



## Exploring Consumers' Locavorism Through the Lens of Attitude: Empirical Study of Myanmar Market

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### Abstract

As a growing concept of consumer ideology, locavorism is a well-known topic in consumer research. The preference for local food consumption is a crucial issue that is actively discussed at the stage of consumer and sociology research from different perspectives. Therefore, this study explores the locavorism of consumers through the lens of attitudes in Myanmar. There were two specific research objectives in this study: 1) to analyze the effect of locavorism on consumers' attitudes in the Myanmar market and 2) to examine the effect of attitude on consumers' purchase intention in the Myanmar market. This study mainly used an explanatory research approach. For data collection, a survey method was employed in this study. For the hypotheses testing, descriptive statistics and multiple linear regression were applied as the major data analysis techniques in this study. According to the result of the empirical analysis, only one of the three attributes of locavorism has a positive and significant effect on attitude. Moreover, attitudes have a positive and significant effect on purchase intentions. Based on the research findings, some major recommendations for both literature and the practical world are made in this study. Among them, local food brands should promote their brand identity by identifying how the consumption of local foods develops the local community economy, as well as in their marketing campaigns. Finally, creating positive attitudes toward local foods that well shape highly intentions to buy local foods because attitudes and purchase intentions are positively related.

**Keywords:** *Locavorism, Attitudes, Purchase intention*

### INTRODUCTION

Alternatives to food consumption are becoming a major issue in third-world countries. The change of ecology and the advancement of technology systematically constructs consumers' psychological state regarding local foods and local products with an advanced in mind. Consumers have solid awareness of the classification of goods and bad in every commercial activity. Today, consumers are more likely to prefer the consumption of local food because they want to maintain their local identity (Zhang et al., 2022). Moreover, consumption of local food is mainly shaped by numerous factors such as product freshness, cheap price, and ethnocentrism mindset (Mercier et al., 2022). Commercial advertisement absolutely changed consumers' attitudes. Thus, businesses attempt to capture consumers' attitudes and behaviors to map effective marketing strategies.

In the former decades, specifically in the 1940s and 1980s, some countries adopted socialist or communist (right wing) economic policies, which stand for self-reliance policy. As consequences of these policies, countries prohibit foreign goods and services with government authority. At the public level, consumers valued foreign goods and services mainly imported from first- and second-world countries and those selling the gray market. In Myanmar, the government adopted a right-wing economic policy from 1962 to 1988. This closed economy policy substitutes private businesses for government-owned and managed businesses (Charney, 2009). When the government is absolutely involved in the economy, the quality of the market economy, such as

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innovation, fair competition, and superior quality, is systematically failed by government-owned factories and firms. Governments' state own enterprise (SOE) cannot fill the quality goods and services required to meet market demand. Therefore, consumers in the Myanmar market demand more imported goods from neighboring countries. In a reality, neighbors and other countries' products are of higher quality than locally made products.

As a result of the 1988 Myanmar democratic revolution, the country's economy was shifting from a closed system to an open one (Selth, 2015). Local firms in the Myanmar market strive to compete with foreign firms and products. At the early stage of economic transactions, local products cannot compete well with overseas products. Thus, most local brands were dramatically terminated by market forces. In the second decades of the 20th century, the consumption ideology of Myanmar consumers changed toward locally made products. The purchase of locally made products has become popular among Myanmar consumers. The preference for local foods or locavorism is a new concept in the Myanmar local food market. On the ideological side, locavorism is a popular and growing trend.

Locavorism, a new ideology, is a set of normative beliefs among the same group. This belief system is a form of material and social, such as law, social action, and currency systems. There are numerous studies on purchase intentions by matching its antecedent factors, such as marketing stimuli factors, psychological factors, and other socioeconomic conditions factors (Peña-García et al., 2020). In the United States and other developed countries, the movement of local food consumption or locavore was shaped by consumers' food-related lifestyles, such as health consciousness, ethnocentrism mindset, and other attitudes (Carreras-Simó et al., 2023). Researchers have used various models to test locavorism, but the use of antecedent factors for this concept. Therefore, this study conceptualizes locavorism as an antecedent factor, consumer attitude as an intervening variable, and purchase intention as a dependent variable for Myanmar as a developing country.

### **Problem Statement**

Over many years, the marketing literature has heavily emphasized people consumption behavior and has been shaped by both internal and external stimuli for developed and emerging markets (Salnikova & Grunert, 2020). It is still a gap for studying developing as well least developed countries. This study attempts to examine the consumption behavior of developing markets. With changes in economic conditions in the Myanmar market, consumers were more likely to choose local food products because of rigid import policies, fluctuating exchange rates, and barriers on cross-border trade routes (Strangio, 2024). On the one hand, consumers are increasingly tough with global trends. In this global age, consumers' attitudes are slightly different from old ones, who more often choose local identity products.

