

**“I SHOULD LOVE LOCAL PRODUCT” :
LOCAL PRODUCT LOYALTY WITHIN UTILITARIAN PERSPECTIVE**

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ABSTRACT

Social aspect in consumer behavior has placed the essence of interaction between consumer and his environment. It is within the interactive process that consumer begins to recognize his role. Therefore, there are two domains in the context of local product loyalty. First, pressure of social function directs the consumption to satisfy certain level of social consequences ie. the deployment of loyalty as part of patriotism “I should love local product”. Second, economic rationality is always trying to seek the best combination in which resources can be allocated efficiently. In the first domain the discussion is mainly about local product consumption ie. nationalism-based consumption, while in the second one the utilitarian perspective is introduced as complement in the discourse of the rationales behind local product consumption. Participants in this research were selected and their narratives of local product consumption were analyzed through mixed-method approach. Marketing implication was also discussed to contribute in the theory of local product consumption within utilitarian perspective.

Keywords: *Local Product Consumption, Utilitarian Perspective.*

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**“SAYA HARUS MENCINTAI PRODUK LOKAL” :
LOYALITAS PRODUK LOKAL DALAM PERSPEKTIF UTILITARIAN**

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ABSTRAK

Aspek sosial dalam perilaku konsumen menempatkan esensi interaksi antara konsumen dengan lingkungannya. Dalam kerangka proses interaktif tersebut, konsumen mulai mengenali perannya. Oleh karenanya, terdapat dua domain dalam konteks loyalitas produk lokal. Pertama, tekanan fungsi sosial mengarahkan konsumsi untuk memuaskan tingkatan tertentu konsekuensi sosial ie. loyalitas sebagai bagian dari patriotisme *“Aku seharusnya mencintai produk lokal”*. Kedua, rasionalitas ekonomi selalu mencoba mencari kombinasi terbaik dimana sumber daya dapat dialokasikan secara efisien. Dalam domain pertama diskusi terutama tentang konsumsi produk lokal ie. konsumsi berdasarkan nasionalisme, sedangkan pada domain kedua perspektif nilai guna diperkenalkan sebagai pelengkap dalam wacana rasionalisasi dibalik konsumsi produk lokal. Partisipan dalam penelitian ini dipilih dan narasi mereka tentang konsumsi produk lokal dianalisa melalui pendekatan gabungan. Implikasi pemasaran juga dibahas untuk dikontribusikan kepada teori konsumsi produk lokal dalam perspektif nilai guna.

Kata-kata Kunci: Konsumsi Produk Lokal, Perspektif Nilai Guna.

1. INTRODUCTION

Factors affecting consumer decision making have become interesting topics in the study of consumer behaviour. Internally, consumer has treasured economic rationality (Bordalo et al., 2020) which is in practical level could be employed in making the best buying decision. In contrast, the pressure of social function (externality) has directed consumer's preference (Broilo et al., 2016) to looking at certain consideration. Meaning to say, there is a dilemma (Choudhury et al., 2019 ; Tang et al., 2017) determined by what consumer's expect in his/her decision making as subjective-independent ; and what he/she needs to perform as part of social existence.

Within the utilitarian mindset (Ribeiro Cardoso and Carvaiho Pinto, 2010 ; Vieira et al. 2018) consumer's rationality operates as mechanism to select the best product without any external intervention. Rationality can critically evaluate the best product which is completely facilitated by consumer's accumulated moral-related knowledge. In this case there is no such a "wrong buying". This proposition is challenged by the expose of social reality which in many cases are overwhelmed and effective enough to bring some consequences ; and emotionally direct the consumption into satisfying collective agreement. This combination internal-external motives in consumer buying decision reveal the dynamic process in consumer behavior. It seems that there is no such single value subscribed by consumer in the journey leading to the best buying decision making.

