

The Who, How, What, Where, When and Why of Local Food Value: A Systematic Review

Marilyne Chicoine

ESG UQAM

Francine Rodier

ESG UQAM

Fabien Durif

University of Quebec in Montreal (UQAM)

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Abstract

Despite the large body of research that examines local food consumption, very few studies have focused on the concept of value even though its recognition as a determining factor in customer decision-making. We conduct a systematic literature review using a predefined framework that interrogates the who, how, what, where, when, and why of customer value to organize the available research on local food value published in the last 10 years. Three perspectives are identified: the product perspective where value is perceived; the experience perspective where value is experienced; and the ideology perspective where value is co-created. We discuss each perspective from a paradigm, theory, methodology and context lens, describe how they can be applied as a dynamic lens to research questions, and how they can help companies to position their offer according to the context of local food purchase or consumption.

Subject Areas: *Consumer Behaviour, Marketing Strategy, Product Management, Retailing, Theory and Philosophy of Marketing*

Track: Marketing Strategy & Theory