

Local Food Markets

– *consumer perspectives and values*

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Summary

There has been an increased interest for local food in Sweden, which has led to governmental plans to support and increase the Swedish local and small-scale production. Few studies have however been made to understand the motivations of the consumers who buy local food and what they perceive as being valued with these products and services in Sweden. Additionally, when studies of local food have been made in Sweden and abroad, there has been little or no regard in the way which the consumer buys local products, whether it is from a producer directly or from a regular store.

Over the last three years, it has in Sweden emerged a new concept of buying local food from the producers. The online grass-root movement of REjälKOnsumtion (REKO), which can be translated as “responsible consumption” is a network of producers and consumers that sell and buy local products in local Facebook-groups. The producers advertise their products that they all will sell at a certain date and time once or every other week in the group’s online forums in which the consumers then place their orders. The consumer has the possibility to ask questions in the forums as well as when they meet. Seeing how this way of buying food are less convenient than buying at a local supermarket it is likely that these consumers find additional values associated with these services and products. The aim of the study is as such to identify the consumer’s perceived values of buying local food through local markets.

To answer to the study’s aim, the study was formed as a qualitative multiple-case study, where 14 in depth interviews with consumers from three different geographical REKO-groups were held, combined with 53 shorter interviews on site of the direct-market and participant study of each REKO-group in the study. An additional interview was done with an initiator and administrator of a REKO-group, to gain insight of how one can be created and managed. By adopting the theoretical perspectives of Service Dominant Logic (SD-logic) and the ten universal values as proposed by Schwartz’s value theory, the results were analysed to understand what the perceived values of the local food and the services which was offered in these direct markets were.

The results showed that the consumer valued the REKO-groups as a unique market channel, where she could receive service and value-offers that were deemed hard or unobtainable in regular stores. The producer’s skills and knowledge were furthermore valued, as the producers could provide information about how the products were made, crops grown, and animals raised. They had furthermore skills that were sought after, such as the care for animals and lands in a way that was thought to be more environmental- and or animal friendly. The products and services were perceived to be of higher quality in terms of how they were grown and produced, and the small-scale production in itself was valued. The small-scale and local was perceived to be more environmentally friendly, e.g., by the use of less transports and the consumers wished to support the local producers as well as community. The social interaction with the producers, to try new things and also to enjoy the culinary pleasure was also valued. Finally, some consumers associated the local food as being fresher and connected to the domestic food supply.

An interesting area for future research would be to expand the scope of the study to a larger population, to see if there are any generalizable findings that can be made. It could also explore the demographics of the consumers, such as age, gender. Furthermore, the consumer who perceive themselves as “green” or “curious consumer” but does not buy this way could be further investigated, to understand the reasons as to why one does not buy this way.

Sammanfattning

Intresset för lokalproducerad mat har ökat i Sverige och detta har lett till planer från regeringen att stödja den svenska lokala och småskaliga produktionen. Få studier har dock genomförts för att förstå konsumentens motiveringar till att köpa lokalproducerad mat och vad det är som uppfattas som värdefullt med dessa produkter och tjänster. Vad mer är att när studier rörande lokal mat har gjorts i Sverige eller internationellt så har lite eller ingen differentiering gjorts gällande hur konsumenten väljer att köpa sina lokala produkter, om det är direkt från producenten eller från en vanlig butik.

I Sverige har det under de senaste tre åren växt fram ett nytt fenomen och sätt att köpa lokal mat från producenterna. Den internetbaserade gräsrot rörelsen ”REjälKonsumtion” (REKO) är ett nätverk med producenter och konsumenter som säljer och köper lokalproducerade produkter i Facebookgrupper. Producenten annonserar sina produkter som de alla säljer vid ett visst datum en viss tid, var eller varannan vecka i gruppens forum och konsumenterna gör sedan sina beställningar där. Med tanke på att detta sätt att handla mat är mycket mindre bekvämt än att köpa i en lokal butik, är det sannolikt att dessa konsumenter ser ett ytterligare värde i dessa tjänster och produkter. Syftet med studien är därmed att identifiera konsumentens uppfattade mervärde av att köpa lokal mat från direkta marknader.

För att svara på syftet tillämpade studien en kvalitativ fler-fallstudie där 14 djupintervjuer med konsumenter från olika REKO-grupper gjordes kombinerat med 53 kortare intervjuer som hölls på plats när utlämningen av varor skedde och observationsstudier av varje REKO-grupp i studien. Ytterligare en intervju gjordes med en initiativskapare och administratör av en REKO-grupp, för att få insikt i hur en grupp kan skapas och skötas. Genom att applicera Tjänstemannalogik och de tio universella värdena i Schwartz's värdeteori, resultaten analyserades för att förstå vad de uppfattade värdena av lokal mat och tjänster som erbjuds på den direkta marknaden.

Resultaten kunde visa att konsumenten värderade REKO-grupperna som en unik marknadskanal, där hon kunde hitta tjänster, produkter och värderbjudanden som ansågs svåra eller omöjliga att få tag på i vanliga butiker. Producenternas kunskaper och färdigheter var värderade, där producenterna kunde erbjuda information om hur produktionsmetoder. De hade vidare färdigheter som var efterfrågade, exempelvis hur djur skulle födas upp och hur odlingsmarken skulle skötas, vilket var uppfattades som vara mer miljö- och eller djurvänligt. Produkterna och tjänsterna uppfattades som att vara i en högre kvalitet i termer av kvalitet i hur det var odlat och producerat och den småskaliga produktionen var i sig värderad. Det småskaliga uppfattades som att vara mer miljövänligt, exempelvis då den upplevdes använda sig av mindre transporter och konsumenterna ville stötta de lokala producenterna och samhället. Den sociala interaktionen med producenterna, att pröva nya saker och matnjutning var också värderat. Slutligen, några konsumenter associerade lokal mat som fräschare och kopplade det till national matförsörjning.

Ett intressant för framtida forskning skulle vara att utöka bredden i undersökningen till en större population för att se om det kan finnas några generaliserbara slutsatser som kan göras. Det skulle vara vidare intressant att se demografin hos konsumenterna som köper lokala produkter, ex., ålder och kön. Slutligen, konsumenter som uppfattar sig som ”gröna” eller ”nyfikna” men som inte köper på detta sätt kan undersökas, för att se varför de inte väljer att göra det.

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1 Introduction

The introduction chapter provides a background to the thesis and will present its research questions and aim. The reader will be able to get a broad picture of what the thesis touches upon and the introduction also presents the thesis's outline.

1.1 Problem Background

In a world that is characterized by “on demand availability” and global trade, a buyer living in the cold and dark country of Sweden can at almost any time buy fruit, vegetables and meat at her local supermarket. Food has become increasingly global as it is transported across the world and sometimes even in several countries before it reaches its destination. For example, in Sweden, the amount that is imported is double that of the country's export (www, Swedish Board of Agriculture 2018). This increased number of imported products has however met criticism and scepticism, as concerns related to food safety, security, environmental issues, animal welfare and quality has been raised (Denver *et al* 2014; Feldmann & Hamm 2015; Hinrichs 2000; Meas *et al.* 2014; 2003; Sköld 2010; Weber & Matthews 2008; Wretling Clarin 2010). As a reaction to this, there has been an increase in demand in the food sector for products that are locally sourced and part of shorter food supply chains (*ibid.*). This demand has in Sweden been found in both the public and private sector, and the Swedish Government has as in their Food Strategy Plan placed certain emphasis on their aim to increase the production of locally sourced food to answer this demand (Ministry of Enterprise and Innovation, 2017). In their national Food Strategy, the Swedish Government has agreed upon that “*the buyer shall have a high trust in the food in the market and be able to make conscious choices and sustainable choices, for example of locally produced and organic food*” (Ministry of Enterprise and Innovation, 2017, 10). One of the underlying arguments for this is that, Swedish production has untapped potential, e.g., in terms of job opportunities and domestic market growth than can be utilized and that there are environmental benefits that are associated with this kind of production (*ibid.*). Previous research has also shown that in particular domestic local markets has a positive outcome on a region's development and that it can promote the consumer's knowledge of food production (Brown & Miller 2008).

Within the private sector, the consumer demand for locally sourced products has increased in Sweden (Kjellström 2017; Pasic 2018; Sköld 2010; Sveriges Radio ; Väli-Tainio 2017; Wretling Clarin; Wikström 2017). Some consumers have taken this interest in local food to the next step by striving to buy their products directly from the producer in local markets. One of these examples is in the folk movement “REKO”, which is an acronym for “REjälKOnsumtion”, translated to “responsible consumption”¹ where consumers and producers are part of a REKO Facebook-group and order and buy directly from one another (The Rural Economy and Agricultural Societies 2018a). The first REKO group started in 2016 and has today grown to 71 groups with 110 000 members (*ibid.*). By being a part of local

¹ This is the author's own translation. The Swedish word “rejäl” lacks an exact corresponding word in English, and is instead chosen to be “responsible” consumption, as the acronym implies.

food groups or ordering products directly from the producer, the consumer can get first-hand information about the products and a chance to ask questions e.g. relating to how the crops has been grown and animals raised. This type of purchases does however demand much more effort from the consumer herself, as in contrast to the on demand buying habits of the average consumer. The consumer shopping in direct markets needs to order the products well in advance, arrive at a certain time to pick them up and lastly, the products that she wants to buy might not be in season. It would seem likely that the consumer of local food through local markets place a special value on this way of shopping compared to that of an average consumer, who would simply turn to a supermarket to get what she wants.

1.2 Problem

Is there a certain value for the consumer to buy local food in local markets that are sought after by consumers? Popular theories relating to buyer purchase decision-making often highlight the buyer's maximum utility derived from a purchase, e.g., in terms of best price in relation to quality, perceived benefits and the buyer's efforts needed to achieve the products (Sánchez-Ferández & Iniesta-Bonillo 2007; Zeithaml 1988). Consumer who engage in local markets to buy specifically local food fits in rather poorly in this logic. Why would the consumer go through all the effort of buying her products through local markets, if similar alternatives can be found in supermarkets that source local food? Or why buy local food at all, if high quality food that has been produced in another country is more conveniently bought to perhaps even a lower price? It would seem that the consumers see some value from buying specifically local food directly from the producers in their vicinity, rather than to buy similar products in local markets through intermediate parties. The importance of understanding the perceived value of the consumers has been raised in previous research (Lusch & Vargo 2006; 2014; Prahalad & Ramaswami 2004; Vargo & Akaka 2009) where it has been argued to be an important part of a company's competitive advantage. In these streams of research, it has further been argued that value is derived from more than just products, linking it to the consumer experience which is co-created with the producers through interaction (*ibid*). The local food markets can provide an empirical insight to the phenomenon of value creation through interaction, that can be useful for marketers and practitioners alike while also create an insight to what motives the consumers to buy local food through these markets.

If the goals set by the Swedish Government of increasing local food production and if the producers whom are active in local markets wish to expand their business, there is a need to identify what the consumer values from these products and way of consumption. Since the interest of local markets and locally sourced food is increasing (Kjellström 2017; Sköld 2010; Swedish Radio 2015; Väli-Tainio 2017; Wretling Clarin 2010; Wikström 2017) a more thorough understanding of how value is created and perceived from the consumer's point of view can offer additional competitive advantage for marketers and producers. While there has been some surveys and consumer panels made to understand the motivation of the buyers who are interested in buying local food in Sweden (Sköld 2010; Wretling Clarin 2010), little research has been done regarding buyers who choose to engage directly with the producers and the values that they associate with the products and service, with this way of shopping.

1.3 Aim

The aim of this study is to identify the consumer's perceived values relating to local food and buying local food through local markets. To reach this aim, the following research questions are of particular interest;

- What motivates the consumer to buy local food through local food markets?
 - Which perceived values are the most prevalent?
 - How does the customers' direct contact with the producers create value?

1.4 Outline

This thesis is divided into seven different chapters, divided into several subchapters. The Introduction chapter is followed chapter two, Theoretical Perspective that presents the chosen theories which provides the reader with the theoretical background that will be used to analyse and interpret the study's results. The third chapter, Method describes the study's research design, how the empirical data was gathered and analysed. To give the reader a more comprehensive understanding of the theoretical and empirical background, the fourth chapter, Background for the Empirical Study presents how the theories and concepts of local food and direct markets has been previously studied. This is also to provide a broader view of the subject, so that the study's results can be problematized in a larger setting in the following chapters. In the fifth chapter, Results, the study's results are described, where the most important findings are presented thematically for the reader. The sixth chapter, Analysis, puts the study's results into relation to the theories that were presented in the second chapter, to further analyse the findings. The seventh chapter, discussion, answer the research question and aim and discusses the findings further. The empirical background will be put into relation to the findings of the study. In chapter eight, the final chapter of Conclusion the main findings are presented with suggestions for future research.

1.5 Delimitations

When "value" is described and analysed in this study, it is always done so from the perspective of the consumer. It is furthermore not values which the person might hold as an individual that is under the scope of analysis, but the values which she perceives are related to the service and product, locally produced commerce and buying through local markets. The study does not claim nor aim to find any correlation between the values which are intrinsic to an individual and how they relate to their motivations to buy locally produced food through local markets. While it is likely that the values that one holds will affect their choices and motivations as well as perceptions, it is beyond both the aim and the research design of the study to make such claims of correlation. Focus will therefore be to identify the perceived value from using local markets and the products which she buys there.

2 Theoretical Perspective

The second chapter introduces the reader to theoretical perspectives relating to marketing, consumer values and behaviour. It includes perspectives of how markets and marketing can be conceptualized in a service-dominant logic which focuses on the service exchange and co-creation of value. The chapter will also present how human values can be defined in accordance with Schwartz value theory. The theory of service-dominant logic will help the understanding of how the interaction with consumers and producers creates value, and the Schwartz value theory captures the full range of values influencing consumer behaviour.

2.1 Service Dominant Logic

Economic theory has according to Lusch and Vargo (2006) been predominantly focusing on what they call is a “goods dominant logic” in marketing, which focuses on the producer perspectives in production of tangible goods and their aspects. The authors propose another way that markets and marketing can be viewed, that of a “service dominant logic” (SD) that recognizes tangible goods as a part of a flow of services embedded in the market, where value is co-created with customers and partners (Lusch & Vargo 2006, 407). The traditional marketing mix consisting of the four “Ps”, Price, Product, Promotion and Place is instead in according to SD replaced by the co-creation of service and values (*ibid.*). The SD logic as compared to the four Ps is shown in table.

Table 1. The Traditional Marketing Mix versus Service Dominant Logic (Lusch & Vargo 2006, 408)

Traditional Marketing Mix (largely tactical)	Service-Dominant Logic (largely strategic)
Product	Co-creating service(s)
Price	Co-creating value proposition
Promotion	Co-creating conversation and dialogue
Channel of distribution (place)	Co-creating value processes and network

As shown in Table 1 the service dominant logic as compared to the traditional marketing mix focuses on the co-creation of value with the consumer, rather than to target the market with value the organization’s value offering. Lusch and Vargo (2006) states that part of the dominant paradigm of the traditional marketing mix separates the consumer and the producers, so that higher efficiency could be achieved. This was however at the expense of poorer marketing, as the value offering was targeted to the consumers rather than creating it with the consumers, whom possesses resources and knowledge that are of value for the producer as well.

The SD-logic do acknowledge that the four Ps serve a function and that the service dominant logic is not seeking to replace them, but rather to provide the traditional marketing mix a strategic direction (Lusch & Vargo 2006, 413). When value is co-created in all processes, the strategy will be better informed when for instance dialogue can provide information that can enhance a traditional marketing mix offering (*ibid.*). It is however emphasized by Lusch and Vargo (2014) that it is the service offering of specialized skills and knowledge that are of

focus in the economic exchange of SD-logic, as it is thought of being a very foundation of how society is built (*ibid.*). The goods are a special case to service, but it is the service in itself that is always exchanged. To illustrate, a farmer possess knowledge and skill of how certain products are grown and refined, such as honey and pumpkins and it is this knowledge that is the service which then is exchanged and goods are the accessory. The service is always the common denominator in this logic and while goods might be related to it, it is not without the service that was needed to create its value (Lusch & Vargo 2014, 42).

The foundational aspects of SD-logic centres around the exchange of specialized skills and services as and that value is co-created with the consumer (Lusch & Vargo 2006;2014). The foundational aspects of SD-logic have been proposed in ten premises that are presented in Table 2.

Table 2. Foundational Premises of Service-Dominant Logic (Vargo & Akaka 2009, 35)

	Premise	Explanation/Justification
FP1	Service is the fundamental basis of exchange	The application of operant resources (knowledge and skills), “service”, is the basis for all exchange. Service is exchanged for service
FP2	Indirect exchange masks the fundamental basis of exchange	Goods, money and institutions mask the service-for-service nature of exchange
FP3	Goods are distribution mechanisms for service provision	Goods (both durable and non-durable) derive their value through use – the service they provide
FP4	Operant resources are the fundamental source of competitive advantage	The comparative ability to cause desired change drives competition
FP5	All economies are service economies	Service (singular) is only now becoming more apparent with increased specialization and interactional
FP6	The customer is always a cocreator of value	Implies value creation is interactional
FP7	The enterprise cannot deliver value, but only offer value propositions	The firm can offer its applied resources and collaboratively (interactively) create value following acceptance, but can not create/deliver value alone
FP8	A service-centered view is inherently customer oriented and relational	Service is customer-determined and cocreated; thus, it is inherently customer oriented and relational
FP9	All economic and social actors are resource integrators	Implies the context of value creation is networks of networks (resource-integrators)
FP10	Value is always uniquely and phenomenological determined by the beneficiary	Value is idiosyncratic, experiential, contextual and meaning laden

All premises in the theory of Table 2 will not be covered in this thesis, for example as premise five covers all of the economy and no such investigation of the premise is possible in this thesis research design. The Table however shows the theme that is underlies the theory, such as it is the service which is exchanged and that the value that is created is done so together with the consumer. What is further highlighted in premise 6, 8 and 9, is that the SD-logic emphasizes the relational aspects of exchange and value creation. Knowing that there are is a closer interaction between the consumer and the producer in direct markets compared to that of a regular consumer, the premises that makes SD-logic is relevant when analysing the study’s result. As such, the theory of SD will be used as an analytical framework for this thesis.

