

Can you near me: perceived proximity and the intention to use mobile applications to consume local products.

Gauthier Casteran
University of Limoges

Daria Plotkina
EM Strasbourg, University of Strasbourg

Cite as:

Casteran Gauthier, Plotkina Daria (2020), Can you near me: perceived proximity and the intention to use mobile applications to consume local products.. *Proceedings of the European Marketing Academy*, 49th, (62453)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.



Can you near me: perceived proximity and the intention to use mobile applications to consume local products.

Abstract

Locally produced foods' demand is rapidly increasing. As a consequence, mobile apps helping consumers to order local foods, get information on them and get in touch with local producers are more and more common. Research shows that proximity (access-, identity-, production- and relation-related) has a central role in local food consumption. The two questions that thus arise are whether these apps can create proximity between users on one side and producers on the other side and how this proximity helps mobile apps evaluations and intention to use. To answer these, we carry out an online experiment and find that access-related proximity is the most prominent perceived proximity from an app, while relation-related is the least. We further find that access-, identity-, and production-related proximities have indirect effect on intention to use the app through app evaluation (i.e., usefulness and convenience).

Keywords: *Local products; mobile app use; perceived proximity*

Track: Digital Marketing & Social Media