This research discusses local product loyalty in response to the trend of promotional values which are considered as well-structured efforts deliberately made by public authority. Political interest might be involved within the structure of producer-consumer economic transaction for example when there is a protection policy ie. Government who has authority to protect certain product for the sake of national interest. Consumption in this environment will be more nationalism-driven motives ie. for the interest of nation. Nation refers to the understanding of majority. The concept of patriotism is introduced in this context. It is the integrated emotional-social driver in consumption experience. Consumer engages in negotiating activity between what he/she believes and what he/she needs to tolerate (Choudhury et al., 2019 ; Tang et al., 2017).

Issue of local product loyalty has so far attracted the discussion of nationalism-based consumption. The meaning of nationalism refers to certain capacity to show appreciation that is seemingly part of "conditioned" contribution. Contribution in this context is not an option where consumer could be provided by space of alternatives. Rather, it is controlled by social value. As long as the consumer in his/her submission to expose orientation towards this social value ; the consumption might not purely governed by his/her economic rationality. In the price-sensitive segment ; context of consumer's economic rationality might be dominated by price consideration. Therefore, orientation towards social value might be shifted to practical reason ie. lower price would always be attractive.

In the discourse of local product sentiment ; consumption has transactional value. It is a trade-off that will constantly be main part in buying decision making. Within this viewpoint research gap can be identified as consumer's effort to bridge between his/her encounter of social function ie. local product loyalty to satisfy the interest of utilitarianism; and economic rationality that is seemingly sterile from external intervention and would always lead to the best decision. Therefore, the following research question is proposed: What theme can be produced in the

context where local product loyalty can meet with the interest of utilitarian perspective and economic rationality?

2. THEORETICAL BACKGROUND

The era of digital has provoked easy access for information, and that people take benefit by making the information as an asset. It means that the information has become powerful tool to gain knowledge and to improve critical thinking. The target is to be a critical consumer who realizes his/her capacity to deploy economic resources (Bordalo et al., 2020) and to make the best decision within the frame of consumer behaviour.

Utilitarian perspective (Ribeiro Cardoso and Carvaiho Pinto, 2010 ; Vieira et al. 2018) takes stance in resources allocation where consumer is able to perform his efficient role in an economic activity. Efficiency refers to a condition when the best decision can be made and consumer can meet with what he/she expects as morally accepted ie. more people will gain what they deserve.

Babin et al. (1994) explains utilitarian values in the shopping behavior. It refers to any action in a deliberant and efficient manner. There is certain type of shopping behavior where utilitarian values are perceived as arduous process. It happens when the shoppers find values only if the shopping chore can be done successfully in a fastidious manner. The shopping activity can be considered as utilitarianism-based activity in which there is an element of the greatest good within specific context ie. when the shopping activity can be performed and completed successfully, and the shopper is fully satisfied because of the performance.

Utilitarianism defends the right action is expected to produce the greatest good. It is important to note that whenever a utilitarian solution to a dilemma is adopted, there will be more well-being or happiness in the world. There is a moral reason to do what is expected to maximize what is good for all, or more precisely, the net surplus of what is good for all over what is bad for them.

The values of utilitarianism are always directed to the maximum satisfaction. It includes the decision making process in which an individu has to critically looking at some alternatives before the best and right decision could be achieved. A dilemma situation is normally present and challenge the decision making process. Each of the decision that has been made brings consequences. Dilemma situation brings complexity as there are options the individu has to choose. This complexity is part of dynamic process in the context of consumer behavior. Consumer has to deal with the best choice he/she should make.

Internally, the complexity exists as product of previous consumption experience. Some permanent values have become major references in consumer buying decision. In this part the gap normally presents. It is a conflict between the permanent value and the new one. While externally, the complexity happens because of one's exposure to certain reality of social value. However, there is always preference (Prince et al., 2019). According to Vida and Reardon (2008) in case of domestic (local) product consumer preference can be affective and normative. Their research show the tendency of consumer's manifestation of preference by qualifying a perception.

