

# Investigation of Consumer Behavior of Meat and Dairy Products Derived from Animals Fed on Locally Produced Feed - Abstract

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## Summary

In recent years, consumers seem to be more interested in the origin of the food they buy and there has been a tendency for consumers to focus more on consuming local agricultural products. In the same volume, animal feed should also be locally produced proving the locality of the products, using this element as a promotion key. The supply chain system must respond to ever- changing consumer needs, respecting consumers' growing concerns about food safety and quality, and transform real needs into satisfying practices through practical food handling. For these reasons, a field research was carried out with the aim of investigating the consumer standards of animal products derived from farms with the use of locally produced feed (LPF).

According to the literature review findings about main factors affecting animal products consumption and based on the Health Belief Model (HBM) investigating the volume of influence between food and health, a questionnaire was distributed through personal interviews, in a stratified sample of adult consumers in equal proportions of men and women. Principal Component Analysis (PCA) was applied in order to highlight the most important components that influence participants to consume this type of animal products. Based on the perceptions of the consumers who participated in the research, a general positive attitude of consumers towards agricultural products of animal origin fed with LPF has been revealed, proving that locality should be examined both for livestock and ration origin. At the same time, most respondents seem to trust more locally produced foods and feed, as they consider them healthier than their imported counterparts, enhancing their identity of locality. It was noted that respondents' demographic characteristics and especially their age and educational level are features that affect their responses as younger and more educated people seem to be more interested in issues of healthy eating and adopting good eating habits while looking for information about the origin of the food they consume. Finally, the respondents were called to answer some questions about the intention to consume certain types of animal products. Their responses reaffirmed their positive attitude towards locally produced animal feed, as many consumers said they would be willing to pay (WTP) even more than usual to eat meat and dairy products that have been fed with locally produced feeds. Concluding, locality index should be reevaluated both for

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farms and supply chain, making clear all different aspects of originality. Final results can be transformed accordingly in order to be used as a promotional mix for local stores or supermarkets.

**Keywords:** Consumer behavior; Supply chain management; Principal Component Analysis.

**JEL Codes:** C38; D12; D91; I12.