

# A Value-Belief-Attitude Model of Local Food Consumption

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## Abstract

*The paper explores the Value-Belief-Attitude (VBA) model of local food consumption, investigating how cultural, social, and economic factors influence attitudes toward local food. Key considerations include the importance of regional cuisines, support for local farmers, and the health benefits of fresh, locally sourced produce. The paper also delves into the concept of “locavorism” as a consumer ideology centered around the trustworthiness and benefits of local foods. Additionally, it examines long-term orientation and a “fresh start mindset” as determinants of locavorism, proposing that these future-oriented beliefs may influence consumers’ local food purchasing behavior. In a more practical sense, locavorism can involve choosing food that is grown, raised, such as 100 miles, although the exact distance may vary. This study employs a descriptive research design, using survey data from consumers in Delhi NCR to analyze motivations, preferences, and barriers in local food consumption, with implications for promoting community-oriented food choices and supporting sustainable practices. The results align with existing research on consumer behavior within the pharmacy sector, particularly regarding the importance of trust, quality, and accessibility. The survey findings indicate that the VBA model is an effective tool for understanding the values and beliefs shaping consumer attitudes toward pharmacy franchises. This research contributes to a deeper understanding of consumer decision-making and the potential for encouraging more sustainable food practices through targeted interventions based on the VBA model.*

**Keywords:** Local food consumption, food choices, value-belief-attitude, consumer, pharmacy sector

## INTRODUCTION

The Value-Beliefs-Attitude (VBA) model of local food consumption behavior examines how cultural, social and economic factors influence people’s attitude towards local food consumption. It considers the significance of traditional food practices, community ties and sustainability concerns in shaping individual’s perception of local food. Factors, such as the importance of Regional Cuisines, Support for Local farmers and the desire for healthier, fresher produce play key roles in influencing attitudes towards local food consumption [1].

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The consumption of local food has recently gained significant popularity and is becoming a growing trend in many regions worldwide. What has contributed to the increased interest in local food? There are various factors that motivate consumers to choose local food. On one hand, the rise of global food systems has led to growing concerns among consumers regarding the transparency and safety of their food. On the other hand, local food offers several beneficial qualities. Studies have shown that local foods provide health, social, economic, and environmental advantages [2].

Recently, studies have characterized the preference for local foods as a growing consumer ideology known as “locavorism”, which can be described as a collection of normative beliefs. Consumers who embrace locavorism perceive local foods as delicious, nutritious, reliable, and advantageous to the local community. Previous studies have explored the psychological framework of locavorism and created a validated tool to assess locavorism beliefs. However, no studies have explored the factors that precede or influence locavorism. Furthermore, we examine long-term orientation as a factor that influences locavorism. Long-term orientation refers to a time perspective that prioritizes future rewards [3]. Attributes of local foods, such as health benefits and sustainability, are seen as advantages that can positively impact people in the future. Finally, we explore the potential impact of a fresh start mindset on consumers’ likelihood of purchasing local foods. Rooted in a forward-looking perspective, the fresh start mindset is the belief in the opportunity to begin anew in life, and it is positively associated with health-conscious consumer behaviors. While both the fresh start mindset and long-term orientation are linked to future thinking, they differ in their focus and implications.

## LITERATURE REVIEW

Research on franchise development in retail identifies several important factors, including trust, quality, and logistical efficiency, as essential for consumer satisfaction. Vermeir and Verbeke [4] noted that strong supply chains ensuring timely delivery of medications are crucial to building consumer loyalty in franchise models. Lamarque et al. [5] found that consumers expect high consistency and reliability from pharmacy chains, as safety and healthcare standards are non-negotiable.

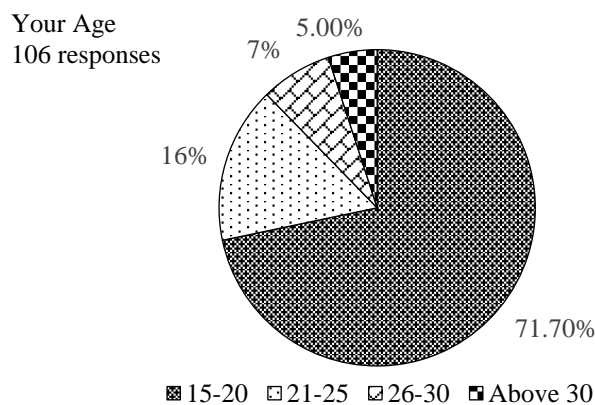
Additionally, studies by Mendoza et al. [6] highlight the importance of health consciousness and brand trust in consumer decision-making in the pharmaceutical sector. These insights align with the VBA model, which emphasizes that personal values and societal beliefs strongly impact consumer attitudes toward local and franchised pharmacies. This model provides a framework for exploring how franchise owners can align their strategies with the values and beliefs of their consumer base.