Social value may contain collective agreement. This agreement is then adopted as consequences of certain existence. In the context of local product consumption ; consumer's present existence rules out what he/she should consume. Consumption is the manifestation of consumer's affiliation ie. that

he/she belongs to the formality of a nation. This will introduce the concept of nationalism-oriented consumption behavior (Prince et al., 2019). The buying behavior is socially determined by the value of patriotism. The act of buying is not meant to satisfy need rather to conform value. Consumer might be very rationalistic to state that his/her act of buying is the right decision as long as act of conformation is performed. Spielmann et al (2020) explain the concept of product patriotism which is defined as how consumers construe their identity through nationally-iconic product consumption. This research guides into the social patterning of consumers' reflexive, negotiated decoding of national identities, the dynamism of national identity, and the enduring significance of consumption when enacting national identities (Spielmann et al., 2020).

The motives behind local product consumption (Prince et al., 2019) can be hedonistic and utilitarian (Feldmann and Hamm, 2015). In hedonistic viewpoint there is an aspect of product benefit ie. product which is considered as more beneficial (than imported product). While in utilitarian mindset the act of consuming local product refers to altruistic attitudes ie. to support the local economy and community. Rambocas and Ramsubhag (2018) point out ethnocentric customers within the discussion of local product consumption. Ethnocentric customers have high level of patriotism and pride towards their home country and may reject products that come from culturally different countries.

3. RESEARCH METHODS

This research employed mixed-method approach (Harrison and Reilly, 2011) to propose theme in the context where local product loyalty can satisfy the interest of utilitarian perspective and economic rationality. Research population is Undergraduate students at University "X" in Palembang, Indonesia. 143 respondents were selected using convenience sampling method. Then, eight of them were randomly chosen and interviewed. The interview was recorded, and transcript of the interview was used as primary qualitative data. They were also required to compose one-page story entitled *"My experience in using local product"*.

The analysis was divided into three parts. First, Regression Analysis using SPSS version 24 was applied to measure the correlation among variables in local product loyalty namely Product Origin (X1), Product Utility (X2), and Local Product Loyalty (Y). Second, Narrative Analysis ie. to understand the essence of participants' experience in local product consumption, was used to identify participants' concepts found in their transcript and narratives of consumption experience (Blair, 2015). Third, results interpretation from quantitative approach was integrated with concepts found in participants' narrative to draw on the theme in the context where local product loyalty can satisfy the interest of utilitarian perspective and economic rationality. Diagram-1 below illustrates the framework of data analysis:

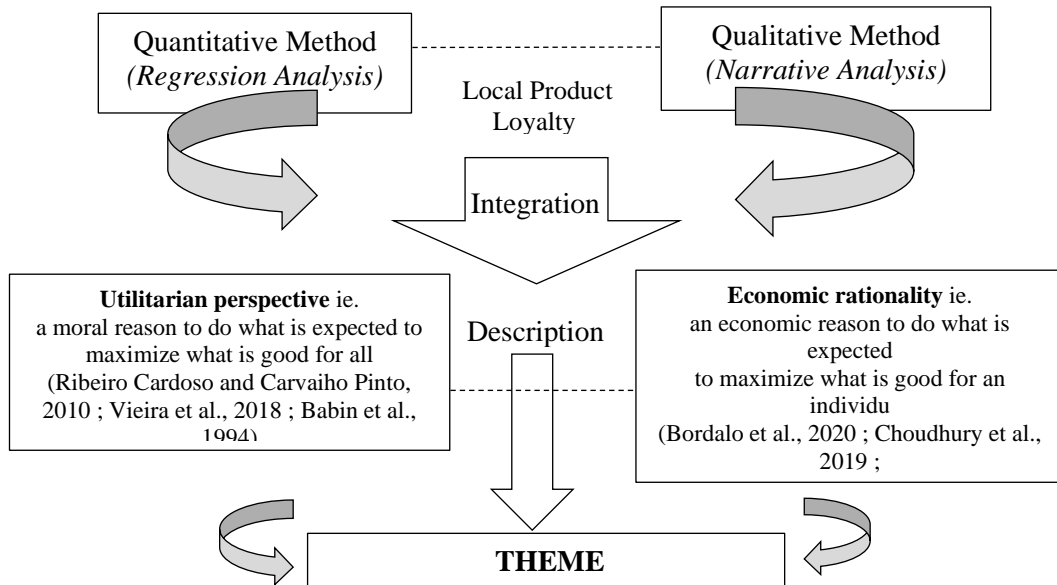


Figure 1.
Data Analysis Framework

Procedure in the quantitative method covers the following test hypothesis:

- (1) H1: Product Origin (PO) and Product Utility (PU) simultaneously influence Local Product Loyalty (LPL) ;
- (2) H2: Product Origin (PO) has positive correlation with Local Product Loyalty (LPL).