Value is a re-occurring theme in the SD-logic, where it is based on the perception of the consumer and their co-creation of it. It is through interaction and communication with the consumer that the producer is re-aligning her value proposition from this interaction;

“value propositions are co-produced. Businesses rarely prepackage value propositions that are delivered to business customers. Instead, they work and engage in dialogue with customers as components of value propositions, which are then considered and modified to satisfaction of both parties” (Lusch & Vargo 2014, 142).

Value is in this logic not in the product itself, but created by customers and producers as they interact with one another. If this interaction were not to take place, the strategic direction that the service offers as Lusch and Vargo (2006) has proposed will be lost. For example, a consumer that is unable to explicitly tell what her preferences or wishes are, the exchange is of little use for the consumer. A consumer who wishes for a service that satisfy her need for fresh vegetables will likely find that a value proposition that offers “fresh” vegetables that has been pre-frozen is unsatisfactory. If this is however made clear to the producer, the vegetable-producer (or perhaps reseller) has the possibility to create a value for the consumer, has she re-aligns her service offering. This premise is perhaps not surprising, since without ever talking to the consumers themselves and get an insight of their experiences and opinions of the service, the producers can at best only guess what the consumer wants. What value entails for the consume is by Lusch and Vargo (2014) dependent on her own perceptions and goal schemas, where some might find value in frugal shopping, as it is in line with what is valued to them whilst another might find high end brands with specific offerings as more motivating (*ibid*, 97). As can be shown in premise 10 of Table 2, *“Value is idiosyncratic, experiential, contextual and meaning laden”* (Lusch & Vargo 2014, 35). To further explore what value can mean for individuals and people as a whole, a theoretical framework of values will be further explored and developed in the following section.

2.2 Schwartz Value Theory

There are many definitions of value, as many has sought to understand just what it means for people as a whole (Rokeach 2008, 1). As seen in the SD-logic, it is the driving factor that motivates people to act in a certain way, something that has been emphasized in other studies and theories as well (Freestone & McGoldrick 2008; Gilg *et al* 2005; Schwartz 1992; Shaw *et al.* 2005; Sweeney & Soutar 2001). The definition of values themselves ranges but has been described in terms of persisting beliefs that a person holds, which are unique for the individual and works as a motivational factor that guide her behaviour and decision-making (Bardi & Schwartz 2009; Freestone & McGoldrick 2008; Shaw *et al.* 2005). It is also the definition which will be used when “value” is used in this thesis, meaning that values are a belief that relates to an intended goal and motivates action.

In an effort to find values that unite people across countries and cultures, Schwartz (1992) conducted a comprehensive study to propose a theory of human values. The author argues that there are 10 types of values that are important to people as when assessing guiding principles in their lives (*ibid*). Schwartz (1992) acknowledges that while there are some cultural differences of the structure of the values, meaning that which ones that are deemed important

for the individual in her assessment may be different from culture to culture, the understanding of the values themselves and their prominence in their lives are very much the same. The comprehensive list of human values is shown in Table 3.

Table 3. Definitions of types of values and the items that represent and measure them (adapted from Bardi & Schwartz 2003, 1208)

Type of Value	Description
Power (social power, authority, wealth)	<i>Social status and prestige, control or dominance over people and resources</i>
Achievement (successful, capable, ambitious, influential)	<i>Personal success through demonstrating competence according to social standards</i>
Hedonism (pleasure, enjoying life)	<i>Pleasure and sensuous gratification for oneself</i>
Stimulation (daring, a varied and exiting life)	<i>Excitement, novelty, and challenge in life</i>
Self-Direction (creativity, freedom independent, curious, choosing own goals)	<i>Independent thought and action-choosing, creating, exploring</i>
Universalism (social justice, equality, unity with nature, protecting nature)	<i>Understanding, appreciation, tolerance and protection of the welfare of all people and of nature</i>
Benevolence (helpful, honest, forgiving, loyal, responsible)	<i>Preservation and enhancement of the welfare of people with whom one is in frequent personal contact</i>
Tradition (humble, moderate, devout, respect of traditions)	<i>Respect, commitment and acceptance of the customs and ideas that traditional culture or religion provide the self</i>
Conformity (politeness, obedient, self-discipline)	<i>Restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms</i>
Security (family and national security, social order, clean)	<i>Safety, harmony and stability of society, of relationships, and of self</i>

Table 3 shows the ten definitions of value that is argued to be identifiable amongst people and across countries and cultures (Bardi & Schwartz 2003) are used as an analytical framework when regarding values in this thesis. The ten different universal values as proposed by Schwartz are argued to be of certain nature. According to Schwarz (1992; 2012) the nature of values has been described to be made of six main features, which will be presented here. Values are thought to be made up of *beliefs*, that in turn is linked with affect and emotions. They refer to desirable *goals that motivate action*, e.g., a person who values benevolence will likely seek out to help her closest people, such as friends and family. Values *transcend specific actions and situations*, meaning that in certain situations, some values might be more important than others. For example, one might value conformity and obedience in a school setting but less so when socializing with one's friends. Values serves as *standards* or *criteria* as that they guide the selection and the evaluation of actions, people and events, meaning that people decide what is for them considered good or bad based on the consequences of their most important values.

A person's values are furthermore *ordered by importance* relative to each other, which characterize her as an individual and distinguishes values from norms and attitudes. Lastly, the *relative importance* of *multiple actions* guides action. This last statement means that any attitude or behaviour typically has implications for more than one value, e.g., when seeking

out a thrilling and exciting mountain climbing trip, the person who values stimulation will do so at the expense of values relating to security.

The nature of the ten different values of Schwartz’s theory implies that they are made up by a certain structure meaning that some values are not compatible with one another and there might be value-conflicts (Bardi & Schwartz 2003; Schwartz 1994;1992). The way that values are according to Schwartz’s value theory is displayed in Figure 1.

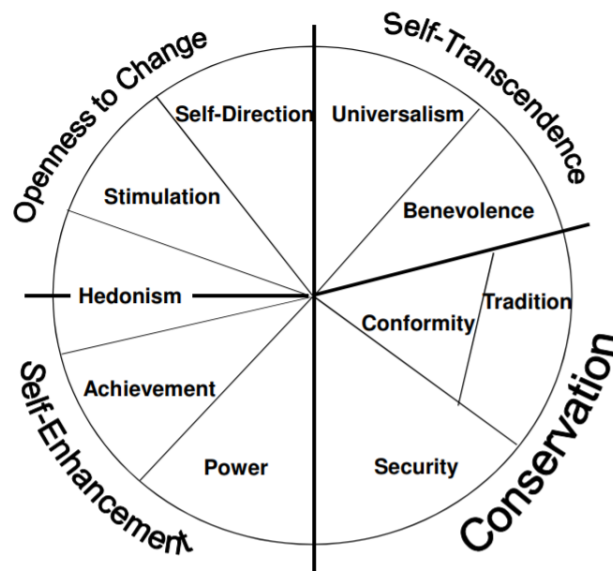


Figure 1. Theoretical structure of values (Schwartz 2012, 9).

Schwartz (2012) argues that the theoretical structure of the ten values as shown in Figure 1 are more closely related to each other than others and that they are not fixed but rather moves in a continuum of related motivations. The values that are closely integrated with one another make up motivational dimensions, as shown in the outermost description of the circle; openness to change, self-transcendence, conservation and self-enhancement. The further apart one value is from one another, the less likely they are to be compatible and in the risk zone of being in a value-conflict with one another (Bardi & Schwartz 2003; Schwartz 2012). For example, a person who values security and social order will likely also be closely related with values such as conformity, while being less motivated by values such as stimulation and daring, exiting lifestyles.

2.3 Value-Dimensions

The ten different values are described to move in a continuum, where they are closely related as well as at times, in conflict with one another (Bardi & Schwartz 2003; Schwartz 2012). To understand how they are related, the values can be categorized in broad value dimensions, where while they might be divided as to serve focus in the analysis, they share the same motivational goal for the individual. An overview of the different dimensions and related values will be presented in this section

2.3.1 Openness to Change

As the name suggests, openness to change relates to values that in some way motivates exploring action. The value of *self-direction* includes actions such as creativity, curiosity and independent thought and action, *stimulation* relates to motivations towards an exciting, varied life and daring lifestyle and lastly, *hedonism* to pleasure and enjoying life (Schwartz 1992; 2012). A person who is motivated by these values is according to theory open to change, as she will seek out new things perhaps out of curiosity or because she wants to enjoy life or as the theory also argues, both. Going on an adventure trip is likely a chosen goal that is a mix of all three values factors, as the traveler chose to do so out of curiosity (self-direction), to live a varied life (stimulation) and lastly just to enjoy life and the pleasure of the trip itself (hedonism). The motivational goal might however be less dramatic than going on a trip far abroad, for one person, trying out new things such as food or beverage can be related to values of curiosity and pleasure. To express oneself is also related to this value dimension (self-direction), where the choice e.g., what to buy or not can be valued so that a person might act in a certain way.

2.3.2 Conservation

The opposite value dimension of “openness to change” is conservation, that includes the values conformity, tradition and security (Schwartz 1992; 2012). The motivational goal of conformity and tradition is described as “*restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms*” (Schwartz 1992, 40). While they share similar goals, Schwartz (1992) make a distinction between them, namely that conformity refers to restraint of action relating to social norms of the people that one has close interaction with, such as partners, teachers or colleagues. Traditions are more related to subordination to larger ideas of norms relating to religious and cultural customs (*ibid*). For example, one might be more inclined to the custom of how to celebrate a religious holiday rather than the opinions of individual people that are attending too. When in a workplace however, the regard of one’s closest peers might lead to that certain value is placed on conformity within the group.

Values related to security is also within this category, while not as intertwined as conformity and tradition (that shares the same space in Figure 1). The values relating to security can according to Schwartz (1992; 2012) be seen as either directed towards oneself or a larger group or even at a societal level. For example, have security in the form a clean and healthy lifestyle is mainly focused on the individual, whilst issues relating to family and national security are more linked to the security of the collective in which the individual is a member of. Regardless of what the person might place more weight of value in, they are regarded as values relating to security according to Schwartz (1992).

2.3.3 Self-Enhancement

This value dimension’s motivational goal is that of values which relates to oneself, such as power, achievement and also, hedonism, the latter being included in the “openness to change” (Schwartz 2012). As hedonism focuses on the person’s own pleasure which can also be related to trying new things, it is regarded to overlap both dimensions, since the motivational goal is

related (*ibid*). Achievement values are described as “*personal success according to social standards*” (Bardi & Schwartz 2003, 1208) and focuses on the individual’s own capabilities and competencies, and can be linked to values that relate to self-esteem. The values relating to power are too considered linked with self-esteem, but places focus on “*action in the form of social structure*” (Schwartz 1992, 40). With power, the focus lies on social prestige and control over people and resources (*ibid*). While the two values are distinct, their relationship can perhaps be illuminated when picturing an athlete. An athlete is likely at the one hand motivated to achieve personal success and demonstrate competence but also values how she is regarded in her competitive community, seeking to win and dominate her competitors.

2.3.4 Self-Transcendence

As a polar opposite to “self-enhancement” lies “self-transcendence”, which values instead of focusing on concerns relate to oneself, focuses on the welfare and well-being of others. Universalism is linked with values of regard of welfare towards all of nature and humankind and its goal has been described as;

“This goal is presumed to arise with the realization that failure to protect the natural environment or to understand people who are different, and to treat them justly, will lead to strife and to destruction of the resources on which life depends” (Schwartz 1992, 39)

If values relating to power are motivated by a wish to dominate or seek prestige towards others in social structures, universalism values are indeed opposite of this, as it seeks to achieve equality and harmony with people as well as nature (Bardi & Schwartz 2003). Values relating to benevolence are closely related but with a specific distinction, that it is the preservation on welfare towards the people of whom a person has close contact with (*ibid*). It is nevertheless according to Schwartz (1992) similar motivations that relates universalism and benevolence, that of seeking to help others than oneself.

2.4 Schwartz Value Theory: summary

In this section, the different values that according to Schwartz Value Theory are existing across countries and cultures and that hold certain structures has been presented (Bardi & Schwartz 2003; Schwartz 1992; Schwartz et al 2004). As it has been discussed, this structure shows that some values can be in conflict with others and that they are contextual laden. If the theory holds true, it is likely that that some values might be prioritized higher than others amongst the interviewees. Values such as universalism, benevolence, self-direction, achievement, security and stimulation might be more salient than others, such as power and conformity. As local markets in Sweden has been described as a way to act more sustainable and with care for the environment and the farmers (www,The Rural Economy and Agricultural Societies 2018a), universalism and benevolence values that encompass equality, preservation of nature and responsibility will likely be prevalent in the study. Furthermore, the choice to buy directly from the producer in a niche market could be related to the values of self-direction, which include independence and exploration. Values that are related to achievement and stimulation could also be salient amongst these consumers, who might value the possibility to make an influence through their shopping or experience a change of pace in

their ordinary shopping routine. Finally, as previous studies have shown that regard to quality, healthy food and “freshness” has been important values of consumers in local markets (Thilmany *et al.* 2008), it is possible that the values relating to security might be present as well.

Values relating to power, conformity and tradition are likely less important to these consumers. There is little room for dominance in their purchase choice and a stark contrast to the values of universalism and benevolence. While local markets as a concept has been around for long, the concept of doing so with local food in Sweden in modern days is relatively new (www,The Rural Economy and Agricultural Societies 2018a), and will likely not be part of any grounded tradition. Lastly, the very nature of going out from the conventional way of shopping through supermarkets are “out of the norm” making conformity as an unlikely prominent value.

The model’s broad spectrum of different values provides an opportunity to capture what the consumer herself think is of value when providing the service. As the theory takes its foothold from the perspective of the individual, while also being well tested in how people across countries and cultures has shown to identify as important values in their lives (Bardi & Schwartz 2003; Schwartz 1992). Acknowledging that the SD-logic’s underlying premise is that the consumer always is the one that decide a service’s value (Lusch & Vargo 2014; Vargo & Akaka 2009) the Schwartz value theory can further develop just what value means in this context.

It is however also important to mention some of the argued short-comings of the theory. While Schwartz’s value theory has been recognized as applicable to a wide range of situations and across cultures, it has been argued to lack certain precision in specific contexts (Shaw *et al* 2005; Weeden 2011). In their exploratory study of the ethical consumer, Shaw *et al* (2005) deemed the theory to well explain the values of the interviewees, but also argued that three additional categories were needed to extend the analysis. In the case of the ethical consumer, the authors felt that the addition of capitalism, consumer power and animal welfare stood out enough to be measured on its own (*ibid*). Weeden (2011) furthers this argument and states that in the case of the ethical consumer, in particular eco-tourists, the theory would benefit from differentiating further between the ten values (*ibid*). For example, the author chose to add benevolence towards the people someone meets and interacts with in their travels and not just closest family. She further argues that it should in this context also add the value of spirituality, which was scrapped from Schwartz’s original survey (1992), since it proved to have value and an explanatory factor of the decision-making amongst the interviewed consumers.

2.4.1 Theoretical Framework: in context of the study

While the Schwartz’s value theory is by Shaw *et al* (2005) and Weeden (2011) recognized to be well tested for a general use, the rigidness of the original theory’s value categories could risk to miss certain context specific aspects. To step away from the Schwartz value theory’s original quantitative survey method can be a way to mitigate this and offer additional, context specific values that are important. As it can be shown in Shaw *et al*’s (2005) and Weeden’s

(2011) studies, the qualitative research design can answer to these argued shortcomings of the theory, by not only regarding the ten already identified value concepts in the original theory, but to also encourage the interviewee to elaborate on the subject and her perceived values. This allows for more room for context specific values to be identified and what concepts that fall under certain values, e.g., stimulation further explained. Studies that chose a set of statements that are operationalized to reflect some value, e.g., Grunert *et al* (2014) has the possibility to show correlation but limits the respondents to not include other possible aspects important to her.

This study will take a qualitative approach to the Schwartz value theory and SD-logic, where the descriptions of the different values will act as a “theoretical lens” to relate issues. The theoretical framework for this study combined Schwartz’ value theory and SD-logic to address the study’s objectives. The Schwartz value theory describe values that can influence choices for people across cultures and countries (Schwartz 1991;2012). The SD-logic brings a marketing and economic perspective on the value creation within the specific market exchange (Akaka & Vargo 2014). By asking open ended questions and encourage the interviewee to reflect on her experiences, it is possible to offer both depth and breadth to the value dimensions and premises. For example, the motivational dimensions of “openness to change” includes values such as trying new things and exploring (Bardi & Schwartz 2003; Schwartz 1992;2012), where if the interviewee speaks about how trying new culinary experiences, ways of shopping or challenging herself in the kitchen, it is in this study interpreted as related to this value. The broad descriptions provides an insight to what it is specifically that is important aspects that are related to this value dimension, that might have been lost had it only been reflected in an statement which included one of these aspects. For example, one interviewee might greatly enjoy trying new things but is less inclined to challenge herself in the kitchen. This encouragement to allow the interviewee to freely reflect on her experiences is combined with the SD-logic’s premise that “*Value is idiosyncratic, experiential, contextual and meaning laden*” (Lusch & Vargo 2014, 35), meaning that to capture what value is to the individual, it is important to allow her to be able to reflect on what it means to her in the specific context.

Knowing that the local food markets are a different context than that of a regular shopping experience done in the supermarket, where the consumer does not meet the producers, it is deemed likely in this study that social interaction in itself is valued. Since buying locally through local markets invites to more of a social interaction, and as such, the value of social interaction will be added and further studied alongside the ten universal values of Schwartz value theory. This is also in addition to the SD-logic premises, since the theory argues that it is through the social interaction that value is created (Akaka & Vargo 2014). While the SD-logic’s rationale to social interaction is more of a practical way of expressing preferences and receiving a strategic direction for the producer (*ibid*), it is not unlikely that the experience of meeting people is in itself valued by the consumers who choose to engage in local markets. One way that the social interaction can be highlighted and tested to be important, is to place special emphasis on how local products are bought, e.g., comparing it to buying local products in regular stores versus directly from the producers and how this matters for the consumer.

