: Basque Country (in Spain) and students from the University of Extremadura (in Spain) Product: cheese, wine, and dry-cured ham	Consumer ethnocentrism only sometimes related to actual purchase of these products.