The results from test hypothesis were then be interpreted to identify concepts in the context where local product loyalty can satisfy the interest of rationale and social function. Next, procedure in qualitative method was employed to identify keywords found in two medium:

- (1) The transcripts prepared during interview session ; and
- (2) Participants' narratives entitled "*My experience in using local product*". Finally, the integration was conducted through in-depth interpretation of all the concepts found in quantitative and qualitative approach.

4. RESULTS AND DISCUSSION

Quantitative procedure ie. Regression Analysis was applied. Procedure begins with the reliability and validity of items used as indicators for the construct. The following Table-1 shows the validity of three construct ie. Product Origin (PO), Product Utility (PU), Local Product Loyalty (LPL) :

Table 1. Constructs Validity

| Items | r-value | r-table | Description |
|--------|---------|---------|-------------|
| PO_001 | 0.846 | 0.1642 | Valid |
| PO_002 | 0.839 | 0.1642 | Valid |
| PO_003 | 0.827 | 0.1642 | Valid |
| PO_004 | 0.824 | 0.1642 | Valid |

| | | | |
|---------|-------|--------|-------|
| PO_005 | 0.830 | 0.1642 | Valid |
| PU_001 | 0.811 | 0.1642 | Valid |
| PU_002 | 0.760 | 0.1642 | Valid |
| PU_003 | 0.826 | 0.1642 | Valid |
| PU_004 | 0.772 | 0.1642 | Valid |
| PU_005 | 0.828 | 0.1642 | Valid |
| LPL_001 | 0.765 | 0.1642 | Valid |
| LPL_002 | 0.758 | 0.1642 | Valid |
| LPL_003 | 0.837 | 0.1642 | Valid |
| LPL_004 | 0.758 | 0.1642 | Valid |
| LPL_005 | 0.798 | 0.1642 | Valid |

Source: Data analysis was conducted using SPSS ver. 24

From Table 1 all r-values for each items are shown greater than r-table (0.1642). Therefore, items are valid. It is indicating that all items can be used to measure the constructs. Next, procedure for reliability test was accomplished and the result is shown as in Table-2 below:

Table 2. Constructs Reliability

| Variable | Cronbach's Alpha | Description |
|-----------------------------|------------------|-------------|
| Product Origin (PO) | 0.862 | Reliable |
| Product Utility (PU) | 0.833 | Reliable |
| Local Product Loyalty (LPL) | 0.819 | Reliable |

Source: Data analysis was conducted using SPSS ver. 24

As it is indicated in Table 2 Cronbach's Alpha for reliability value is closer to 1 (reliable). Indicators as reflected in all the items are reliable. Meaning to say that the questionnaire can be applicable to measure the theoretical correlation between the variables used in this research.

Assumptions of the Classical Linear Regression Model was also presented. Kolmogorov-Smirnov test (2-tailed Asymp. Sig.) shows that 0.160 is greater than 0.05. While the Normality test ie. Regression Standardized Residual can be shown in the following Diagram 2 and Diagram 3

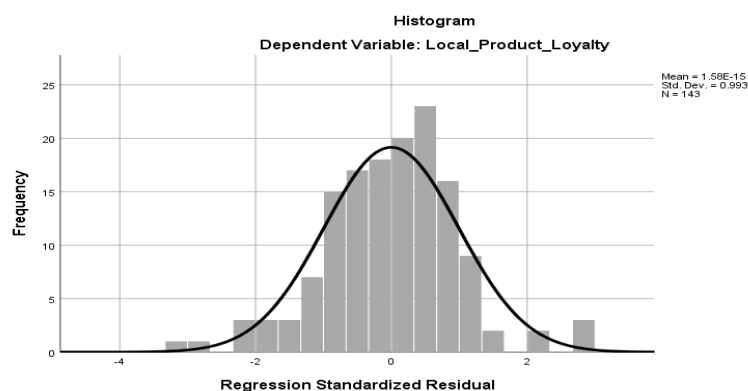


Figure 2.
Normality test: Regression Standardized Residual (Histogram)