3 Method

The method chapter presents the reader to the research design, data collection process, ethical considerations and delimitations. The choice of a qualitative research design, case study approach and how interviewees were chosen is explained and the way that these choices might impact the empirical result is theorized, to increase validity and transparency. The way that the data is studied, interpreted and analysed is also presented in this chapter.

3.1 Research Design

To be able to answer the research questions and aim, certain ontological and epistemological assumptions of how the world is to be seen and data how the data will be collected and interpreted must be made. This is described in the Research Design chapter alongside the reasons as to why the present design was chosen is presented with comparisons to other possible methods.

3.1.1 Qualitative Research Design

As shown in the framework of SD-logic and values, the small scope of trade-offs that involve price and quality is only a small part of what a consumer might be motivated from. A consumer can also be motivated based on how the producer presents her value offering, the interaction itself and the value that she relates to the service and shopping experience itself. As values usually are rich in their description for a person, intertwined with personality itself and the context in which they take place (Holbrook 1999; Rokeach 2008; Schwartz 1992), the way that they are best understood is through a qualitative research design. The qualitative research design allows for deeper understanding of a phenomena, where an interpretivist's approach that seeks to understand the experiences of an individual (Bryman & Bell 2015, 30) will likely prove useful in this study's aim. While a quantitative approach can show relationships between variables, it is mostly useful when the variables already has been identified and somewhat understood. To test for relationships before the variables are known and tentative ideas of possible relationships are formed, is likely an unsuccessful since important parts that could had been unfolded through a qualitative method first might be left out.

3.1.2 Case Study Approach

Consumers who engage in direct markets to buy locally produced food are not part of a regular consumer shopping experience, even if it is a growing market. A case study in this specific setting could prove useful to identify these differences and offer possibilities to come closer to the consumers in their natural setting. The case study approach can provide a closer interaction of the phenomenon in its natural setting, which has been argued to be preferred when concepts are hard to quantify (Ghauri & Grønhaug 2015, 109) here values. Furthermore, while motivational factors can be quantified, values are harder to quantify and are often intertwined with one another. To gain an insight to this, it is likely most helpful to interact directly with the consumer's themselves. When choosing cases, Eisenhardt (1989) suggests that by employing purposeful multiple sampling amongst several cases, the researcher can identify patterns that span throughout the cases and can through comparison identify or prove theories. In this specific setting, categories relating to motivation factors and values related to

buying local food can be compared amongst consumers active in different local markets across Sweden, to identify differences or similarities amongst them.

3.2 Data Collection

3.2.1 *Semi-structured Interviews & Survey*

To acquire the data needed to answer the research question, semi-structured interviews with consumers in two different local food networks in Sweden were done. While surveys about the subject has been made in Sweden, it has been done by private actors with little insight of how these surveys has been performed (Wretling Clarin 2010). The survey size, who the consumers were and if they were buyers of local markets or not has not been disclosed for the public (*ibid*). This is problematic, as little can be said about the validity and reliability of the surveys, making the results less reliable. It is possible that the surveys were done in accordance to scientific standards with reliable results, but if for example certain aspects were not included in the survey's questionnaire, the lack of some answers are not due to the consumer's different preferences but rather to them not being able to express them. Furthermore, previous research done in the UK (Thilmany, Bond & Bond 2008) has shown that there are differences amongst the consumers depending on the way they shop and where they live, suggesting that there might be more to learn about the Swedish consumers who specifically engage in local markets. By performing semi-structured interviews, previous important values such as food quality and support of the farmers (Wretling Clarin 2010) can be studied while also allowing for more room to add additional categories and values that might be unknown. It also allows the interviewer to summarize the interview for the interviewee, so that she can either acknowledge or clear up any misunderstandings.

The interviews lasted approximately between 20-35 minutes and it was sought to have face-to face interviews, in a neutral setting such as a café. The choice to meet up was made as it has been emphasized that the place in which the interview is held can affect the quality of it (Seidman 1997, 42). A setting that is welcoming and where you can greet one another in person is preferred, so that the interviewee feels relaxed compared to, (*ibid*). The interview questions were designed to be as open ended as possible, allowing the interviewee to elaborate as much as possible on their own. This was done so that minimal influence was placed on the interviewee. For example, the interviewee was not asked outright what she valued with buying through REKO but rather why she chose to buy local food through the REKO-groups, why local food was important and how buying local products directly from the producer was different from regular stores. When certain valued aspects were mentioned however, follow-up questions were asked, to clarify the concept and if it was important and why. The full interview-guide can be found in Appendix 1. At the end of the interview, the consumers were asked to answer a short survey with statements that could be related to the Schwartz's value theory. This was done so that there would be less risk of missing possible important factors and to strengthen the interpretations and conclusions made in the analysis. towards being positive towards all but two hard to differentiate if some aspect was thought of as being more important than another. Due to this, less focus was put on the surveys in the analysis. An example of the questions can be found in Appendix 2.

3.2.2 *Choice of Interviewees*

Local food networks are today available through Facebook-groups called REKO-groups that are divided by some geographical area, e.g., Uppsala, North-west Stockholm and so on. There were certain requirements that the groups had to fulfill in order to be chosen for the study. First, the REKO-groups had to have been active for at least a year. Secondly, it had to be a large and active group, so that there would be enough interviewees who could participate. Active means not only that it was a large group, but also that the producers advertised their products and that the group's consumers bought them. The activity of the REKO-groups available on Facebook differed, e.g., groups that early in the process were excluded could have thousand plus members but only a handful took part in the sales or there were very few producers advertising products. The number of members that are part of a Facebook-group, as well as a display of how many posts that has been made the last thirty days is available to the public. This information was used to determine whether the groups was to be chosen or not. Lastly, three groups were deemed to be active enough, the REKO-groups of Malmö, Uppsala and Skövde.

Interviewees were found by posting an inquiry to interview participants in three different geographical groups. The administrators of the REKO-groups had to be contacted and asked permission whether or not I could post an inquiry. The requirements that I had on the interviewees was that they had to have some past experience with buying through the REKO-groups, at least two times this last year. I first made an inquiry in the Uppsala REKO-group, an example of this first inquiry can be found in Appendix 3. With only a few members responding to the first post, the next inquiry that was posted was modified with a more broad focus and offering detailed descriptions in an email. The modified inquiry post can be found in Appendix 4. A shorter post was posted in the Skövde group by me and an even shorter version was posted in the Malmö and Umeå-REKO group by the administrators. The biggest response was in the Uppsala group, seconded by Skövde and Malmö. As I received only one answer in Umeå, I chose not to include it in the study. All but two interviewees were found through this Facebook-post, one consumer and one administrator were found through "snow-balling". A "snow-ball" selection means that the researcher asks someone they have already established contact with if that person could tip her about possible interviewees (Bryman & Bell 2015, 281).

A total of 14 consumers were interviewed in longer, in-depth interviews, seven from Uppsala, four from Skövde and three from Malmö. This way, some variety in the answers could be offered. After 12 interviews, a tentative idea of themes emerged and after the 13th, it was deemed that no or little information would be added, reaching "empirical saturation". It is however important to mention, that the smaller size of interviewees in the Skövde and Malmö group makes it possible that additional information could give a better opportunity for comparison. It was however outside of the time and money budget to continue for additional attempts of finding new interviewees in these groups. Additionally, a total of 53 individuals were asked two short questions on site of the pick-ups. The difference of people asked in the geographical areas was dependent on the weather and number of people at the site, as well as the extent that to which the interviewee described their experiences. For example, while

Skövde had more answers and consumers, their answers were shorter than that of Malmö's consumers on site, as it was quite noisy and cold at the site.

To get an insight of how a REKO-group could be started and managed, an interview was held with one administrator who started the Umeå REKO-group. Knowing however that there are small local differences in how the groups are administrated, this data is not gathered to display any general idea of how all REKO-groups are created and managed, but rather so that the reader can get an insight of how it can be done. In Table 4, an overview of the interviewees is presented.

Table 4. Overview of the study's interviewees

REKO-group	Number of shorter interviews at pick-up	Number of indepth interviews	Interview setting (<i>in-depth interview</i>)	Comments
Malmö	10	3	Two face-to face interviews, one telephone interview	<i>One interview was done over phone and the only interview done partly in English. One interview was done at the pick-up site.</i>
Uppsala	19	7	All face-to face	<i>Two of the consumers, also acted as administrators in the Facebook-group.</i>
Skövde	24	4	Two face-to face interviews, two telephone interviews	
Umeå	-	1	Face-to face	<i>Interview with an initiator and administrator of a REKO-group</i>

Table 4 shows an overview of the interviewees whom participated in the project and the setting in which the interview took place. What is important to mention is that all interviewees in the study, with the exception of the administrator of Umeå REKO-group and one consumer in Malmö, were women. The two male interviewees were found through snow-balling. In other words, the only ones reaching out to answer the Facebook-post were women.

3.2.3 Participant Observation

To get a better understanding of the REKO-groups themselves, I participated during their meetings. As participant observation is an efficient way to get the “real life” experience, (Robson & McCartan 2017) of a phenomenon and given that little is known about these markets, it was deemed an appropriate complementary method for this study. As value is thought to be co-created with the consumer, the shopping experience itself are an important part of this and observations of how the consumer and producer meet in the “real world” were thought to be of value. For example, the service offered by the producers can have practical implications worth noting and the interaction between them can be shown to have importance that only can be understood when being there and seeing it happen. By also writing down the way that the meetings are done, it offers depth to the description of direct markets that would be lost, if the description was done by secondary sources.

When doing observations, I watched how the market were arranged, how producers displayed themselves and how the consumers shopped. A “field diary” of my impressions was filled in after the observations. I also acted as a consumer myself in order to get some experience of the shopping. When I chose to buy products, I tried to find service offerings that I would find hard or unable to buy at my local regular store. Additionally, I also spoke to the consumers that were at the pick-ups. Two questions were asked at each pick-up site, at Uppsala, Malmö and Skövde, first why they bought REKO and what their experiences was. This way, while not getting the depth that the longer, in-depth interviews offered, I could get a wider idea of the values that were present amongst the consumers. It also offered a possibility to speak to many people at a short amount of time, to confirm possible themes that were displayed in the in-depth interviews. As a lot of information about the REKO groups is offered through Facebook, I became a member of each group in the study. With the exception of Umeå, I visited every REKO-group and participated in pick-ups. Due to geographical distance between the different REKO-group groups, I visited Malmö and Skövde once, while Uppsala was visited five times.

3.2.4 Data Analysis

After each participant observation, I made a write up of all my expressions, e.g., of the weather, overall mood and how the pick-up practically was done. The responses of the consumers on the pick-up site were written down in a notebook and transcribed the same evening. Themes that could emerge from these findings were organized in Excel first and then in Word, the latter to make it easier to read when everything was organized, so that possible comparisons could be made. The in-depth interviews were transcribed in the days after they were held. Quotes that could be related to Schwartz’s (1992; 2012) different values and premises of SD-logic (Vargo & Lusch 2014) were coded and organized thematically, how they were related to the theory’s premises. To illustrate, the ten different values of Schwartz value theory each were assigned a column of their own, where quotes that related to the corresponding values were put in. The Schwartz value theory has in its presentation of different values (see Table 3) provided both specific key-words, e.g., universalism includes *equality*, *social justice* and broad descriptions, such as *welfare of all people and nature*. Schwartz (1992; 2012) further describes the different values, and the quotes were compared to these descriptions and key-words. For example, if an interviewee spoke about animal welfare and- or environmental issues, this was regarded to be related to the value of universalism that includes protection of nature, and was as such placed in that column. Specific subjects within the universalism category that were re-occurring, such as less transports, organic production and support of small-scale producers made it so that sub-columns and headings were created, to get more precise answers of which aspects motivated the consumers. The SD-logic’s theoretical framework specific premises, key-words and their descriptions (see Table 2) were used to code and organize the interviews. The descriptions of the premises and theory as a whole, e.g., that value is derived from knowledge and skills of the producer and that it is created in the interaction between consumer and producers, were used to sort out the coding process. So, if the consumer spoke about the interaction in terms of how it created value, if the producer’s knowledge or skills in their production or service was valued, it was placed in the “SD-logic”. Examples of themes that emerged was the knowledge that the producers had on

their own production and products, how to grow in season and that their direct communication enhanced the value-offer. An example of how the coding process was structured can be found in Appendix 5. The quotes that were to be used were sent back to the interviewees for their approval and so that they could affirm if it was correct. This way, the validity of the data could be enhanced while also respecting the integrity of the interviewees themselves.

3.3 Ethical Considerations

All interviewees were informed of study's use, what their participation entails and their rights are when taking part of it. In the written consent form, the participant was informed that the interviews were recorded and that the recordings and transcriptions only were used for analysis purposes by the author. If the interviewee were to express a wish to withdraw her participation, it was within her right to do so. The written informed consent document can be found in Appendix 6 of this thesis.

When constructing interview and survey questions and also during the interview sessions, I adhered and followed the ethical code of the Scientific Research Counsel (2017). In practice, this meant that I sought to be truthful about my research, transparent of my methods and results and strove to not do harm to the people that were a part of it. The effort to be sincere and transparent about my research could however risk the validity of the research, e.g., if the interviewee were to ask if they could receive the questions beforehand. The open-ended questions in Appendix 1 could be given to the interviewees beforehand, as they focused on the experiences of the consumers with little or no explicit link to theory. The short survey given to the interviewees at the end of the interview however, did have statements related to the theory that could affect her perceptions, if given to her beforehand. To remain transparent and also try to make sure that interviewee was not affected by the value statements before the interview took place, I prepared so that the interviewees could see an examples of the survey questions that included other explicit values than those asked, if it was requested. It was a general example of the survey questions structure, that the interviewee would be presented with a statement and then rate how well the she thought it applied to her.

Since part of the data collection was done through observation, special considerations were taken. Robson and McCartan (2017) underline that observing without direct participation can be ethically ambiguous, since the ones that are observed has not explicitly given consent of being so. As no personal information was disclosed during the observations, but rather broad descriptions of the events were given, the risk of being a particular individual part of the research against her was nullified. If questions are asked in person when interacting with the consumers and producers, I told them of the reason as to why I was asking them question.

4 Background for the Empirical Study

This chapter will provide previous research concerning consumer values, values and its relation to human behaviour, local food and local markets. The background will provide the reader with an overview of what is known and what still needs to be further investigated and studied while also provide and foundation for further discussion of the thesis results.

4.1 Previous Research of Consumer Values

This chapter provides the reader with a brief and broad overview of the previous research that has been done relating to values, the different definitions and empirical studies. How the different interpretations of the concept of “value” has been studied in previous, empirical contexts is taken from marketing research. First, different definitions and sources of value will be presented to provide a broad overview of the subject.

4.1.1 Definitions and Sources of Value

The decision-making process has in marketing research much focused on the trade-off between price and quality (Sánchez-Ferández & Iniesta-Bonillo 2007; Sweeney & Soutar 2001). There has however been criticism to this, as consumers has been seen to be affected by more than just these two factors as there are strong arguments for believing that values beyond trade-offs in price and quality affect the consumer’s behaviour (Freestone & McGoldrick 2008; Gilg *et al* 2005; Shaw *et al.* 2005; Sweeney & Soutar 2001). In a review of previous research of perceived consumer value, Sánchez-Ferández and Iniesta-Bonillo (2007) regard the concept being poorly defined in previous research and critique some of the current definitions. The authors critique the idea of value simply being a trade-off between benefit and sacrifice as well as a function of utility for the consumer and states that it is both a broader and richer concept. Sánchez-Ferández and Iniesta-Bonillo (2007) groups the streams of research connected to consumer value as either uni-dimensional or multi-dimensional. The former refers to value as being a single, overall concept that can be measured a single (or set of) self-reported item, e.g., price or brand name while the latter refers to value being a multi-dimensional construct, consisting of several attributes and dimensions part of representation of a complex phenomenon (*ibid*, 430-431). Uni-dimensional value construct theories are for example Zeithaml’s (1988) price-quality and consumer perceived value, which focuses on the relationship between price and quality and the value derived therefrom. While acknowledging the personal and idiosyncratic aspects of value, it was still thought of being related to the tradeoff between what a person gives and the quality she gets (*ibid*). Multi-dimensional value constructs however, answers to a lack of breadth and depth of different values and includes additional constructs (Sánchez-Ferández & Iniesta-Bonillo 2007). For example, Sweeney and Soutars (1991) recognize the addition of emotional and social value, Woodruff’s (1997) value hierarchy argues that value can be from a product’s attributes, use, purpose achievement and goals and Holbrook (1999) also includes value deriving from ethics, beauty and fun amongst utility and quality. While not a part of the review that Sánchez-Ferández and Iniesta-Bonillo (2007) make, the value concept that is presented in SD-logic (Lusch & Vargo 2006; Vargo & Akaka 2009) and Schwartz’s Value Theory (Schwartz 1992; 2012) can in this perspective be seen as a multi-dimensional value constructs. The theories both include additional constructs

and acknowledge that value resides in the interaction between different attributes and components, making it a complex phenomenon.

