

Personal values as underlying motives of shopping at conventional fresh food markets in Budapest

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Abstract

Due to the urgency of societal adaptation to climate change and a general need for a sustainable way of living, renewed interest has been generated towards short food supply channels over conventional food chains. The present study aims to understand attribute-consequence-value patterns of fresh food market visits in Budapest with the help of means-end chain analysis. The collection of consumer satisfaction metrics during actual consumer visits to markets and semi-structured in-depth interviews using the laddering interview technique enabled the understanding of core personal values underlying young people's cognitive process during fresh food market visits. Results demonstrate a rather low overall customer satisfaction level with fresh food markets due to the mismatch between the perceived market attributes and the expectations of customers determined by their personal values.

Keywords: *values; means-end ; market*

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