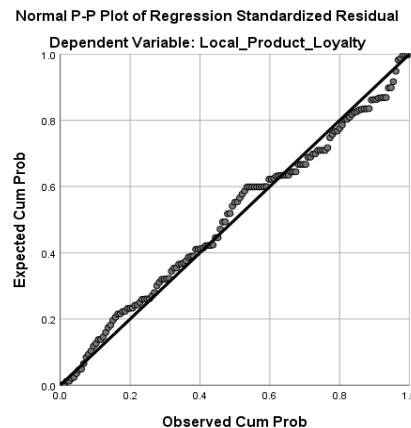


Figure 3.
Normality test: Regression Standardized Residual (Normal P-P Plot)

Result from Multicollinearity test (Table 3) also presents VIF values which are smaller than 10, and score for tolerance is greater than 0.1.

Table 3. Multicollinearity Test

| Variables | Tolerance | VIF | Description |
|----------------------|-----------|-------|---------------------|
| Product Origin (PO) | 0.958 | 1.044 | Assumption accepted |
| Product Utility (PU) | 0.958 | 1.044 | Assumption accepted |

Source: Data analysis was conducted using SPSS ver. 24

Next, the heteroscedasticity test (Diagram 4) is shown by pattern of random distribution indicating constant residual variance (Field, 2009). The graph can also be used to see linearity assumption. Diagram 4 presents residual data which is distributed without specific pattern.

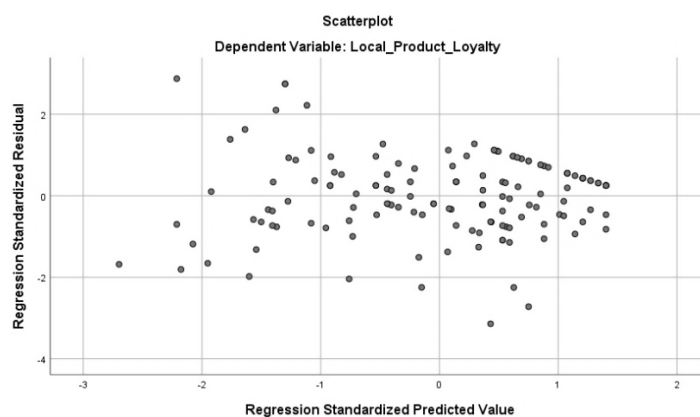


Figure 4.
Heteroscedasticity test

Multiple regression analysis was performed to test the simultant and partial affects of Product Origin (PO) and Product Utility (PU) to Local Product Loyalty (LPL). The result shows the value of coefficient determination (adjusted R^2) is

0.456. From the model it is indicated that 45.6% Local Product Loyalty is contributed by Product Origin and Product Utility. The F-value of 60.485 is significant at 0.000 ($p < 0.01$). It means that Product Origin and Product Utility have significant contribution to Local Product Loyalty. The t-values of Product Origin and Product Utility are significant at 0.001 (PO) and 0.000 (PU). Therefore, Product Origin and Product Utility have partial contribution to Local Product Loyalty.

The contribution of Product Origin and Product Utility to affect Local Product Loyalty reflects how the preference to local product is directed by consumer's economic rationality. It is the rationality that the buying decision should be given to product's performance ie. to satisfy need. The percentage contribution of Product Origin and Product Utility to Local Product Loyalty (45.6%) reveals the existence of relevant constructs that can support the discussion about consumer's preference of local product consumption. The result shows any action related to the enthusiasm of local product consumption ie. patriotism-based buying motive ; can be explained by looking at consumer's evaluation on product performance.