4.1.2 Value Theories Applied

The recognition of values as being multi-dimensional and part of a complex phenomenon has furthered current research to try to understand the many aspects which influence consumer behaviour. Consumer values has been described as being hard to capture, since they are often intertwined with each other as well as a person's attitudes, experiences and personality (Holbrook 1999; Mainieri *et al* 1997; Woodruff 1997; Schwartz 1991; Shaw *et al* 2005). The inclusion of several other values however, has made it possible to map and capture this range of different attributes that are valued by the consumer. For example, moving beyond the idea of only regarding the product itself and rather look at the experience it can bring, Shove and Pantzar (2005) could show that the value was derived from the use of a workout equipment required to do Nordic Walking. It could from their research be found that the association the practitioners made with being skilled when using the equipment, together with the idea of it being a part of a healthy lifestyle and community created value beyond the product itself (*ibid*). In other words, it was in the use as well as association with other values and imagery that the perceived value lied, rather than a pay-off between a quality, price component. The inclusion of additional attributes beyond price, quality, utility and payoff has also sparked an interest into ethical and "green consumption", the latter being related to consumption that the consumer relates to environmental issues (Freestone & McGoldrick 2008; Shaw *et al* 2005). In an effort to understand the ethical consumer, Freestone and McGoldrick (2008) chose to place certain emphasis in understanding the consumer's purchase goals and the values that were associated with them as;

"Values play an important role in consumption behaviour, especially within an ethical context, since many goods and services are selected with value-related goals in mind [...] a consumer with a genuine interest in being "green", for the sake of society and the wider environment, may also have a strong self-interest in being seen to be green" (Freestone & McGoldrick 2008, p.447).

It is again emphasized that there are multiple values at play, here beyond the products environmental impact itself but also the person's own self-regard or social status. Studies related to "ethical consumption" includes wider societal issues such as environmental concerns, equality and animal welfare (Gilg, *et al* 2005; Freestone & McGoldrick 2008; Shaw *et al* 2005) and provides a more holistic view of the values that are present. Rather than focusing on tangible goods, price and quality alone, the consumer who strive to attain services and products that are associated with environmental- and or ethical values has been shown to be motivated to buy certain products, e.g., fair-trade or to abstain from buying other as a form of boycott to the product itself or brand (Gilg, *et al* 2005; Shaw *et al* 2005). The purchase experience itself has been described to have certain value for the consumer. Holbrook (1999) does emphasize this, stating that; *"by experience, I mean that consumer value resides not in the product purchased, not in the brand chosen, not in the object possessed, but rather in the consumption experience(s) derived therefrom"* (Holbrook 1999, 9). As with the study of the

walking stick with Shove and Pantzar (2005) this means that the value of the product is in its use and the experiences which are derived therefrom.

The Schwartz value theory offers a multi-dimensional approach towards understanding value, with ten different “universal” values that drives an individual’s motivations and behaviour (Bardi & Schwartz 2003; Schwartz 1991). Its range of different values includes pleasure, quality, safety, stimulation and environmental and ethical issues (*ibid*). The theory has been applied to validate the theory itself and to capture which values that are important for the consumers. In the qualitative study by Shaw *et al.* (2005) the authors apply Schwartz’s value theory to understand the motivations of the ethical consumer, where some values were found to be considered more important than others. Amongst these were values relating to achievement with focus on freedom of action for the consumer to make her own choices, the opportunity to express self-direction through curiosity and achieve stimulation through her shopping choices (*ibid*). The values relating to “achievement”, one being the ability to influence was seen as an important value amongst the shoppers; “*Influential’ was an important value for participants, where they considered the impact that their shopping purchases may have on other people and the environment.*” (Shaw *et al.* 2005, 191). This means that the consumer is motivated to reach a certain goal through her shopping choices, in this case to lower her environmental impact and strengthens the claim that values are a part of a larger motivational goal, that guide a person’s behaviour (Schwartz 1992; Schwartz *et al* 2006). Universalism, which refers to the concern of the well-being of nature and people, was also shown to be of important value for the consumer and as well as the consumers (Shaw *et al* 2005). The need for power or tradition was less important, strengthening Schwartz’s theory which states that some values are not less compatible to another (*ibid*). When examining the predictive power that Schwartz’s value theory had on consumer’s motivation, use and of sustainability labels, Grunert *et al.*’s (2014) study that could show that universalism values had “*considerable predictive power in explaining level of concern with sustainability in food production*” (*ibid*, 183). This implies that the interviewees who value issues related to universalism, e.g., concern for the welfare of others and nature as their life values, were influenced by these regarding their motivation, understanding and use of sustainable labels (Grunert *et al.* 2014).

The value has so far in previous research been acknowledged to be a personal belief that a person holds, which guides her motivations and decision-making (Bardi & Schwartz 2009; Freestone & McGoldrick 2008; Shaw *et al* 2005), that constitutes of several different concepts, e.g., care for environment and nature, social status, pleasure of an experience, utility and also price and quality (Holbrook 1999; Schwartz 1992; Shaw *et al* 2005; Sweeney & Soutar 2001). It is however not much mention of how the value is co-created with the consumer herself nor how the it is the knowledge and service of the provider is driving this creation of value. The SD-logics premises add and furthers the value concept further, with their emphasis on that it is not the tangible goods which provide service, but the service that they provide (Lusch & Vargo 2014). While the use of the product is described to provide value by Holbrook (1999) and Woodruff (1997), the interaction that takes place before and after the service’s use is not as mentioned. Lusch and Vargo (2014) argues that the interaction with the consumers is what drives the competitive advantage and strengthens the value-

offering, since the consumer can voice her preferences and experience with the service. Furthermore, the knowledge and skills of the producer is what is sought after, rather than the tangible goods themselves (*ibid*). To examine how this interaction, knowledge and skill drove the service innovation at hotels Ordanini and Parasuraman (2011) applied the premises of SD-logic and it could be found that contact-employee participation was found as a competent driver of innovation in terms of volume (number of new innovations). It was however only significant when business-partner collaboration also was high, which strengthen the theory's additional premise of that value-creation is within networks of resource-integrators, e.g., other businesses (Vargo & Akaka 2009). In the case of the current study, a hotel had for example been able to enhance their value-offer when they collaborated with local museums, as they could offer art-courses and exhibitions in at the hotel (Ordanini & Parasuraman 2011).

What the value-offer of SD-logic entails was also further developed in Skålén *et al.*'s (2014) study, where the authors after the examination of eight different companies described is as ten common practices. It could be problem finding practices, such as consumer surveys and interviews that made sure that the value proposition really is fulfilled. The author also included the ways a firm organizes themselves so that their value proposition is clearly defined and understood by the consumer, e.g., through the creation of a common language amongst the employees who are to provide them the service. For example, a pulp manufacturing company in the study gave their customers presentations about how their paper was made and gave them an opportunity to talk about different grades and tell the providers what they wanted (Skålén *et al* 2014). Lastly, the authors described organizational practices relate to managerial and staffing practices. For example, a spa company described how they needed to re-organize their menu to deliver value to their more athletic consumers who wanted to replenish their energy and vitamin-levels after workout, and that their staff needed additional education about nutrition and diet (*ibid*).

4.2 Previous Research of Local Food

Previously made studies and surveys related to local food mainly been done outside of Sweden, with a focus on what the definition of local is and what the concept entails and the motivations for buying local are. Some of the findings is presented in this chapter, local food is however divided into "local food" in general and "direct-markets" as previous research of local food varies whether this distinction is made or not.

4.2.1 Definitions of the Term "Local"

There has been an increase in the interest of local food the past years (Feldmann *et al* 2015; Hinrichs 2000; Meas *et al* 2014; Sköld 2010; Weber & Matthews 2008; Wretling Clarin 2010). While research and studies has been made in the subject, one thing that remains ambiguous is the very definition of "local". Wretling Clarin (2010) writes that; " *there are very few actors within Sweden that define local food and if they do, the definition differs between them*" (*ibid*, 4). While there are no official requirements to the term local food in Sweden, one distinction that is made, is regional food. Unlike local food that lacks any formal definition in Sweden, regional food are registered products protected by EU-labelling (Smaka Sverige 2016). These foods are unique in the way that they are produced and most

importantly, where they are produced, and the labelling is thought to be protecting them from plagiarism (*ibid.*).

The definition of local food has not as clear boundaries as regional food (Feagan 2007; Meas *et al* 2014; Wretling Clarin 2010). A definition of local food that has been made by Seyfang (2006) is that; “*Localisation of food supply chains means simply that food should be consumed as close to the point of origin as possible*” (*ibid.* p.386). While similar definitions have been made by others in previous literature, (Connelly *et al* 2011; Hinrichs 2000; Wretling Clarin 2010; Feagan 2007) it is however not clear just how close this point of origin is. Table 5 shows an overview of different definitions that has been used in previous research related to local food and farmer’s markets.

Table 5. Different definitions of local food

Author(s)	Defintion
Connelly <i>et al</i> (2011, 312)	Local food systems, are place-based and community-based responses to local and global problems involving social, environmental and economic issues. The “localness” itself has no inherent qualities but are rather strategies for the development of the social economy and sustainable community development.
Guthrie <i>et al</i> (2006, 1)	Farmer’s markets are “ <i>a quiet counter-revolution in food retailing</i> ”. It is a reaction and reassessment of the way which food is grown, distributed and sold, that focuses on resource conservation and values.
Hinrichs (2003, 297-298)	Direct agricultural markets are proximity based economic forms building on familiarity with and commitment to nearby place, community and environment. Local food markets are embedded social community and trust, whilst also being a part of instrumental values such as quality and price.
Seyfang (2006, 386)	The (re)localization of food and shortening of the food chain is a movement that challenges industrial farming and global food transport. “ <i>Localisation of food supply chains means simply that food should be consumed as close to the point of origin as possible</i> ”.
Szmigin <i>et al</i> (2003, 545)	to shop at the farmer’s market is the consumer’s choice to not only to “ <i>favour local food but also in reducing our reliance on supermarket shopping and the experience it entails</i> ”. Buying local food through farmer’s markets is argued to stimulate the concept of community.

Feagan (2007) problematizes this lack of definition, as he argues that “food” and “place” are highly intertwined and the question of place can have certain implications on perception of food. The meaning of local can infer to that of community, in which the seller and buyer meet and exchange information as well as get to know one another better. Local can also be a mark of origin which itself gives information, regarding perceptions of quality and freshness of the products, necessarily not close to the consumer herself (*ibid.*). Since there are no formal requirements on the producer to specify just what “local” entails (Wretling Clarin 2010, Smaka Sverige 2016), it is highly up to the consumer to decode the meaning of the term.

While a definition of local food has been difficult to pin point, the re-occurring theme of consumers who engage in shorter food value-chains (Connelly *et al* 2011; Hinrichs 2000; Wretling Clarin 2010; Feagan 2007), will be the definition used in this thesis. Since the focus in this thesis is local food consumption through direct markets, it is likely that the definition by Seyfang (2006, 386), that “*food should be consumed as close to the point of origin as possible*” will be the most prevalent form purchase of local food.

4.2.2 Motivations for Local Food

While very little research of the subject has been done in Sweden, there has been studies and surveys made to understand the motivations to buy local food around the globe, mainly in the USA, UK, Germany and Italy (Feldmann & Hamm 2015). The majority of these studies have been quantitative, using surveys to map the perceived values and the consumer's willingness to pay (WTP) for local food while focusing on one or two items, such as apples (*ibid*). For example, Denver and Jensen (2014) could in their study find that the consumers who had a strong preference for local food stated that taste was the most important aspect when choosing apples, regardless if they were local or organic. The authors did however also note that only using a single local product, here apples, had its shortcomings as other products and services might be regarded differently, especially since apples were thought of having a certain value in Denmark (*ibid*). Meas *et al* (2014) chose to use the product of locally produced blackberry jam to investigate the motivations of the consumers in Kentucky and Ohio. The jam was associated with having different values, such as organic, mostly organic, how local was defined and so on. It could be found that the consumer's WTP was high for both organic and local attributes, but that the consumers were more motivated to pay for local attributes than organic, indicating that local attributes were thought of as substitutes for organic food (*ibid*). The studies which focuses on the WTP for local attributes, especially when comparing it to organic food did not further explore the motivations as to why local products were valued higher. Weatherell *et al* (2003) chose to explore the UK urban and rural consumer's perceived values of local food to a number of stated attributes, going into more detail as to why the consumer chose this food. In Table 6, the importance of food issues for the urban and rural consumers in the UK study is shown.

Table 6. Importance of food choice issues, by urban and rural respondents (Weatherell *et al.* 2003, 237)

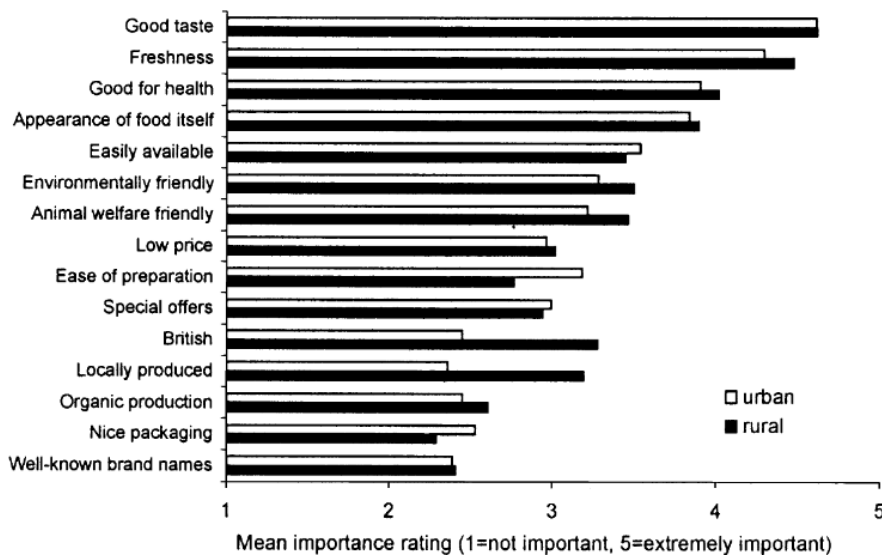


Table 6 shows that qualities relating to the taste and freshness of the food is again ranked higher. It is important to mention however, that the question of support related to the farmers and the local rural area, is not included in this study. This is a contrast to the surveys made in Sweden by food companies such as Coop, where the Swedish respondents answered that climate concerns, with emphasis of shorter transport, and support of the local farmers were the

top concern as to why they chose to buy local food (Wretling Clarin 2010, 13). This was followed by local products having a clear sender, better quality and taste (*ibid*). While taste and quality aspects were included in the study, they were found to be much less important than climate concerns, shorter transports and support of local farmers (*ibid*). “Food miles” is the transport of food in the value chain and has been linked with concern of the environment and emissions related to it (Coley *et al.* 2008). The concept has been debated as to how important transport is to reduce emissions relative to other practices in the food value-chain (Coley *et al.* 2008; Clarin Wertling 2010). While the issue of food miles is debated, its relevance for the Swedish consumers who buy locally because of it shows that their concern for climate issues are an important driving factor. In another consumer survey aiming at the Swedish consumer, the respondents were bringing up similar topics in their answers and factors such as quality and taste was again less salient Table 7.

Table 7. The main reasons why Swedish consumers buy local- and regional food according to Ipsos-Eurekas consumer survey, percentage who mentions (adapted from Wretling Clarin 2010, 14)

Facilitate employment rates	45 %
Environment	43 %
Contribute to a thriving rural environment	42 %
Support of the farmers	37 %
Animal ethics	27 %
Higher quality	22 %
Taste	18 %

As can be seen in Table 7, factors relating to the willingness to facilitate employment rates, environmental issues and to contribute to a thriving rural environment were the most mentioned in relation to local food. This is again a shift from the UK consumer, who place taste and quality first and foremost as to why she chooses local food (Weatherell *et al.* 2003). The reason as to why the Swedish consumer is interested in these issues however, is not further developed, nor is it clear whether or not the consumer bought directly from the producer.

The importance of social and environmental values relating to local food have been discussed in studies outside of Sweden (Denver *et al* 2014; Feagan 2007; Hinrichs 2000; Meas *et al* 2014; Seyfang 2006; Wretling Clarin 2010; Onozaka *et al* 2010). The idea of local food as a form of social embeddedness has been presented by Hinrichs (2000) and Feagan (2007), which not only includes aspects such as price and quality of the product itself. Embeddedness within local food systems represents a “*sense of social connection, reciprocity and trust, is often seen as the hallmark (and comparative advantage) of direct agricultural markets.*” (Hinrichs 2000, 296). The way that the way products are sold are in this theory a big part of the concept itself, the change of goods also include an inclusiveness of social interaction and re-connection to the source of the produce A desired change in agricultural systems has also been described as a motivation for the consumer to choose local food, with shorter supply chains being a way to avoid the less personalized way of shopping, as seen in a regular supermarket (Hinrich 2000; Szmigin *et al.* 2003). To buy local food and in particular through

local food markets, has been described as “a counter-revolution” where the discerning consumers choose to buy this way due to increasing demand of better food and that they are reassessing the way of how food is grown, distributed and sold (Guthrie *et al.* 2006). Connelly *et al.* (2011) further addresses this, and describes local food as being a way for concerned consumers to actively try to achieve community development to address social, environmental and economic problems. The choice to “turn local” is therefore seen more as a reaction towards modern agriculture and shopping rather than qualities relating to local food itself (*ibid.*). This was reflected in other studies as well, where surveys with consumers in the UK could find that “*some consumers did think of wider ‘civic’ issues when choosing food, trade-offs were reported against matters of price, convenience, accessibility and perceived product quality*” (Weatherell *et al.* 2003, 236). In other words, while specific products attributes such as taste and health are important factors that motivates the consumers to buy local food, it can from this also be shown that other aspects are also deemed important. The way in which local food is bought has been less mentioned in previous research, but could also have certain value for the consumers and affect her motivations.