## RESEARCH METHODOLOGY

This study utilizes a descriptive research design, with data collected through a structured survey targeting consumers in Delhi NCR. The survey instrument, administered through Google Forms, captures key demographic details and gathers information on consumer preferences, attitudes, and behaviors toward local pharmacy services and franchise models [7, 8]. Convenience sampling was employed, with the sample comprising individuals with experience in both local and franchised pharmacy services. The data were analyzed using Excel, with a focus on understanding the consumer motivations, preferences, and potential barriers associated with pharmacy franchises.

## DATA ANALYSIS AND RESULTS

Interpretation from the (Figure 1), it is known that the key demographic is above 15 to 20.



**Figure 1.** Demographic.

Interpretation from the (Figure 2), it is known that the key demographic is Female.

Interpretation from the (Figure 3), it is known that the key demographic is Undergraduate.

## QUESTIONS

Interpretation from the (Figure 4), shows that the key demographic is somewhat familiar with the concept of local food.

Interpretation from the (Figure 5), shows that the key demographic sometimes visits the local farms or farmer's market.

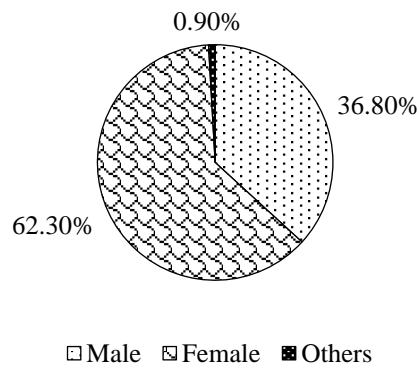
Interpretation from the (Figure 6), shows that the key demographic visits once a week to a local food source.

Interpretation from the (Figure 7), shows that the key demographic finds local food higher in terms of quality.

Interpretation from the (Figure 8), shows that the key demographic finds local food cheaper.

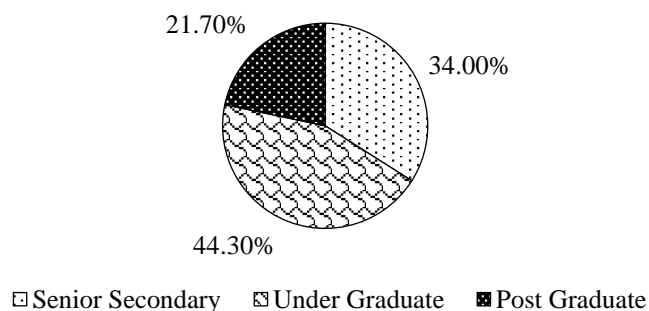
Interpretation from the (Figure 9), shows that the key demographic face is the factor which prevents them from buying local food.

Gender  
106 responses



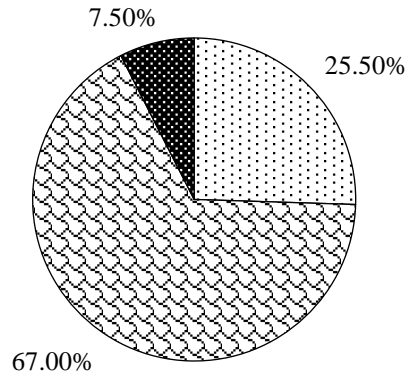
**Figure 2.** Gender.

Educational Qualification  
106 responses



**Figure 3.** Educational qualification.

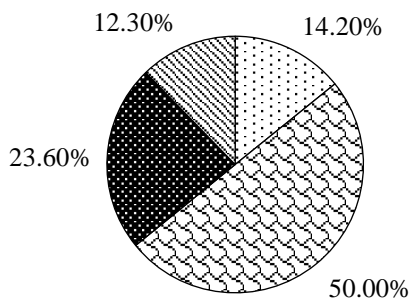
Ques1. How Familiar are you with the Concept of “Local Food”?  
106 responses