Within construct of Product Origin ; the act to choose local product is firmly expressed through the rationales that product can provide maximum satisfaction without considering product's country of origin. In this situation consumer's commitment to generate his/her economic rationality is challenged by the origin of the product. This context offers potential gap between economic rationality and utilitarian perspective which put product origin as the constraint.

In the construct of Product Utility the rationality that leads to Local Product Loyalty is mainly influenced by product achievement. In other words, consumers put the utility preference ie. how product should contain functionality as expected.

Qualitative approach

In qualitative approach transcript from the interview is used as primary qualitative data. Sentences related to local product loyalty are chosen, and then a keyword from each sentences is identified.

Table 4. Keywords Identified from the Interview

| Participant | Statement | Keywords |
|------------------------------------|---|----------------------|
| Context: Local Product (LP) | | |
| | saya merasa produk tersebut memiliki kualitas yang tidak kalah dengan produk luar negeri (= <i>I feel that the product has special quality which can compete with international product</i>) (YV_LP-1) | quality (YV_LP-1) |
| YV | Selain itu harganya juga lebih murah (= <i>Despite the price is cheaper</i>) (YV_LP-2) | price (YV_LP-2) |
| | dapat meningkatkan rasa cinta tanah air, selain itu saya juga senang karena dapat menambah pendapatan negara (= <i>It can also promote patriotism, in addition to that I'm proud that I could contribute to national income</i>) (YV_LP-3) | patriotism (YV_LP-3) |

| | | |
|---|---|------------------------------|
| <u>Context: Local Product (LP)</u> | | |
| RA | kualitas produk dalam negeri itu tidak dapat dianggap enteng dan kenyataannya produk dalam negeri dapat bersaing dengan produk global. Itulah menurut saya alasan kenapa kita harus mencintai produk dalam negeri. (= <i>in terms of quality local product can not be underestimated, and truly local product can compete with global product. Therefore, in my opinion we need to love local product</i>) (RA_LP-1) | underestimated (RA_LP-1) |
| | memajukan produk dalam negeri dengan cara tetap mengkonsumsi atau menggunakan produk tersebut (= <i>to promote local product by consuming the product</i>) (RA_LP-2) | promotion (RA_LP-2) |
| <u>Context: Local Product (LP)</u> | | |
| FC | maka kita akan ikut serta dalam hal mengembangkan sektor perekonomian dalam negeri (= <i>then we could participate in the development of domestic economy</i>) (FC_LP-1) | participation (RA_LP-1) |
| <u>Context: Local Product (LP)</u> | | |
| CK | Ikut menjaga nama baik bangsa sendiri dengan mencintai produk dalam negeri (= <i>To support local product is to promote our country's reputation</i>) (CK_LP-1) | support reputation (CK_LP-1) |

Source: Transcript from the interview and participants' narratives (October 2021)

Table 4 presents keywords that are identified from participants' narratives. All keywords are coded and used to interpret participants' orientation in local product consumption experience. Utilitarian perspective puts theoretical framework in which an individu performs his best action to achieve the greatest good. Here the concept of the greatest good is divided into two, namely: (1) The greatest happiness (internality) ; and (2) The greatest number of people (externality).

The greatest good within domain internality regulates whether the action can be successfully accomplished and the product attribution can meet with consumer's expectation. It is about the action to perceive the product attribution ie. what product attribution is supposed to lead a maximum satisfaction that is completed, and therefore it leads to happiness. Keywords drawn from this domain of internality are quality (YV_LP-1), price (YV_LP-2), underestimated (RA_LP-1) and promotion (RA_LP-2).

In the domain of externality, the utilitarian view which is in relation with the greatest number of people refers to consequences of the action. It is how the action

can socially and emotionally have impact to many people. The results show keywords drawn from the domain of externality. They are patriotism (YV_LP-3), participation (RA_LP-1), and support reputation (CK_LP-1). Consequences of the action are directed to the emotional expression and the social recognition of being patriotic (YV_LP-3) and involved (RA_LP-1) (CK_LP-1).

The research also explores consumer's narratives (Table 5) to identify keywords relevant with utilitarianism.