4.3 Previous Research of Local Markets

Previous studies have made no or little discern of how the locally produced food was acquired, such as local markets or locally sourcing supermarkets, nor of how often the consumers made their purchases. Some research relating to local markets has however been done, with regard choose to the motivations of the consumers who engaged in them (Thilmany *et al.* 2008). The authors could find differences in the motivations amongst the consumers depending on the frequency in which they bought their food and in contrast to the previous study made in the UK (Weatherell *et al.* 2003), the local market consumer placed greater importance upon the attribute locally grown and relationship with the producer (Thilmany *et al.* 2008). When consumers answered whether they were willing to pay a price premium based on the food having attributes related to it being locally grown, e.g., support for local agriculture and benefits with land and environment from local farms, the consumers who valued these attributes were willing to do so (*ibid.* 1307). Onozaka *et al.* (2010) used local apples and tomatoes to discern the “typical” WTP the local product’s claims made amongst different segments of consumers. The consumers were for example segmented amongst those that bought local in direct markets, supermarkets or both. It could be found that there indeed were differences in motivations depending on the consumer’s chosen market channel. The direct consumers had a significantly higher WTP for the local products claims than those who bought local products through other channels (*ibid.*). Darby *et al.* (2008) could additionally in their research find a difference between the direct consumer’s valued attributes of local food. The demand for local products were not only driven by attributes such as freshness but the direct shoppers were more than two times likely to buy products from a farm that were of perceived smaller size, with less corporate image (*ibid.*, 485). Studies relating to farmers markets that source local food has also sought to map the relational part of this way of shopping. In one study that focuses on the older the consumer, it is the very way of how the shopping experience is constructed that provide value for the consumer;

“the nature of the interaction at a farmer’s market may be a driving force for participation. The consumer comes into direct contact with the producer, sees the person that produced the food they will take home with them, and is able to interact and even quiz them about the produce” (Szmigin *et al.* 2003, p.544)

The authors argue that it is the very idea of community that is missing in everyday shopping of supermarkets that is a reason as to why some choose to shop at farmer’s markets. As Hinrichs (2003) has emphasized, there are relational aspects to the local markets that can be a way for the consumer to take a step away from the conventional shopping, in favour of the relational service which is offered in them. It is argued that the aspect of embeddedness, which symbolizes social connection, reciprocity and trust plays a special role in the local market; *“Embeddedness itself then becomes some of the ‘value-added in the farmers’ market experience”* (Hinrichs 2003, p.299). This makes an argument that there are parts in the interaction between the consumer and the producer in the market that creates value beyond just the product itself, here local food.

4.4 Summary Previous Research of Local Food

Local food has been scrutinized in previous research, where there has been attempts to define what is “local” and understand what motivates the consumers to buy local food. While there are many different definitions and interpretations of the term, the re-occurring theme is that the consumer are buying food that are as close to the source of origin as possible (Meas *et al* 2014; Seyfang 2006; Wretling Clarin 2010). It has also been argued to be a “counter-movement” of how food is grown, distributed and sold (Guthrie *et al* 2003) and a reaction towards economic, societal and environmental issues (Connelly *et al* 2011). When the motivations for buying local food has been studied, it has been found that product attributes such as freshness and taste (Darby *et al* 2008; Seyfang 2006; Thilmany *et al.* 2008; Wheatherell *et al* 2003) has been stated as important motivations as to why consumers would chose to buy local food. It has however also been found that consumers also value local food as way to care for the environment, support local economies (Hinrich 2003; Seyfang 2006; Thilmany *et al* 2008; Weatherell *et al* 2003). Lastly, it has been argued that a closer proximity to the origin of food and the interaction that are part of buying directly from the producer is valued by the consumers who buy through local food markets (Hinrich *et al* 2003; Szmigin 2003; Thilmany *et al* 2008). The latter has however not been studied more closely empirically, and will this thesis thus be studied further. Additionally, Feldmann *et al* (2015) problematizes the use of only WTP measures, as intended behaviour of the consumer might not be the same as the behaviour in the actual purchase situation. By employing a different research design, here not not using the WTP measurements and by targeting consumers who have experiences and are active with buying local food in local markets, the reflection on their experiences can avoid this shortcoming.

4.5 The Concept of REKO

The concept of REKO started in Finland and took inspiration from similar networks in France, in particular AMAP which is a form of community supported agriculture or CSA (www,The Rural Economy and Agricultural Societies 2018a; www,Urgenci 2018). Unlike a CSA

however, there are no paid membership, nor subscription of products required to be a consumer of REKO. The REKO concept is described as a network and logistic system of locally produced food, where the consumers and producers sell and buy goods online to later meet once every or every other week at a specific date and time to trade (www,The Rural Economy and Agricultural Societies 2018b). No sales at the pick-up occur, all is pre-order or pre-purchased as it requires a certain permit to hold markets in Sweden (www,The Rural Economy and Agricultural Societies 2018c). To sell and buy, the producers make posts in the group's board which is available to all members and the consumer then comments on the producer's post what she wishes to buy (www,The Rural Economy and Agricultural Societies 2018d). The producer's post is similar to an advertisement, where she describes her wares and how the purchase will be done, e.g., if the buyer needs to pay before the pick-up or not (*ibid*). The communication is however not one-directional as with regular advertisement, since the consumer can place comments and ask additional questions, which are seen by all group-members.

The REKO Facebook-group which is managed by administrators, who themselves can be producers and- or consumers (Maxim, pers.com 2018). The administrator's work is voluntary, and there is no central governing organization to oversee the groups (Maxim pers.com 2018). The REKO-groups does however all share the same concept, to connect the producers and the consumers and facilitate the small-scale and local production (Andersson 2018; Maxim pers.com 2018). The administrators who initiate and govern these groups can however receive additional guidance from other administrators in separate forums, aimed directly towards those who organize REKO-groups (Maxim, pers.com 2018). It is however up to the administrators themselves to choose how to govern their own group and small local differences in their management can be found (*ibid*). For example, some groups choose to only source food products while others include crafts such as decorations and hygiene products, it differs how often and when the pick-ups will occur and how long it will last. The Facebook-groups are geographically divided to represent a local area, e.g., parts of a larger city or smaller society and the membership for consumer as well as producer is free (www,The Rural Economy and Agricultural Societies 2018c). The administrators accept new members and producers, monitor the advertisements and comments, plan pick-up dates and provides information (*ibid*). The administrators have no responsibilities towards either consumers nor producers, as they are not resellers themselves. The responsibilities of the produce is placed upon the producers themselves, but the administrators do have the possibility to ban members who misbehave (www,The Rural Economy and Agricultural Societies 2018c).

5 The empirical study

In this section, the results of the study's data collection are presented. Firstly, the results from the participant observations are presented together with summaries of the responses from the consumers at the pick-ups. Secondly, the results from the in-depth interviews are reviewed along with the different themes that were made when gathering the data.

5.1 Results from participant observation

This part of the empirical study presents the results from the participant observation. Three REKO-groupss were visited and consumers that participated in the pick-ups were asked two questions, why they chose to buy REKO and what their experiences were. The first pick-up visited when doing these quick interviews was Malmö, which will be described first, followed by Uppsala and Skövde.

5.1.1 Malmö REKO-group

Malmö REKO-group had of December 2018 almost 10 000 members, and its producers offered at the time a wide range of different food items, from natural grazing animals, to vegetables, mushrooms, handmade chocolate to kombucha, and eggs. There were also crafts, such as sheep skins, handmade organic skin-products and Christmas decorations made from fir twigs. My trip to Malmö was however made a month earlier, in November.

When arriving, it is freezing cold and dark at the parking lot, which is just a quick walk from the city centrum and a stone's throw away from Malmö Castle. The producers entered the parking lot with their cars one by one, some even thirty minutes before the appointed time. One of the Facebook group administrators took note of where the producers were and was quick to offer help to any consumer that might had begun to look around. The way that the producers displayed themselves differed. Some had their own signs with some lights or decorations, others were more modest, with just an open trunk and a simpler sign. Flashlights and the light from smartphones shone as the producers went through the final preparations, as they looked through their lists to see who had placed orders. The consumers began to enter the parking lot, many by bike. The consumers that approached the producers seemed well acquainted with one another, and they happily greet and small talk. There were soon at least a hundred or more consumers in the parking lot, most of them are looked through their lists and scurried about to find their producer. Some seem to bump into friends and colleagues and started to chit chat. Mostly however, the consumers were effective and neat lines were formed amongst the producers that handed over their products to their buyers. I myself picked up my bag of green tomatoes from a vegetable producer. When I stood in line, I saw an opportunity to small talk with the consumers that were standing in line and began to talk to them. Table 8 shows the result from this interaction.

Table 8. The responses from the consumers who participated at the REKO pick-up in Malmö the 22nd of November

Consumers responses at the Malmö pick-up of 22th of November	
Reasons for choosing to buy REKO	Mentioned by
Can get products I can't get in a store, want to be able to buy in season, helpful to ask follow-up questions, want to buy local, no intermediaries, easy way to buy in season, fun way to shop, easy way to do something good	9
Want to buy without plastic, less waste, better for the environment, want the hens to be treated well, good animal welfare, contribute to a better world, less transport	8
Better quality than at the supermarkets	4
Wants to eat food without chemicals, food without pesticides, food self-reliance	4
Wants family to eat organic food, wants organic, likes organic	4
Feels good to meet the producers, nice to meet producers, get to meet other people, friends and colleagues, nice to meet like-minded, informal community	4
More fun than to shop at regular stores, fun way to shop	4
Wants to support the local community and local farmers	2
Number of people asked	10

As can be shown in Table 8, values relating to the REKO-market channel itself was frequently mentioned in the first section, e.g., as they can only get certain products at REKO and no intermediaries, followed by values relating to environmental issues, such as animal welfare. It was only in Malmö that when speaking with the consumers, plastic was brought up.

5.1.2 Uppsala REKO-group

The Facebook-group of Uppsala REKO-group consists of December of 2018 by 5000 members and is growing fast. The group's producers sold at the time both food items, household products such as firewood and crafts, e.g., sheep skins and Christmas decorations made from wool. I had during my time as a consumer managed to get a hold on purple carrots and meat from nature grazing cattle, where the farmer herself happily told me about her farm, animals and even encouraged me to come and visit with the whole family.

When I arrived at the pick-up the snowy December evening ten minutes before the start, nearly all of the 33 producers were neatly parked. They had prepared their trunks, the signs of their shops and tables were filled with products. The administrators who were dressed in yellow vests with the word "REKO" printed on them counted the number of producers that had already arrived to make sure that they were all present. While it was dark in December, the lighting on the parking lot still made it possible to find each producer and with snow falling slowly, it was hard not to get into the Christmas spirit. One administrator mentioned that a record number of producers participated, and with this being my fourth time at the Uppsala pick-up, it felt like it was reflected in the number of consumers too. The parking lot quickly filled up with hundreds of consumers where most carried small lists of the things they bought and searched to find "their" producers. Some asked for help from the administrators who were quick to help and soon, neat lines were formed all over the parking lot. I took this opportunity to speak with some of the consumers, but quickly noted that I had to move fast, as

the lines moved quickly, and most were in a hurry to finish their quite long list of products. I would describe the mood as cheerful, but perhaps a bit more focused than earlier pickups, maybe due to Christmas being in just a week. In Table 9, the gathered responses are displayed.

Table 9. The responses from the consumers who participated at the REKO pick-up in Uppsala the 13th of December

Consumers responses at the Uppsala pick-up of 13th of December	
Reasons for choosing to buy REKO	Mentioned by
Small scale production, locally produced, likes to know where the products come from, no intermediaries, fresher products, good concept where you can buy local products in one spot, wants to know that the animals has been treated well, able to get certain products.	11
Decreases transports, less environmental impact, believes that it has less environmental impact, wishes to support small-scale production, wants to know that the animals have been treated well	8
Cares for the local, wants to support local small-scale production, support of rural development, support local economy	8
Thinks it's fun, feels good, fun to shop, able to get certain products	7
Hopefully organic, likes organic, only buys the organic selection, mostly KRAV	5
Gained a lot of contacts at REKO, feels good to meet the producers	4
Thinks it's very tasty and lasts longer, better quality, better taste, more fun to cook	4
Feels fresher	1
Number of people asked	19

As can be shown in Table 9, values that relate to the market-channel of the REKO concept, such as the possibility to get local products, fewer intermediaries, knowledge of where the products came from were often mentioned. Values relating to the environment and support of the local community are closely linked to this and thus also frequently mentioned. All the interviewees answered that they were very pleased with their experiences from buying REKO.

5.1.3 Skövde REKO-group

It's was a very dark and cold December evening and as I entered the parking lot and ten minutes early it was already filling up with cars. Skövde is Sweden's largest REKO-group with over 10/000 Facebook members and it showed. Unlike the other groups that I had visited, the possibility to look around was limited, simply because it was so crowded. There were long lines forming, 20 meters long and the shoppers had to squeeze themselves in between the lines to get to their pick-ups. The turkey seemed particularly popular amongst the consumers. Luckily for me, my own producer's line was a bit smaller and I managed to get my bag of wares. They happily welcomed me and gave me a taste sample of some of their wares. The duck mallard filets were neatly packaged, and they not only gave me a pamphlet of a description of the meat, but also a recipe (named "duck for new year's eve") and a small complementary jar of salt and herbs, suited to season the meat.

While it was an unmistakably focused mood and perhaps even a bit stressed, the consumers seemed cheerful and many speak to one another. Due to the cold, dark and perhaps even cramped space, it was a challenge to get a hold on some of the consumers to speak to, but I

managed to talk to some of the ones that stand in line. Table 10 shows the results of the consumer's responses.

Table 10. The responses from the consumers who participated at the REKO pick-up in Skövde the 19th of December

Consumers responses at the Skövde pick-up of 19th of December	
Reasons for choosing to buy REKO	Mentioned by
It's locally produced, wants to know where the food is from, Swedish products, good wares, fun initiative to be able to buy all things at one place, no need to travel to every farm, shopped this way as a kid, close to home/work, can get things that aren't available in stores, here for the turkey, only way to get turkey, good way to get in contact with local producers	20
Shorter transports, good for the environment, environmental reasons, less transports	6
Better quality than at the supermarkets, better and taste better, better meat and vegetables	6
Nice farmers and fun to be able to meet them, knows the producer, is more personal and is able to ask them about origin, how it's made an receive tips	6
Wants to be able to support the local production, support the local society, support the producer	5
Feels better and think about my children, healthier	3
Likes organic, wants to buy organic, organic vegetables	3
Number of people asked	24

The table shows that the REKO-group as a market channel was again a reason to as to why the consumers chose to buy this way, followed by environmental reasons. There was however no mention of animal welfare reasons compared to that of the other two REKO-groups. It is however also important to mention that while there more responses in Skövde, there was less room to ask the interviewees to elaborate on why they chose local production, as it was quite noisy at the pick-up. The aspect of "locally produced" was one of the most mentioned reasons to as to why they chose to come and the concept of "local" can in itself hold additional values such as a wish to support the local farmers and animal welfare concerns.

5.2 Results from in-depth interview

The interviews could find that the consumer perceived several valued aspects of buying local food through direct markets. The concept of "local" was intertwined with several different values, such as more sustainable, animal welfare, small-scale production and quality. The most reoccurring and prevalent themes will be in focus in this chapter, as certain aspects of local food through local markets seemed to be of value.

5.2.1 REKO as a unique market channel

All interviewees described the local markets as a way to get services that they would not be able to get through their regular shopping channels, such as bigger supermarkets like Ica or Coop. The service that was sought varied, but re-occurring subjects were certain personal standards of animal welfare, products that were hard or unobtainable in any other markets or knowledge and interaction that the producers possess. One consumer described the quality of the services offered as unattainable by regular supermarkets;

"What's interesting is at ICA, during season, they can have 15-20 different types of tomatoes because it's something that sells and that's where its money. But they don't have anyone that

is really tasty. Then you have the potatoes, that are not so much a premium like the tomatoes and not of such big interest for the retailer, so they don't have so many varieties. The shelf with potatoes are often very uninteresting - there's the firm, the milky and perhaps a delicacy potato kind" (Ann-Helen, pers.com 2018)

The interviewee further developed this and brought up the very different kinds of products that did not only possess a certain kind of quality in terms of freshness and quality, but also how the producers could offer a range of different kinds of services (*ibid*, pers.com 2018). This was further expressed by other interviewees, *"its good products! But also, there are things that you couldn't find elsewhere. For example, I once bought rabbit meat"* (Kristina, pers.com 2018). The range of different products and the availability of different offerings was also a valued aspect;

"It's something with the way that you've always shopped in stores and markets. It's the same old, no difference. Here [at REKO] you can buy other types of vegetables too, that you might not buy in a regular store. If you buy a vegetable bag here, you can get wares that you might not have gotten otherwise" (Agneta, pers.com 2018).

The local markets emphasis on direct contact with the farmer was also a way to obtain a service of direct feedback for the consumers. The local market was a way to get to know the origin of the products better, which was expressed as a valued feat by some of the interviewees; *"I'm interested to know the origin, what it's like at the producer, how he or she has bred their animals and grown their vegetables and know the purpose of their production"* (Sandra, pers.com 2018). When comparing the products available at regular stores, it was the anonymity that the interviewee felt was a component that made them prefer REKO (*ibid*, pers.com 2018). This was echoed by other interviewees who valued knowing about the service and product that was offered; *"[In regular stores when buying Swedish products] it only says that's from Sweden. It can be anywhere from Sweden, not particularly local"* (Jaana, pers.com 2018). The directness also meant that follow-up questions of not only the origin could be asked, but also how things had been made;

"I hope I can run a small-scale production one day. So then get to meet others and ask how their honey is made or get to hear how the frost might have damaged the harvest, to get green kale instead of the white kale because of it, it makes it exciting, interesting and I think it's important" (Elin, pers.com 2018)

The concept of REKO was valued, as it offered the accessibility of being able to get many different local wares at the same spot. Consumers who either wanted to buy local or had bought directly from producers before valued REKO as a market channel that could offer a service that was more convenient for them *"I'm very interested in food and I used to go around to many different farms to get local products directly from the farmer. [REKO] became a great forum for me to buy from the producers at the same place"* (Sandra, pers.com 2018) It was however also noted by two consumer that the Facebook messaging system could at times be bothersome; *"You get a lot of messages whenever someone comments"* (Jaana, pers.com 2018). It was however described to be more of a lesser nuisance than an actual hinder that complicated it so that the consumers could not buy their wares.