☐ Very Familiar ☐ Somewhat familiar ☐ Not Familiar at all

**Figure 4.** Concept of local food.

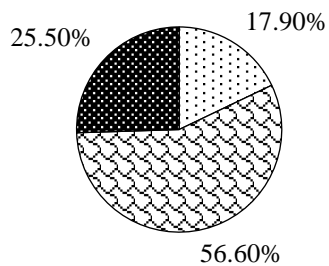
Ques2. Have you Ever Visited a Local Farm or Farmer’s Market to Purchase a Fresh Produce?  
106 responses



☐ Yes, always ☐ Sometimes ☐ Rarely ☐ Never

**Figure 5.** Ever visited a local farm of farmer’s market.

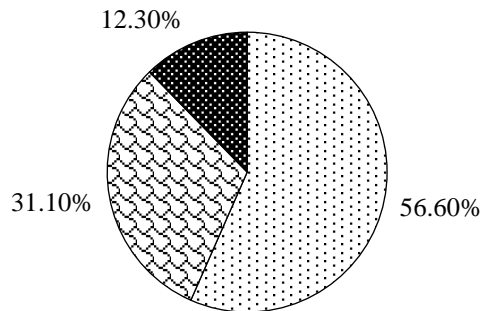
Ques3. How Often do you Visit a Local Food Source?  
106 responses



☐ More than once a week ☐ Once a week ☐ Once a month

**Figure 6.** Visit a local food source.

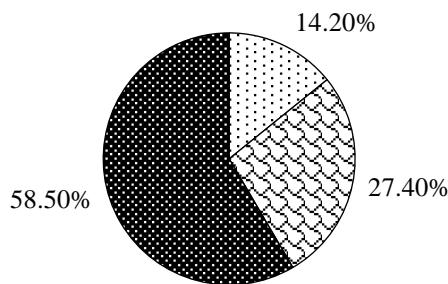
Ques4. How Does Local Food Compare to Supermarket's Food?  
106 responses



☐ Quality is Higher   ☐ Quality is the Same   ■ Quality is Lower

**Figure 7.** Local food compared to super market.

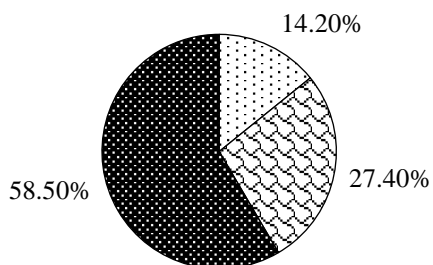
Ques5. How do Local Food Prices Compare to Supermarket's Food Prices?  
106 responses



☐ Price is Higher   ☐ Price is Same   ■ Price is Lower

**Figure 8.** Local prices compare to supermarket food prices.

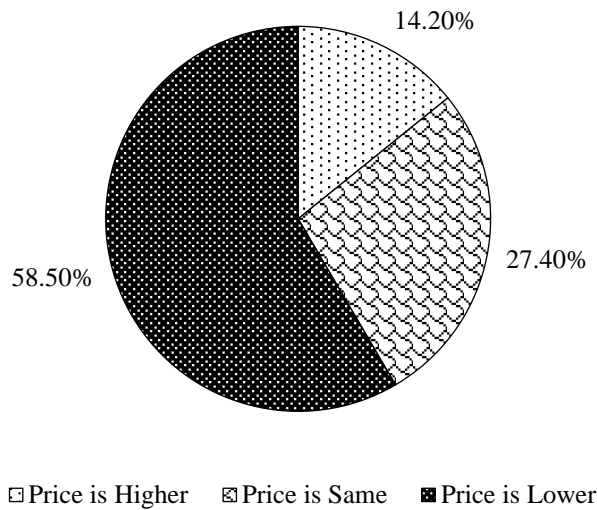
Ques6. What Factor Prevent you from Buying more Local Food Products?  
106 responses



☐ Price is Higher   ☐ Price is Same   ■ Price is Lower

**Figure 9.** Factors prevent customers from buying more local food products.

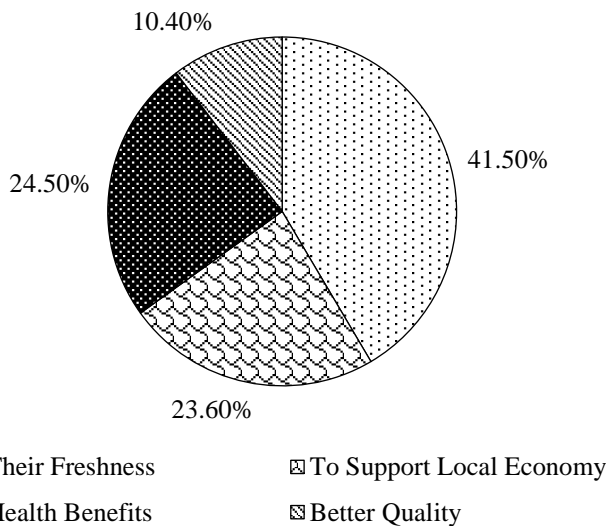
Ques7. Which Type of Local Food Products Do You Buy Often?  
106 responses