Table 5. Keywords Identified from the Narratives

| Participant | Statements | Keywords |
|-------------|---|--|
| NN | <u>Context: Local Product (LP)</u> | |
| | Sebagai warga Indonesia menjadi suatu keharusan bagi kita untuk mencintai produk dalam negeri (= <i>As Indonesian citizen it is compulsory to support local product</i>) (NN_LP-1) | compulsory (NN_LP-1) |
| | Kita harus bangga karena batik adalah ciri khas Indonesia yang tidak dapat ditiru oleh negara lain. (= <i>We proudly use batik as our Indonesian identity</i>) (NN_LP-2) | proudly use (NN_LP-2) |
| AB | <u>Context: Local Product (LP)</u> | |
| | Menggunakan produk lokal nggak hanya menguntungkan diri sendiri, namun juga orang lain (= <i>To use local product will not only benefit ourselves but also others</i>) (AB_LP-1) | ourselves, others (AB_LP-1) |
| CA | <u>Context: Local Product (LP)</u> | |
| | Alasan saya tidak membeli produk lain karena batik ini adalah salah satu cara kita mencintai produk Indonesia (= <i>The reason I do not buy other product and choose this batik instead. This is the way to love local product.</i>) (CA_LP-1) | the way to love local product (CA_LP-1) |
| FB | <u>Context: Local Product (LP)</u> | |
| | Alasan saya menggunakan produk lokal Indonesia karena kelebihanannya yang sudah terbukti dan tentu banyak orang yang menggunakannya juga. (= <i>My reason to use Indonesian product is the extra advantage which is already</i> | the extra advantage ... many also use it (FB_LP-1) |

recognized, and I believe that many also use it) (FB_IP-1)

Context: Local Product (LP)

kita juga dapat menghemat dengan mengonsumsi produk lokal karena dari sisi harga tentu lebih terjangkau dibanding produk impor (= *We can also save by consuming local product because the price is affordable as compared to imported product*) (FB_LP-1) the price is affordable (FB_LP-2)

Source: *Transcript from the interview and participants' narratives (October 2021)*

Keywords from consumers' narratives are presented and coded (Table 5). The affordability of the price (FB_LP-1) and other extra product's value (FB_IP-1) are expressed in the narrative showing consumer's preference. It refers to the domain of internality within utilitarian perspective. Consumer has assured that an act of choosing local product is correct collectively (see FB_LP-2) as it can lead to maximum satisfaction to all (greatest happiness and greatest number of people). In this case consumer's preference is influenced by certain product attribution ie. the price and product's value.

On the other side the domain of externality can explain consumer's concern and responsiveness that lead to the benefit of himself and many people (greatest number) ie. ourselves, others (AB_LP-1). It is found also keywords reflecting on consumer's decision in buying local product which are actually the expression of manner. Certain way of doing things is directed towards an end as expressed in the following keywords: compulsory (NN_LP-1), proudly use (NN_LP-2), the way to love local product (CA_LP-1).

Integration

Research reveals dynamic engagement between consumer's ability to critically looking at product utility ie. product capacity to give maximum satisfaction; and social values of local product consumption in which patriotism become social norm ie. good citizen must defend the interest of the nation. Concept of utilitarianism seems to be negotiated within the context of local product loyalty where the dilemma between local product consumption to satisfy social values or norm and local product consumption that deals with consumer's authority to choose the best product. Therefore, theme that can be derived from the integration is the value of negotiation bridging the gap between the externality (of satisfying the interest of many people) and the internality (of satisfying the interest of rationality).

5. CONCLUSION

This conceptual research proposes procedure to assess local product loyalty within utilitarian perspective. As consumer engages in his consumption experience there might be certain issue of consumer's encountering dilemma in choosing the appropriate product. Context of *"I should love local product"* is a symbolic expression used to explore the essence of the dilemma, and how the resolution is finally made. It is indicated from the research that consumers are in favor of local product but the final buying decision is directed to the "area" where there is a compromise ie. the negotiation to bridge the interest of utilitarianism and the interest of economic rationality. Indeed, consumer plays his own authority to make the best decision but the dilemma itself, if any, will actually provide an opportunity to be explored for further research.

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