To try new things and experience variation in their shopping was valued. It was once again in contrast to the value offer of regular stores: The local market and in particular the REKO concept made it possible to explore and experience things, which was appreciated by some of the interviewees:

“There’s a producer with an ostrich farm, who’s not here so often. But if you’re in the mood for ostrich, then I wouldn’t drive there to get a steak. But now I can get a steak [from REKO] and I can think it’s kind of cool to serve ostrich steak. It’s a fun thing, the offers are varied, not only minced meat” (Maria, pers.com 2018)

This emphasis of the value-offering being unique to that of regular stores was a reoccurring theme, and that the possibility to try and discover new things had a certain added value to it. The shopping experience was also described to be of value, different from that of conventional stores: *“There are some local products to buy in the bigger stores and of course that’s fun too but it’s not the same as buying directly from someone. Buying from REKO gives you a bigger experience, I can’t explain more in detail but it’s more fun!” (Görel, pers.com 2018)*. It would from the interviews seem that buying local products directly from the producers in this way means not only to receive a unique value offering and products but also an experience in itself. The valued aspects of local markets as a market channel were also combined with larger concerns, one being an expressed will to not only get local and unique products at one place, but also to support the local small-scale production and one’s own local community.

5.2.2 Supporting local small-scale production and community

Almost all of the interviewees expressed a wish to support their local producers and community. It was described to be important to support the closest community and farmers foremost, but the size of the production was also deemed important:

“[When buying REKO] you can see that you buy from THAT person and if I want to, I can go to their farm and see how it’s made. It’s a whole different thing and I think you don’t buy bad stuff or things you don’t want. You buy from a production that you’ll feel good about, with no chemicals and what not” - Elin

Small-scale production was associated with many different valued aspects that was sought after. It would seem from the interviews that the line between “local” and “small-scale” were at times blurry, as it was somewhat seem closely related. To buy directly from the producer was regarded as a way to support this;

” [local is important] perhaps predominantly to support farmers in the area, I’m aware of how difficult it can be for farmers with the current urbanization and want it to be a possibility for people to have an occupation outside of the cities. That there’s people who produce food in a more humane, and smaller scale that regards quality. I want to support that” (Suvi, pers.com 2018)

As previously stated, the reasons why the interviewees chose to buy directly from the producers varied, but the possibility to support those closest to them was amongst some of the important aspects: *“[To buy locally] is mainly so that I can get good products, but it is of course very nice to be able to support the local producers”(Görel, pers.com 2018)*. The products and production methods that were valued was associated with the people who

worked with them, and there was an explicit wish to support these producers: *“a lot is grown without pesticides. Not all, but I try to buy those products. It’s fresher, you get products that might be harvested the same day and it’s also to support the people behind the production”* (Pia, pers.com 2018). It was indeed clear that “local” was associated with many values and concepts. It was however from the interviews evident that the distinction between “local” and “local directly from the producer” mattered;

“It might not differ [to buy local in stores] but it becomes something extra to get it directly from those who producer, even if you don’t small-talk. It feels like you do something good to encourage this, it might not always be easy to be a farmer and you can show appreciation by buying from them” (Anja, pers.com 2018)

The service offering and attributes of the local products in themselves were shown to not being the only reason for the purchase. The way the products were acquired, here by buying directly from the producer, had a specific value. Being able to avoid intermediaries was also a reason why buying directly from the producer was preferred; *“It’s fun to also spend your money to someone that you know, directly. It feels like a good optimization of your money”* (Cyrille, pers.com 2018). The wish to support the small-scale and local producers were also described as a way to empower them against the current market conditions, that were regarded as a market structure where big companies had the upper-hand against these producers;

“I don’t think this development [of few major actors in the food market] is good. Food and everything we use ends up in a sort of oligopoly like state. It’s hard for the producers to get [these major actors] to sell their products, because of this market situation. So I think it’s good to be able to support small-scale producers” (Kristina, pers.com 2018)

To support the producer’s possibilities in the market, by buying from them, was described as a way of distributing this market power towards the smaller producers; *“It has [a value to buy from small-scale producers]. I want to support the small-scale production and that’s it’s not only the big “giants” that control the world!”* (Maria, pers.com 2018). The way that the consumers chose to support the local, small-scale producers is thus not only by buying local products, but to also buy them directly from the producers rather than through bigger stores that might source local products. It was described as an empowerment of the smaller producers. To also support the local community was however also valued and regarded important *“It feels good to support your community, so to say”* (Jaana, pers.com 2018). The local community was described by some in economic terms, where the support was aimed at a societal level;

“This [buying locally] promote the society, we get food producers who pay taxes here and it becomes a circulation of the money in the local society instead of me sending the money somewhere else. Also, you get to meet the producers and look them in the eye so that you’ll know that they are good people who care for their lands and animals. I feel good to support that” (Anna, pers.com 2018)

While the support towards the producers themselves were perhaps most in focus, the importance of supporting the local community and its economy as a whole was brought up by interviewees in all three cities. It can be said, that the choice to buy local through local market

was part of a larger way of thinking about one's consumption habits and how it might impact not only the producers themselves and their production but also the closest community.

5.2.3 Environmental Concerns and Animal Welfare

Concerns relating to the environment and- or animal welfare was a reoccurring theme in the interviews in all three cities, where almost all put certain emphasis on some of these values or both. The production methods as well as the closer proximity was associated with positive aspects relating to these issues, e.g., less and pesticides, more organic production and a better and more natural care for the animals. To buy local was for example seen to reduce transports, emissions and waste;

“Transports [are connected to environmental issues], there is a local producer that cycles when transporting all his wares. And there's less waste, because they bring what's already been ordered, so there isn't things that just lay around and go bad and that is thrown away at the end of the day” (Jaana, pers.com 2018)

While the issue of transports was mentioned in all three cities, the emphasis on less plastic was only mentioned in Malmö; *“I want to buy organic food, I don't want to buy plastic when I buy food and as such have less packaging and I want to support the local economy.” (Cyrille, pers.com 2018)*. The relation to the local environment was however emphasised throughout the interviews in all three locations, ranging from global issues to the very local. The local environment was e.g., expressed in terms of preserving open landscapes; *“I think it's important to care for the nature, to have access to open landscapes. It has a positive effect on us, mentally and is a way of quality in life, to be able to walk in a grazed pasture. You can see that there has been cows, goats or sheep there” (Pia, pers.com 2018)*. To care for the local landscape and the biodiversity of it, was regarded as valued aspects of local production. Environmental concerns relating to agriculture were also reoccurring attributes that were associated with buying local products. Buying locally from small-scale production were associated with organic production, even if the production itself might not be certified;

“I think the presentations are interesting, that way you can get to know the ware better, if its organic or conventional or something in between, such as “we [the producers] aren't certified because we can't afford it, but this is how we treat are animals and lands”. And it can be just as good, so you read and choose from that” (Anna, pers.com 2018)

The production methods were overall seen as more environmentally friendly and less demanding on the local environment, as the interviewees mentioned less use of pesticides but also that the crops grown in season. Consumption habits and the distance from the production were also environmental concern that was mentioned. The distance between oneself from the production and the anonymity of the products were reasons as to why the local production, was valued;

“I'm not against global trade but I think that people don't have the capability to see the consequences of their actions if they're too far away. So I think we need to move ourselves closer. It feels unsustainable to buy things that travel half the way across the world, when you can buy it here” (Elin, pers.com 2018).

To buy directly from the producer in the local area was from the interviews seen as a way to reconnect oneself from the conventional way of buying products and services. A shift towards more local consumption was motivated by regards to the environment; *“I want to support [the small-scale production] since I think that it is associated with quality, which includes sustainability, animal welfare and similar things”* (Suvi, pers.com 2018). It is once again clear that, there are several values that are associated with buying local food through local markets, interlaced with one another. The impact that one’s consumption habits might have on an international scale was described not only to be harder to track, but also that there were environmental benefits to try and buy things that were in season. This closer proximity to the production was also associated with animal welfare issues, partly as local was regarded to be done in a more animal friendly way than conventional production; *“ [when you buy local] you know that they’ve taken care of the animals in a better way”* (Agneta, pers.com 2018). Special emphasis was also put on the animal production being in small-scale; *“The production systems for large scale production of animals aren’t that pleasant to think about. I think it has a value in itself, with small-scale production of ethical reasons towards animals. For these reason, I would rather choose this than anything else”* (Kristina, pers.com 2018) It was however also because the consumer could from the ads see the origin of meat and- or dairy products and thus gain an insight of how the animals had fared;

“I think you get a lot more information of the products from the REKO producers, in their Facebook ads than in a regular store. If you ask something in a regular store, where it is from, where [the animal] has grazed, there’s no one who can answer that. But you get a lot of information from the ads and when you buy wares, [the producers] are friendly and tell you many things. I think it’s good and important” (Maria, pers.com 2018)

The interviewees differed in how much they actually asked the producers questions however, and all placed a lot of faith in the producer regarding of how she carried out with her production. The social interaction was however described by some as a part of the reason as to why trust was built, which will be further developed in the next section.

5.2.4 Social Interaction

The social interaction that occurred when shopping was valued; *“I think it’s great to be able just to meet them [the producers]”* (Elin, pers.com 2018). While the level of actual interaction differed, as some spoke more with the producers and others did not, the social aspect of this way of shopping did leave an impact; *“I think it’s [a habit to buy], because a lot of reoccurring people who buy, you recognize one another and say “hi” and such. I have no idea what their names are but we see each other at REKO and it’s nice!”* (Ann-Helen, pers.com 2018). The social interaction could in this sense be understood as just saying “hello” to the others who shop regularly at the pick-ups. The interaction with the producers themselves, was another aspect of the shopping experience. Another interviewee described that she valued the dialogue that she had with the producers and that there was room to ask for more information;

“The products get a different value when they’re not anonymous. You get a face of the producer, when you have a dialogue with them. And, when you talk to them, you talk about “how do I use this product in the best possible way” the whole product. I can’t get that information in a regular store” (Sandra, pers.com 2018)

The value of the products can from this be understood as being enhanced by the interaction itself, both by being able to ask for more information but also as the person who made them is presented. The difference from regular store was emphasized by others, that regarded the way of shopping as an valued and different aspect in itself; The mood of the shopping itself was described as pleasant; *"At REKO, there's a personal connection to the farmers. You get to meet the person who've grown the crops and there's a community there. So it's very nice, a much nicer way than to shop at ICA"* (Suvi, pers.com 2018). The feeling of a community amongst the consumers and producers were echoed by others, in the sense of being part of the REKO-group or when shopping, as there was sense of personal connection when shopping;

"It kind of feels nice in some way, there's a possibility say something appreciative. Last time when I picked up eggs, I don't know if it was because I was among the last ones to pick up but as I approached him [the producer] and said that I had ordered eggs, he said my name without me having presented myself. It was perhaps the second or third time I bought from him. So that felt like a real plus, even if it might have been a coincident. But it feels nice to meet the producers directly" (Anja, pers.com 2018)

While most interviewees who brought up the social aspect of buying local products directly from the producer did describe the overall mood and experience of it as fun and nice, it was also acknowledged that it sometimes was a bit stressful and that there was limited time to ask additional questions or small talk. To be able to see the person that was behind the production however, was appreciated and valued.

5.2.5 Food Security & Health

While only mentioned in Malmö and Skövde, the issue of food security did come up. Here, this was understood as an independent food system where it was deemed important for the society to be able to provide for itself; *"[to buy local] feels important to create a more resilient society, so that we can produce what we need ourselves without being dependent on imports"* (Jaana, pers.com 2018). This concept of being self-reliant was by some interviewees reflected in the local society and how it could be strengthened by supporting the local producers. Amongst the wider food security concerns were also that of the freshness of the food and own health; *"It feels a lot fresher"* (Agneta, pers.com 2018) and also less use of antibiotics; *"We generally buy organic in our household and if it's meat-products, we buy Swedish meat. That way, we know that little antibiotics has been used and the animals has been treated well"* (Suvi, pers.com 2018). While the food security aspects were not the predominant reason as to why the interviewees chose to buy local food through local markets, it was an aspect that was a valued part of it.

6 Analysis

In this chapter, the study's result is put in relation to the theories of Service Dominant Logic and Schwartz's Value Theory. The local market is regarded to offer the consumer a certain value offer where the knowledge of the producers and interaction between consumer and producer create value. The values of universalism, stimulation, self-direction and security is identified to be prevalent from the study's result.

6.1 Cross-Comparison of the REKO-groups

From the study's results, both from the observational study, the short interviews at the pick-up and in-depth interviews, it can be found that there were mostly similarities amongst the REKO-groups. Table 11 shows the most reoccurring themes from the in-depth interviews.

Table 11. The most reoccurring identified values amongst the interviewees from the in-depth interviews

Value Amongst Interviewees (number of in-depth interviewees)				
Value	Malmö (3)	Uppsala (7)	Skövde (4)	Total (14)
Universalism	All	All but one	All	All but one
Self-Direction	2	5	3	10
Stimulation	2	4	3	9
Suggested Value: Social interaction	2	5	1	8
Security	2	1	2	5
Hedonism	1	2	2	5

As can be shown in Table 11, almost all interviewees valued aspects related to universalism values. Some differences can be found however. For example, Uppsala's interviewees all mentioned the social interaction as a value on its own, while it was less mentioned in Skövde's in depth-interviews but more so when asking people at Skövde's pick-up site. And even though there were more interviewees in Uppsala, only one mentioned values relating to security, which was more re-occurring in Malmö, especially since it was also mentioned amongst the interviewees at the pick-ups. Furthermore, it was only in Malmö that the use of less plastic was mentioned, both in the in-depth interviews and at the pick-up sites. The atmosphere and way the pick-up was practically done was different in Skövde than that of Malmö and Uppsala. Skövde was more cramped and darker than the other two group's sites and I spotted no administrators on the site. While most people seemed to enjoy themselves, it felt a bit more stressed than the other two REKO-groups, perhaps due to the lack of space and overall noise levels.

6.2 Service-Dominant Logic: local markets to receive a certain value offer

Amongst some of the premises that are a part of Service Dominant Logic is that service is the fundamental basis of exchange, meaning that it is the application of knowledge and skills that is the service which is offered (Vargo & Akaka 2009). The REKO-groups creates a market channel for local food which can be bought directly from the producers and are providing this service. As it could be shown from the interviews, the consumers valued the possibility to get services that required knowledge and skills that deemed unobtainable from other market channels, such as meat from animals that had grazed in natural pastures and vegetables harvested at their peak (Ann-Helen, pers.com 2018; Pia pers.com 2018). To care for the animals and lands in a certain way as well having knowledge of these things, were not thought to be a part of what regular stores could offer. It was also made clear that the producer's knowledge about their own products, created an exchange which was valued e.g., when the consumers could ask questions or receive information through their ads on how certain things were made. For example, the consumers could ask how the growing conditions might affect the crops (Elin, pers.com 2018) and how to prepare the wares in the best way (Sandra, pers.com 2018). These skills were explicitly deemed to be hard or unable to attain from regular market channels, showing that as argued by Vargo and Akaka (2009, 35) that; "*the comparative ability to cause desired change drives competition*". How this might further drive the competition of the market is yet to be understood, but the sought after skills and knowledge that are associated with local food in local markets would make it seem a reason for the market to continue to grow. Since SD-logic's premises is a part of a marketing's strategic direction (Lusch & Vargo 2006), the skills of local producers who possesses knowledge about small-scale production, specific methods of growing crops, raising animals and refinement of products could be seen as their strategic value offer.

Another important part of the SD-logics premises, is that value is co-created and is relational with the consumer and that it is always the beneficiary who determines its worth (Lusch & Vargo 2006;2014). This premise argues that the producer's strategic direction is actively affected by the interaction and dialogue with the consumer, who will be the one to determine the offer's worth (Lusch & Vargo 2014). The consumer's explicit desire to receive a certain service will be of importance for the producer's own strategy and the value-offer that will be given. In the case of buying food through local markets, the possibility to receive both give and receive feedback was described as a valued part of the exchange. The consumers could not only ask for the best way to prepare the wares, but there were also examples of how she was able to influence the value offer itself, e.g., by asking for certain products, receive feedback of the products themselves and to provide feedback of the products (Sandra pers.com 2018). The direct link with the consumers facilitates the communication in which their explicit needs and wishes could reach the producers and this relational aspect of the service can enhance the value-offer for the beneficiary.

Vargo and Lusch (2014) further emphasizes that; "*Value is idiosyncratic, experiential, contextual and meaning laden*" (*ibid*, 97) where what it might entail is dependent on the person's own perceptions and goal schemas. The concept of value being meaning laden, was

perhaps the most prevalent find from the study's result. There was no consumer that only bought local food in the direct market without it being part of a larger goal with several different values. For example, the choice to buy local was seen a way to consume more environmental friendly (Suvi pers.com 2018), to support the local producer's and community (Maria pers.com 2018; Jaana pers.com 2018) and also to try new things in life or to get to meet the person behind the production (Elin pers.com 2018; Pia pers.com 2018). The context in which the value offer was given was in the light of the study's results important, since there was an explicit wish to buy local food directly from the producer, rather than just receive local products and services themselves. For example, when interviewees were asked about the difference of buying local products at a regular store, the possibility to show appreciation as well as support towards the farmers themselves was lost, meaning that one of the goals with the purchase would not be reached if buying locally from regular store (Anja, pers.com 2018; Cyrille, pers.com 2018). To use another market channel to reach the goal of buying just the local product could also mean that additional value and meaning of buying locally might would be lost such as the possibility to have a dialogue and influence (Sandra, pers.com 2018).

Using another channel to receive a service can also be seen as goal-conflicting, since there was an expressed wish to move away from bigger market actors and shift the power to small-scale producer's that were associated with other values (Maria, pers.com 2018, Kristina, pers.com 2018). Seen from SD-logic, this underlines the importance of the tenth of Vargo and Akaka's (2009) described premise, namely that "*value is always uniquely and phenomenally determined by the beneficiary*" (*ibid*, 35). As there are many different values that were associated with buying local products, only perceiving them without the additional perceived service which it offers, e.g., interaction and dialogue, more environmentally friendly production, will not illustrate the full range of the beneficiary's experience. The value can from these results indeed be argued to be contextual and meaning laden, beyond what the products themselves might entail, or what the producers themselves intend them to be.