**Figure 10.** Local food products consumer often buy.

Interpretation from the (Figure 10), shows that our key demographic prefers which type of local food.

Ques8. What Factor Influence your Decision to Buy Local Food?  
106 responses



**Figure 11.** Factors influence consumer to buy local food.

Interpretation From the (Figure 11), shows that our key demographic’s reason to buy local food.

The survey data reveal that the majority of respondents are between the ages of 15 and 20, with a significant portion identifying as female. This demographic’s preference for local pharmacies indicates a tendency toward personalized service and community trust, which should be preserved in any franchise expansion.

Most respondents are familiar with the concept of local pharmacies, which positions these establishments favorably when compared to larger, less personalized chains. This familiarity suggests that franchised pharmacies must adopt community-focused strategies to retain consumer loyalty.

The data show that respondents typically visit pharmacies on a weekly basis, highlighting the need for consistent availability of products and services. This frequency emphasizes the importance of a reliable supply chain and inventory management system in ensuring customer satisfaction and repeat visits across franchise locations [9].

Respondents believe that local pharmacies offer higher quality products at competitive prices. This perception of quality and affordability provides a key insight into consumer expectations, indicating that franchised pharmacies should maintain competitive pricing and prioritize quality assurance to build consumer trust.

Operational challenges, such as regulatory compliance, significant capital investment, and consistency in service quality across locations were identified as major barriers to franchise expansion. Consumers expressed concern that scaling operations could impact service quality, which reinforces the importance of maintaining a customer-centric approach and effective quality management across franchise locations [10].

## DISCUSSION

The results align with existing research on consumer behavior within the pharmacy sector, particularly regarding the importance of trust, quality, and accessibility. The survey findings indicate that the VBA model is an effective tool for understanding the values and beliefs shaping consumer attitudes toward pharmacy franchises.

To successfully expand as a franchise, pharmacies should prioritize the following.

1. *Customer Trust and Consistency*: The value placed on trust and quality in pharmacy services necessitates high standards in all franchise locations. Ensuring consistent service quality and fostering community engagement will be essential for attracting and retaining customers.
2. *Supply Chain Management*: A robust and reliable supply chain is essential for meeting the frequent demands of consumers. Franchises should prioritize building partnerships with reliable suppliers to prevent stockouts and guarantee the timely delivery of essential healthcare products [11].
3. *Localized Marketing and Community Engagement*: The preference for personalized service and community connection suggests that franchised pharmacies should adopt marketing strategies that emphasize their local impact and community involvement. This can help differentiate them from larger, impersonal chains and foster loyalty among consumers.
4. *Regulatory Compliance and Financial Planning*: Expansion requires careful navigation of healthcare regulations and a substantial capital investment. Franchise owners should develop a financial and compliance strategy to address these challenges while preserving service standards.

The VBA model underscores the influence of consumer values and beliefs in franchise decision-making. The findings indicate that consumers prioritize service quality, affordability, and trust in pharmacy franchises, suggesting that expansion strategies should align with these values to successfully attract and retain customers [12].

## CONCLUSIONS

The transition from a single-location pharmacy to a multi-store franchise offers significant growth potential but demands a careful approach to maintain consumer trust, quality, and operational consistency. By integrating insights from the VBA model, franchise owners can better understand the values and beliefs that drive consumer behavior, allowing them to develop strategies that foster loyalty and community engagement.

This research highlights the strategic pillars necessary for sustainable growth in pharmacy franchising, including customer-centric service, supply chain management, and regulatory compliance. Future research could explore technological solutions for streamlining inventory management and enhancing customer engagement, which could further support scalable franchise operations in the pharmaceutical industry.

The findings provide a comprehensive model for pharmacy owners and potential franchisees seeking to expand their operations while preserving the personal, community-based values that are essential to consumer trust and loyalty in healthcare retail.

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