

“There’s an app for that!” – How digitally provided information about regional products affect consumers’ retailer perception and purchasing

Vüsal Hasanzade
University of Goettingen
Ines Beeck
University of Goettingen
Waldemar Toporowski
University of Goettingen

Cite as:

Hasanzade Vüsal, Beeck Ines, Toporowski Waldemar (2019), “There’s an app for that!” – How digitally provided information about regional products affect consumers’ retailer perception and purchasing. *Proceedings of the European Marketing Academy*, 48th, (9623)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



“There’s an app for that!” – How digitally provided information about regional products affect consumers’ retailer perception and purchasing

Abstract

While labels have predominantly been used in the past to reveal the local origin of a product, new technologies open up new opportunities by providing consumers with specific information through apps, which despite of their promising scope have not been studied yet. Consequently, this paper examines the effectiveness of different formats in disclosing local origin information by considering underlying mechanisms and target group specifications. The results of the field experiment indicate that information disclosure through labels and apps increases purchase intention and retailer image, while simple obligatory address codes impact consumer perception and behavior negatively. Accordingly, results provide support for the assumption that apps are indeed an effective and alternative way of providing consumers with detailed information about a product’s origin, allowing the retailer to satisfy consumer needs regarding more transparency and to position themselves as a responsible entity in a very competitive marketplace by communicating these information.

Keywords: *local consumerism; information provision; purchase intention*

Track: Social Responsibility & Ethics