6.3 Schwartz's Value Theory

It could from the study's results be found that the values that related to the motivational dimension of *openness to change* (stimulation, self-direction and hedonism) and *self-transcendence* (universalism and benevolence) were the ones identified from the interviews. Align with theory (Bardi & Schwartz 2003; Schwartz 1994; 1992), values that are at odds with these were less salient, those that were associated with *self-enhancement* (achievement, power and hedonism) and *conservation* (security, conformity and tradition). As hedonism both falls under openness to change and self-transcendence, the analysis of how it ties into theory will be made under the motivational dimension of self-transcendence. In six of the interviews however, values relating to security was brought up. This was not in accordance to the theory's premise that values far from another are likely at odds with another, but did resonate with earlier studies relating to motivations for buying local food, where freshness and health benefits of the products was valued (Darby et al 2008; Weatherell et al. 2003). The results will in this section be further analysed from the Schwartz's Value Theory, with the addition of

social interaction which is not included in the theory but added for the purpose of this study. Table 12 provides an overview of the results in relation to the Schwartz's value theory.

Table 12. An overview of the study's results in relation to the Schwartz value theory

Value	Definition	Empirical Example	Explanation
Universalism	<i>Social justice, equality, unity with nature, protecting nature</i>	<i>I want to support [the small-scale production] since I think that it is associated with quality, which includes sustainability, animal welfare and similar things (Suvi, pers.com 2018).</i> <i>It feels good to support your community, so to say (Jaana, pers.com 2018).</i>	The consumers valued the local food's perceived environment benefits, such as less transports, care of natural landscapes, less use of pesticides. The local-small scale was also associated with better animal-welfare. To be able to support the producer's and local community was valued. These values all relate to those of Universalism.
Stimulation	<i>Daring, a varied and exiting life</i>	<i>I think it has a value in itself [to try new things]. It varies what you want to eat and you can choose yourself [...] it isn't just the same eggs and potatoes every time (Anna, pers.com 2018).</i>	The REKO-groups provided an opportunity to try new products and services which itself was valued.
Self-Direction	<i>Creativity, freedom independent, curious, choosing own goals</i>	<i>It has [a value to buy from small-scale production]. I want to support the small-scale production and that's it's not only the big "giants" that control the world! (Maria, pers.com 2018)</i>	It was valued to be able to support alternative market channels to that of big market actors, a value associated with self-direction and independent thought and action.
Hedonism	<i>Pleasure, enjoying life</i>	<i>"We once bought minced meat from [a local] producer and when we then bought minced meat from a regular store, even the children reacted with "what is this, it doesn't taste anything". I can then feel it's a fun thing. If it's imaginary or not doesn't matter, I still experience that it taste more" (Maria, pers.com 2018)</i>	Some of the interviewees placed certain emphasis on the quality aspects of the services and products, with focus on the culinary pleasure it brought. The pleasure of food can be connected to hedonism.
Suggested Value: Social Interaction	<i>Meeting others, personal connection, community</i>	<i>At REKO, you get the direct contact with other people, there's a strong sense of community which I've never felt at regular stores such as Coop. I think REKO has a great social value and that's nice. (Cyrille, pers.com 2018).</i>	Amongst some of the interviewees, the very aspect of meeting others was valued, described it as "fun" and "pleasant". The possibility to meet and talk to others was appreciated, particularly when comparing it to regular shopping.
Security	<i>Family and national security, social order, clean</i>	<i>When its local, I know that it isn't sprayed [with chemicals] or filled with antibiotics" (Sandra, pers.com 2018)</i> <i>"I do believe that if you have a strong local economy, it gives you a sustainable base basically. I think it gives you a first step too. If you don't have a good local economy, its hard to build anything, because you're going to depend on so many other actors all the time" (Cyrille, pers.com 2018)</i>	The focus that some of the interviewees had on "freshness" and "self-sufficiency can be related to security. It can be from an individual or national perspective, the latter focusing on food supply.

As can be shown in Table 12, the value of buying local products through direct markets were beyond just that of the products themselves. In the following section, what this additional perceived value entails will be further developed.

6.3.1 Self-Transcendence

The motivational dimension of self-transcendence includes the values of benevolence and universalism, which focuses on the welfare and well-being of others (Schwartz 1992; 2012). While sharing the same motivational goal, the subtle difference of the two is that benevolence is more aimed at the people closest to the individual that they are in close, frequent contact with in everyday life (*ibid*). While the consumers did come into personal contact with the producer's, they are not part of their everyday life. A certain distinction between their local community and Swedish producers as a whole was made, but this is not in theory the same thing as being in close contact with each and every producer. As such, the expressed motivation to support their local producers will be included in as a universalism value, while it is emphasized that it was in particular the welfare of the local producers and community that was valued.

Universalism is described as “*understanding, appreciation, tolerance and protection of welfare of all people and nature*” (Bardi & Schwartz 2003, 1208) and values relating to these motivations were reoccurring in the interviews. Buying local food directly from the producers were associated with a more environmental friendly way of production, e.g., due to less transports (Jaana, pers.com 2018), less use of pesticides, more organic and more grown in season (Pia pers.com 2018; Suvi pers.com 2018). These issues are of an environmental aspect and the value offer was associated to have these qualities, making them valued more and motivating the interviewees to turn to this local market channel. Amongst environmental concerns are also the appreciation and care for nature as a whole, where the smaller-scale production itself was valued due to it being seen as something more in line with nature's own premises. For example, the animals would graze in natural pastures (Pia pers.com 2018) and the animals were thought of as receiving a better, more ethical and natural care with having their needs met (Agneta pers.com 2018; Kristina pers.com 2018; Suvi pers.com 2018). Choosing to buy locally was also motivated to care for broad environmental issues. The distance between oneself and the countries in which some production is made, was thought of as making the consequences the production less apparent, providing no or little insight to unsustainable actions (Elin pers.com 2018).

The will to support their local community and the producers themselves can also be seen as motivated by values related to universalism. The interviewees expressed that they were motivated to buy in this way partly or solely to support the producers themselves (Anja pers.com 2018; Elin pers.com 2018; Görel pers.com 2018; Pia pers.com 2018; Suvi pers.com 2018). This is again less focused on the qualities of the products and which utility they can derive for the beneficiary and more in line with a wish to transcend oneself and care for others. While it was the interviewees emphasized that the smaller scale production and the producers which held in this was what they wanted to support (Anja pers.com 2018; Elin pers.com 2018; Suvi pers.com 2018) it is nevertheless a value which is aimed at helping someone other than oneself.

The values connected to universalism are in this perspective not derived from the products or how they can be of best utility for the person herself but rather how they are associated with bigger issues, here the environment, support of local producers and community, nature and

animal-welfare. It is the relationship that the consumption has together with the chosen service which is valued, as certain type of production is more preferred than another. In the perspective of Schwartz's Value Theory (1992; 2012), the perception that locally products and services are interlaced with values related to universalism, creates a certain value for the consumer. As it has mentioned earlier however, values are not fixed and motivations not driven by a single value-aspect but rather moves in a continuum of different values that come into play (Bardi & Schwartz 2003; Schwartz 2012). While care for wider issues were important motivations for the interviewees, other aspects did also come into play, such as the pleasure and excitement the products and services might include for themselves.

6.3.2 Openness to Change

The values that are related to openness to change, stimulation, self-direction and hedonism (Schwartz 2012) could be identified from the interviews. These values are according to Schwartz (1992; 2012) motivated by exploring action, where for example stimulation is associated with a motivation to have a varied and exciting life (*ibid*). The interviewees expressed how trying new things was appreciated, for example to find products that they could not find elsewhere but also discover things that might not have been found, had they not bought from REKO (Agneta, pers.com 2018; Kristina pers.com 2018). The experience of buying directly from the producer in itself was valued, as it was described to be a change of pace of how regular shopping was done, as it was as more fun to buy directly from the producer than the "same old" at a major grocer (Agneta, pers.com 2018). This could be connected to the value of stimulation, as "*stimulation values derives from the presumed organismic need for variety and stimulation*" (Schwartz 1992, 7), as a variety of both the shopping experience itself as well as the service offering compared to what regular stores offer is of interest. To meet other people whilst shopping was also valued and was seen as a variation from the regular shopping, where the consumer would describe their experience pleasant and fun (Anja, pers.com 2018; Elin, pers.com 2018; Görel pers.com 2018).

The second value connected to openness to change, hedonism is the value of enjoying life and pleasure (Schwartz 1992; 2012). As the experience of shopping in itself was described as "pleasant", "fun" and "nice", it can also be thought of as an expression of enjoying life, finding pleasure in experiencing new things. The culinary experience itself was also valued, where the products were described to have a higher quality or regarded to taste better (Agneta, pers.com 2018; Ann-Helen, pers.com 2018; Kristina, pers.com 2018). Bardi and Schwartz (2003) emphasizes that;

"A key aspect of is the postulated structure of relations among values. The pursuit of each value has psychological, practical, and social consequences that may conflict or may be congruent with the pursuit of other values"- (ibid, p.1208).

This means that not only are some values at odds with another, but some also match and interplays with each other. In this case, the pleasure of enjoying new things is congruent with stimulation. This means that a person might pursue new things to get a change of pace in life, but that this also is motivated by the experience of enjoying life while doing so. The compatibility between values and motivations is also worth noting when bringing up the last

value-dimension that is related to openness to change, namely self-direction. Self-direction refers to an individual's will have for independence, creativity, and curiosity that is expressed in independent thought and action-choosing as well as exploring (Bardi & Schwartz 2003, p.1208). To try new things can also be thought of a way of exploring that is motivated by a person's own curiosity. It was however evident from the interviews that there was an expressed will to move away from big market actors and support the independence from big corporate retailers (Maria, pers.com 2018; Kristin pers.com 2018; Pia pers.com 2018). By buying local products through local markets, the interviewees could in this way be seen to express their own independence from big retailers, where their support instead goes to a production which they value more.

6.3.3 Security and Social interaction

When analyzing the study's results, there were little differences found from the in-depth and shorter interviews done at the pick-ups regarding what the interviewees valued. However, it was only in Malmö and Skövde that security values relating to the wider society was mentioned. Schwartz (1992; 2012) divides the values of security as either being aimed at an individual level e.g., valuing health or at a societal level, such as with family or national security. The expressed importance of a society having an own food supply (Jaana pers.com 2018) can in this perspective be understood as a question of national security. At a more individual level, the use less use of antibiotics, pesticides and an experience of the products being fresher was valued amongst interviewees (Agneta pers.com 2018; Cyrille pers.com 2018; Pia pers.com 2018, Suvi pers.com 2018).

While not a part of the Schwartz's Value Theory, some interviewees did place value upon meeting the producers themselves. This interaction can be understood as something that has to do with having fun or experiencing new things, associated with stimulation and hedonism. It can however be argued that this lack of distinction between experiencing new things or having fun from the value of social interaction of itself, does it little justice. Since certain emphasis was placed upon meeting the people themselves (Anja pers.com 2018; Ann-Helen pers.com 2018; Elin, pers.com 2018; Sandra pers.com 2018; Suvi pers.com 2018) it can be said that this is a value aspect that stands on its own. Furthermore, the interviewees were asked to compare buying local in regular stores where no such interaction with the producers would take place, all answered that it would lose much value if this was done (Ann-Helen pers.com 2018; Anja pers.com 2018).

7 Discussion

In this section, the findings of the study are further discussed and compared to previous research. The research question and aim are addressed while also bringing the findings to a larger context. The results are first compared to previous studies relating to perceived values and service-dominant logic and then previous studies of local food and local markets.

7.1 What motivates the consumer to buy local food through local food markets?

It could from this study be shown that there were several motivations as to why the consumers chose to buy local food through local markets, highly intertwined with different valued aspects. A desire to buy more environmentally friendly products and services, support local communities, explore new things and making independent choices in one's own shopping were identified motivations. In this section, it will be further explored what values motivated the consumers to buy local food in local food markets.

7.1.1 Which perceived values were the most prevalent?

Local food and buying it directly from the producers in local food markets were the most prevalent and perceived to be associated with values such as being more environmentally- and or animal welfare friendly, a way to support of local communities and local, small-scale producers. It was also valued as a way to try new things and be independent from big market actors, and lastly the interaction with the producers and other shoppers was amongst the most prevalent values mentioned in the study. These perceived values were highly interlaced, for example small-scale production was thought of as having positive qualities relating to the environment. This also led to that the consumer valued the production itself and was motivated to show her support. These results show that the motivations of an individual are not only moving at a continuum of different values, but also that they are related to one another in the way that they are driven and motivated to a similar goal, supporting several value theories (Holbrook 1999; Mainieri et al 1997; Woodruff 1997; Schwartz 1991; Shaw et al 2005). It can for example be to try new things, express their own thoughts and enjoy life as in the motivational dimensions that Schwartz (1991; 2012) describes as openness to change or to care for others, which is included in the dimension of self-transcendence. The subtle differences of the different values are however not to be underestimated nor overlooked, as it paints a clearer picture of the full range of motivations. To simply render the value of the consumer as a pay-off between price and quality, is not showing the full range of driving forces which motives the consumer in her decision-making.

7.1.2 How did the direct contact with the producers create value?

The consumers in this study were asked how buying products directly from the producers differed from buying local products in supermarkets. It could be found that all the interviewees preferred this direct contact, as they could interact with the producers, for example ask them questions about the products, provide feedback but also show appreciation. It was in the interviews described as a more fun way of shopping, where it was thought of having more of a feeling of being part of a community and that compared to regular shopping,

stimulated social interaction. This interaction was valued, as it created a more unique and stimulating experience, described as fun and a “change of pace”. It was also valued as it created an added value of how the consumer could receive information that could be unobtainable in other markets channels, which in turn builds trust for the products, service and producers themselves.

7.2 The Study’s Results and Previous Research

The identified values stand in contrast with previous studies, where freshness and taste was deemed to be the most important aspect and environmentally friendly aspects was ranked lower (Darby et al 2008; Seyfang 2006; Thilmany et al. 2008; Wheatherell et al 2003). The results of this study however confirm the consumer surveys that has been done in Sweden (Wretling Clarin 2010) as environmental concerns and support of the local farmers were amongst the most reoccurring values amongst the study’s interviewees. It also supports Seyfang (2006) results where environmental and societal issues were the second most important value next to freshness and taste. This focus on environmental and social issues can be related to Connelly *et al’s* (2011) description of local food systems as place- and community-based systems which are responses to local and global environmental, social and economic issues (*ibid*, 312). Furthermore, special emphasis has also been found on the value of the local food coming from small-scale production and that the consumer wishes to move away from big market actors. This fits the definition as described by Guthrie *et al* (2006, 1) who perceives local food as a “*quiet counter-reaction in food retailing*” of how food is grown, distributed and sold. It is also in line with the description of local food to reduce the reliance of supermarkets and “*the experience it entails*” (Szmigin/*et al*/2003, 545), providing empirical evidence for this statement. The interaction that occurred in the direct market was compared to that of conventional stores by Hinrichs (2003), who argued that the aspects of embeddedness such as social connection, reciprocity and trust and argues that this is “value-added” in the farmer market’s experience” (*ibid*, 299). As the REKO-groups were described by some as a community and- or pleasant social experience, it would seem that Hinrich’s (2003) description of local markets can also be empirically strengthened in this study. By extending the value concept to also include the social aspects of the experience that Hinrichs (2003) describes, instrumental values such as price and quality are again broadened with a bigger, more holistic view of the consumer’s motivations.

The experience of meeting the producer was sought after, not only for the social interaction but also as it was regarded to have a service which would not be met in regular stores. The REKO-concept facilitates this kind of interaction by creating a market structure where the buyer and producer meets, unlike regular supermarkets which separates the two. This separation of the consumer and producer has been criticized in SD-logic, as it is argued to be at the expense of poorer marketing and that consumer’s value is lost (Vargo 2006). Seeing how the consumers in this study indeed saw the value being enhanced by this closer interaction with the producers, this argument can be strengthened. While previous studies of SD-logic have focused on the experiences of the producers (Ordanini & Parasuraman 2011; Skålén *et al* 2014), the importance of interaction with the beneficiary of the value-offer, here the consumer, has also been highlighted. As found in both studies, the interaction between the

consumer and the producer was seen as crucial in order to bring, maintain and develop the value-offer (*ibid*). Its importance was also emphasized in this study, as the interviewees valued the possibility to receive information about the products they bought, how it had been grown or raised as well as the best way it could be used. The producers were thought of as having more first-hand knowledge of their products and could also provide feedback when asked for additional service e.g., how something could best be made or if there were possibilities to receive certain products for the next pick-up. The SD-logic's argument that is not the goods themselves that are in focus, but rather the service of the producers and their knowledge and skills that is the fundamental basis of exchange can from these results be strengthened (Vargo & Akaka 2009, 35).

Lastly, while neither a part of the SD-logic nor explicitly of the Schwartz value theory, the local market's social interaction in itself was valued. The practical implication it had on enhancing the value offer was one part of it, but to also meet and greet others was appreciated and perhaps one of the more important findings in this thesis. It builds on existing theory of what is valued in the experience from the consumers perspective, where not only the service offering as described by SD-logic (Lusch & Vargo 2006; Vargo & Akaka 2009), trade-off between price and quality (Sweeney & Soutar 2001; Zeithaml 1988) product attributes, experiences and use (Holbrook 1999; Holbrooks 1997) is valued. The way in which the consumer chose to receive the products are also a part of their experience, where meeting others and showing their support and appreciation is important. While Schwartz value theory does bring up the aspect of caring of others and helping them, it is not explicitly stated nor specified that the social interaction of engaging with others holds value. It would perhaps seem unsurprising, given that humans are social in nature, that meeting others and a sense of personal connection is important. Szmigin *et al* (2003) proposes the idea that "*the nature of the interaction at a farmer's market may be a driving force for participation*" (*ibid*, 544) where meeting the producers can create meetings and a sense of community not available in the supermarket. This study's findings supports this idea, which can provide insight important to marketers not only in local food markets but could also be expanded in other market settings to see how social interaction is valued by the consumer and is a part of her experience.

8 Conclusion

This part of the thesis presents the main findings of the study, answers the study's research question, aim and provide the reader with the authors own reflections. This chapter also suggests possible future research.

8.1 Local Food through Local Markets: main findings

The study's aim was to identify the consumer's perceived values relating to local food and buying food in local markets. To answer that, I asked the questions of what the consumer's motivations for buying local food through direct markets were, which perceived values that were the most prevalent and how the direct contact with the producers themselves created value. The consumers of online local food groups called REKO-groups were interviewed, and observation participation studies was also done. The main findings were that the consumers were motivated to buy local products this way, as it was a way to buy more environmentally friendly products and services, to support local communities, explore new things and to make independent choices. Values relating to environmental concern, animal welfare and support towards the producers and local community were some of the most prevalent values mentioned in the study. It was also valued to interact with the producers and receive their knowledge, to try new things, the shopping experience itself and to be able to move away from big market actors. Lastly, while less mentioned compared to the other values, the quality of the products in terms of taste, health and freshness was also valued. To meet the producers themselves created value as it could provide information and a service not available in regular markets, such as supermarkets, but to also get a sense of personal connection, get a sense of community and to show appreciation.

8.2 Reflections and Practical Implications

8.2.1 *The "Local" and Social Aspects of Local Markets*

One of the main findings from the study was the association with environmental and better animal welfare. With the lack of a common definition or standards to what local food entails however, a comparative analysis of whether local food in general can be said to live up to these expectations could prove to be difficult. While the consumers in this study were shown to value these aspects and associate them with local products, it was also evident that they themselves had to discern whether the products were living up to their standards. With the local-market's structure of connecting the consumer and the producer directly with one another however, it was in this case made possible for the consumer to find out about these things. The relationship with the consumer and the direct contact with her can foster trust and also provides a possibility to differentiate the producer from bigger companies who source local products. The producers who connect directly with the consumer can provide and insight to their production, who they are and what they value themselves. Consumers who value aspects related to the production are likely to prefer this insight and knowledge rather than an intermediary who source these products, as the direct contact also means closer proximity to the production and producers. While the intermediary's products too could be associated with these values, e.g., more environmentally friendly, the lack of any further relation with the

producers themselves means that some value is lost, as they cannot provide them with this insight and relationship. If the consumers associate the producers with the values that they uphold in their production, the consumers will likely prefer to support the producers directly in favor of intermediaries which they have less of a relationship with.

8.2.2 The Facebook Platform

The REKO concept is today dependent on the social digital platform Facebook. This can have certain implications. Firstly, a person's "feed" which is the information that is shown to her, e.g., of what is trending and what her friends like is largely based on the user's own preferences. This means that a person who is interested in the environment will see more content of these issues and less with others. This could have certain implications of the REKO's possibilities to grow, as it is unlikely to reach certain kinds of people that could possibly be interested in the concept of local food, even though the user browser history might not show it. As the groups are administrated with the help of volunteers and has little or no funding in their administrative work, their possibilities to place funding into marketing and ads can prove to be hindering. Secondly, not all people use Facebook and people are leaving the platform as well. This reliance of a platform which has many different meanings for people other than just shopping food, can prove to be a challenge if more people were to move away from it. Lastly, as Facebook itself is a social platform, any direction in towards a platform that does not facilitate social interaction with other shoppers and producers could also be a challenge, as it is this connection and feeling of community that in itself which was proven to be valued.

8.3 Future Research and Methodological Implications

As this study has from the interviews been able to identify some values that are perceived with buying local food through local markets, it could in future research be tested in a quantitative study if it can be generalized to a broader population. It would then also be possible to explore the demographics of the local consumer who buys in local markets, as it in this study only were women who answered the interview inquiry. While having only women reaching out to answer the study's inquiry can provide insight to the demographics of the local food markets, e.g., can show that it is predominantly women who participate, it has certain implications on the validity of the study. For example, it could from the observation study be confirmed that men do indeed also participate and not being able to get an insight to their experiences means that only part of the consumers values have been discovered. By mapping out the demographics of the consumers who buy local food through local food markets, it could be possible to get a more holistic view of the market's consumers. Another limitation of this study is that it does not delve any deeper into the persons own values, for example if she has any political standpoint and also what kind of lifestyles, general attitudes and beliefs that the consumer hold in her everyday life. Linking these general values and attitudes to shopping behaviour could further explore the reasons as to why consumers are motivated to buy local food products through local food markets. This way, it can be further explored if there is any "typical" local buyer and why individuals who would be interested to buy this way are not doing so.

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Appendices

Appendix 1. Interview Guide

Original Swedish Version

1. Hur kom du i kontakt med REKO?
2. Varför köper du REKO?
3. Vad handlar du?
4. Vilka mervärden finner av att du vill handla direkt från producenten?
 - a. *Följdfråga*; Du nämnde [mervärde X], varför är [mervärde X] viktigt för dig?
 - b. *Följdfråga*: Hur är [mervärde X] viktigt för dig?
5. Varför är lokalt viktigt för dig?
 - a. *Följdfråga*: Varför är [mervärde X] viktigt för dig?
 - b. *Följdfråga*: Hur skiljer det sig att handla lokalt direkt från producent jämfört med att handla lokalt i butik?
6. Hur mycket tid exempelvis med att besluta och planera tillsätter du ner när du handlar REKO?
7. Hur mycket resurser, exempelvis i form av restid tillsätter du när du handlar REKO?
8. Vad upplever du är hinder för att du ska kunna handla REKO?
 - a. *Följdfråga*: vad gör du för att komma runt [hinder X]
9. Är det någonting utöver det vi pratat om som du vill ta upp eller belysa, som du tycker är viktigt?

Translation

1. How did you get in contact with REKO?
2. Why do you buy REKO?
3. What do you buy?
4. What are the values that you associate with buying directly from the producer?
 - a. *Follow-up question*: you mentioned [value X], why is [value X] important for you?
 - b. *Follow-up question*: how is [value X] important for you?
5. Why is local important for you?
 - a. *Follow-up question*: why is [value X] important for you?
 - b. *Follow-up question*: how does it differ from buying directly from the producer compared to buying locally in store?
6. How much time to, for example to decide and plan do you put in when buying REKO?
7. Do you experience any hindrances with buying REKO?
 - a. *Follow-up question*: what do you do to overcome [hinder X]?
8. Is there anything beyond what we've talked about that you would like to bring up or highlight, that you think is important?

Appendix 2. Survey Questions

Original Swedish Version

Hur anser du att följande påståenden stämmer in på dig? Var god och ringa in den siffra som du anser reflekterar den utsträckning i vilket du instämmer med uttalandet.

Jag handlar genom REKO för att...

Instämmer inte alls

Instämmer helt

1. kunna påverka min omvärld
1 2 3 4 5 6 7
2. ha en större möjlighet att kunna välja utfån mitt eget tycke och smak, oberoende från stora marknadsaktörer | 1 2 3 4 5 6 7
3. upptäcka nya saker och shoppingupplevelser
1 2 3 4 5 6 7
4. visa mitt stöd mot naturskydd och djurvårld
1 2 3 4 5 6 7
5. Stödja Svenska producenter
1 2 3 4 5 6 7
6. stödja mina lokala producenter i förmån för andra svenska producenter
1 2 3 4 5 6 7
7. det känns säkrare ur en livsmedelsynpunkt att kunna veta vart maten kom ifrån när jag får den direkt från källan | 2 3 4 5 6 7
8. det är ett sätt för mig att uttrycka en viss social status
1 2 3 4 5 6 7
9. det är roligt och berikande för mig
1 2 3 4 5 6 7
10. det är för mig förknippat med traditioner i form av matanverk och lokalproduktion
1 2 3 4 5 6 7
11. att jag upplever det förväntat av mig att agera så enligt sociala normer
1 2 3 4 5 6 7
12. jag uppskattar det sociala samspelet mellan mig och producenten
1 2 3 4 5 6 7
13. Annan anledning, var god skriv nedan:

How do you think the following statements apply to you? Please circle the number which reflects the extent which you agree with the statement

I buy REKO because...	Do not agree at all	Agree completely
1. I want to be able to affect the world around me	1 2 3 4 5 6 7	
2. be able to not buy from bigger market actors	1 2 3 4 5 6 7	
3. experience new things and shopping experiences	1 2 3 4 5 6 7	
4. show my support to nature protection and animal welfare	1 2 3 4 5 6 7	
5. support Swedish producers	1 2 3 4 5 6 7	
6. support local producers in favor of Swedish producers	1 2 3 4 5 6 7	
7. it feels safer to buy know where the food is from when I buy it directly from the source	1 2 3 4 5 6 7	
8. it is a way for me to express a certain social status	1 2 3 4 5 6 7	
9. it is fun and enriching for me	1 2 3 4 5 6 7	
10. I associate local food with traditions such as food craftsmanship and local production	1 2 3 4 5 6 7	
11. I feel like it is expected of me due to social norms	1 2 3 4 5 6 7	
12. I appreciate the social interaction between me and the producer	1 2 3 4 5 6 7	
13. Other reason, please fill in below;	1 2 3 4 5 6 7	

Translation

Appendix 3. Facebook Inquiry, Long version

Original Swedish Version

Medverka i en studie om REKO!

Hej alla REKO-konsumenter i Uppsala!

Mitt namn är Heléna Lindström och jag är en masterstudent på Sveriges Lantbruksuniversitet. Nu skriver jag min masteruppsats inom företagsekonomi där jag inriktat mig på konsumtion av närodlat mat. Det finns en hel del spännande forskning på ämnet i andra länder, exempelvis England och USA men relativt lite inom Sverige. Nu kan du som REKO-konsument bidra till att bilda kunskap!

För att delta så kommer jag genomföra en intervju med dig i centrala Uppsala, som avslutas med en kortare enkät (13 påståenden) som besvaras. Intervjun tar uppskattningsvis 30 min och enkäten 10 - 15 min. Intervjun kommer med ditt godkännande att spelas in, då det är lättare att transkribera texten och sen jämföra med teorin som används. Enbart jag, du som intervjuas och eventuellt min handledare har tillgång till ljud och text. Det som redovisas i uppsatsen är eventuella citat från intervjun och sammanfattningar från den, vilket du godkänner. Du kommer även få skriva upp en samtyckesblankett där information samt garanti om hur dina personuppgifter kommer hanteras är beskrivet – du kan närsomhelst avsluta ditt deltagande.

Om du som konsument har handlat på REKO-ringen Uppsala det senaste året och är intresserad, var god och beskriv kort om hur ofta du handlar i ett mejl till heom0002@stud.slu.se Uppsatsen i sig är offentlig material och kan ses av vem som helst som söker på den, men ni som deltagar (och alla intresserade) kommer få uppsatsen direkt i digital form.

Ha fortsatt bra dag och hoppas att vi hörs!

Translation

Participate in a study about REKO!

Hello all REKO-consumers of Uppsala!

My name is Heléna Lindström and I'm a master student at Swedish University of Agriculture. I'm now writing my master's thesis in business administration where I've chosen to focus on consumption of local food. There are quite some interesting studies made of the subject in other countries, such as England and USA but relatively little done in Sweden. You can now as a REKO-consumer contribute to build on this knowledge!

To participate, I will do an interview with you in central Uppsala, which will be finished with a shorter survey (13 statements) that will be answered. The interview will take approximately 30 min and the survey 10-15 min. The interview will with your permission be recorded, as it will make it easier to transcribe and compare with the theory that will be used. It is always I, you who are interviewed and maybe my supervisor that will access to audio and text. The data that will be presented in the thesis are quotes from the interview and summaries from it, which you'll approve. You'll also sign a form of consent where the information and guarantee of how your personal information will be handled – you can at any time end your participation.

If you as a consumer has bought at REKO-ring Uppsala this last year and are interested, please describe in a short text of how often you shop in an email to heom0002@stud.slu.se. The thesis itself is public material and can be seen by anyone who searches for it, but you who participate (and all interested) will receive the thesis in digital form directly.

Have a great day and I hope to hear from you!

Appendix 4. Facebook Inquiry, Modified Version

Original Swedish Version

Medverka i en studie om REKO!

Hej alla REKO-konsumenter! Nu gör jag en masteruppsats inom företagsekonomi vid Sveriges Lantbruksuniversitet och har valt att skriva om konsumtion av närodlat mat. Det finns relativt lite skrivet om ämnet i Sverige, så om du som konsument är intresserad av att berätta om dina erfarenheter och tankar om närodlat och REKO i en kortare intervju samt enkät (20-30 min) är du varmt välkommen att mejla heom0002@stud.slu.se eller skicka PM. Berätta där kort om hur ofta du handlar, så får du mer info. Kom annars gärna och prata på en utlämning där jag är med – jag har en reflexväst där det står ”Student-SLU”. Ha en fortsatt trevlig helg!

Translation

Participate in a study about REKO!

Hello all REKO-consumers! I'm currently doing a master's thesis in business administration at Swedish University of Agricultural Sciences and have chosen to write about consumption of locally grown food. There are relatively little research done about the subject in Sweden, so if you as a consumer is interested to tell about your experiences and thoughts about locally grown and REKO in a shorter interview plus survey (20-30 min) you are much welcome to email heom0002@stud.slu.se or send a PM. Write a short text about how often you shop and you'll receive more information. You can also come and talk to me at a pick-up where I'll be attending – I'll be wearing a reflex vest saying “Student-SLU”.

Have a great weekend!

Appendix 5. Example of the analysis & coding

Value dimension			
	Universalism	Self-Direction	Social Interaction
Quote	"I want to support [the small-scale production] since I think that it is associated with quality, which includes sustainability, animal welfare and similar things" (Suvi, pers.com 2018).	"I think it has a value in itself [to try new things]. It varies what you want to eat and you can choose yourself [...] it isn't just the same eggs and potatoes every time" (Anna, pers.com 2018).	"I think it's great to be able just to meet them [the producers]" (Elin, pers.com 2018).
Themes	Animal Welfare, Support of Local Farmers	Trying new things, Stimulation (also an related value dimension)	Producer Contact
Keywords	<i>Sustainability, Animal welfare, Support, helpful, care of others and nature</i>	<i>New things, variation, individual choices, stimulation</i>	<i>Connection, Personal Interaction</i>

Service Dominant Logic Premises			
	FP1 Service is the fundamental basis of exchange	FP6 The customer is always the co-creator of value	FP8 A service centered view is inherently customer oriented and relational
Quote	"When I think about quality, I think about the people who made it, it's their craft. Especially those who refine their products a bit further, it is often a craft" – Suvi, pers.com 2018	"We once bought a pre-packed meat box and there was an item that I had no clue what it was. So I messaged the producer and asked her if it was like a steak or something. And I got my answer and three recipes that would never had happened at Coop. I thought it was really cool" – Maria, pers.com 2018	"I'm interested to know the origin, what it's like at the producer, how he or she has bred their animals and grown their vegetables and know the purpose of their production" (Sandra, pers.com 2018)
Themes	Producer Knowledge and Skills	Feedback, Two-way communication, Unique Market	Producer Contact, Relations
Keywords	<i>Craft, Skills, Knowledge</i>	<i>Customer Feedback, Service, Co-creation</i>	<i>Interaction, Skills, Knowledge</i>

Appendix 6. Written Consent

Original Swedish version

Samtyckeblankett: Personuppgiftsbehandling i studentarbeten

När du medverkar i arbetet med "Local Food Through Direct Markets – consumer perspectives and values" innebär det att SLU behandlar dina personuppgifter. Att ge SLU ditt samtycke är helt frivilligt, men utan behandlingen av dina personuppgifter kan inte forskningen genomföras. Denna blankett syftar till att ge dig all information som behövs för att du ska kunna ta ställning till om du vill ge ditt samtycke till att SLU hanterar dina personuppgifter eller inte.

Du har alltid rätt att ta tillbaka ditt samtycke utan att behöva ge några skäl för detta. SLU är ansvarig för behandlingen av dina personuppgifter, och du når SLUs dataskyddsombud på dataskydd@slu.se eller via 018-67 20 90. Din kontaktperson för detta arbete är Heléna Lindström, heom0002@stud.slu.se [mobilnummer student]

Vi samlar in följande uppgifter om dig: För- och efternamn, ljud och text från intervjutillfället, mejladress och telefonnummer.

Ändamålet med behandlingen av dina personuppgifter är att SLUs student ska kunna genomföra sitt examensarbete enligt korrekt vetenskaplig metod och bidra till forskning på handel av närproducerad mat och konsumentvärderingar. Examensarbetet publiceras i en öppen databas (Epsilon).

Om du vill läsa mer information om hur SLU behandlar personuppgifter och om dina rättigheter kan du hitta den informationen på www.slu.se/personuppgifter.

Jag samtycker till att SLU behandlar personuppgifter om mig på det sätt som förklaras i denna text, inklusive känsliga uppgifter om jag lämnar sådana.

Underskrift Plats, datum

Namnförtydligande

Translated version

Processing of personal data in independent projects

When you take part in the *Local Food Through Direct Markets – consumer perspectives and values*, SLU will process your personal data. Consenting to this is voluntary, but if you do not consent to the processing of your personal data, the research cannot be conducted. The purpose of this form is to give you the information you need to decide whether or not to consent.

You can withdraw your consent at any time, and you do not have to justify this. SLU is responsible for the processing of your personal data. The SLU data protection officer can be contacted at dataskydd@slu.se or by phone, 018-67 20 90. Your contact for this project is: Heléna Lindström, (heom0002@stud.slu.se [phone number student]).

We will collect the following data about you: First- and last name, audio and text from the interview session, email address and phone number.

The purpose of processing of your personal data is for the SLU student to carry out their independent project using a scientifically correct method, thereby contributing to research within the field of consumption of locally produced food and consumer values.

You will find more information on how SLU processes personal data and about your rights as a data subject at www.slu.se/personal-data.

I consent to SLU processing my personal data in the way described in this document. This includes any sensitive personal data, if such data is provided.

Signature

Place and date

Name in block letters

Examensarbeten / Master Thesis
Inst. för skogsekonomi / Department of Forest Economics

1. Lindström, H. 2019. Local Food Markets - consumer perspectives and values