The food consumption and purchasing patterns of Myanmar consumers were still with traditional ones even when they had an open market situation (Vagneron et al., 2018). According to the Asia Development Bank report, 87% of consumers cooked and ate at home, and 99% bought their food at the wet market. These data reveal that Myanmar consumers are more tough with locally made food products.

Moreover, Myanmar consumers are facing difficult challenges, such as exchange rate fluctuations, political instability, and turbulence in cross-border trade routes due to the combination effect of the COVID-19 and 2021 military coup. The price of foreign made goods dramatically increased in those years; thus, consumers more choose local made foods, especially snack, ready to eat, and fast foods. Locally made food brands take the space of foreign foods. Despite these challenges, local food producers have developed various techniques to penetrate the Myanmar market. On one side, the COVID-19 pandemic and other disputes of world affairs such as

Russia-Ukraine crisis, Israel-Palestine issue disrupt global supply chain issues that would increase the number of consumers who adopted locally made products in both Myanmar and the world (Kim et al., 2022).

After the 2021 military coup in Myanmar, people changed their attitudes toward foreign countries, both politically and economically. Among these changes, their perceptions of local food also change. This study attempts to address how consumers perceived local food products, changes their attitudes, and stimulates purchase intention for local foods products.

### **Research Objectives**

The major objective of this study is to explore locavorism through the lens of attitude that affects consumers' purchase intention in the Myanmar market. The specific objectives of this study are as follows:

1. To analyze the effect of locavorism (lionization, opposition, communalization) effect on attitudes toward local food products in Myanmar.
2. To examine the effect of attitude on the purchase intention of local food products in Myanmar.

### **LITERATURE REVIEW**

The word locavorism was originally devoted to the meanings of "preference and choice on locally sourced foods products" (Prentice, 2006). Prentice and her collages make solid definitions for locavorism into two meanings. The conception of locavorsim is an adoption of shared values into various forms ecology sustainability, community development and human well-being and counter the trend against globalization and maintain the national identity in terms of economics. This concept became increasingly popular in the late 20<sup>th</sup> century.

Locavorism is defined as a prominent form of activism that encourages people to buy locally made products (Fitzgerald, 2016). According to these assumptions, a framework developed by Reich et al. (2018) to deeply analyze the concept of locavorism. These constructive factors of locavorism are lionization, opposition and communalization. Moreover, Choi et al. (2021) assumed locavorism as a new consumer ideology because of its set of beliefs about locally made products. The research work of Reich et al. (2018) on locavorism is strange to others' works in that preference for local foods or locavorism is an ideology itself, while the reasons for preferences for local foods as stated the following:

1. Lionization

The concepts of lionization are endorsed by lions' characteristics, which are superior and credible rather than foreign products. (Jekanowski et al, 2000). The core of locavores was their belief that local foods have good quality and taste. Thus, consumers intrinsically lionize local foods. If consumers have no lionizing view of local food products, they are not locavores.

2. Opposition

It is an ideological belief system that goes beyond the preference of local foods and opposes products (Jost et al., 2008). There are many reasons for opposing foreign foods, including transparency, safety, and lack of economic security (Costanigro et al., 2014). Previous research scholars developed and recognized the opposition as necessary items to form and solid the concept of locavorism.

3. Communalization

Scholars have argued that consumption of local food brings a sense of community development. Several studies have recognized that consumption of local foods positively contributes to community development. Moreover, consumption of local food products not only benefits the community in economic ways but also strengthens the social development of the community. Thus, Reich et al. (2018) reckoned the communalization as the third dimensions of locavorism.

The work of [Reich et al. \(2018\)](#) on exploring locavorism with the L-O-C framework (Lionization- Opposition-Communalization) merges the new concepts for consumer ideology. These three factors of lionization, opposition and communalization are not isolated items; they are reinforced on each other. Opposition or dislike of distance-food or abroad items, with beliefs that superior quality and greater taste of local products (lionization). These lionization mindsets enforce customers' purchases of local products that bring many benefits to local food producers.

### **Locavorism and Attitudes**

Consumers' attitudes can be defined as emotions, thoughts, and actions, which are critically important to behavior ([Miniard & Cohen, 1981](#)). This study adopted the concept of attitude from [Feldmann and Hamm \(2015\)](#), which refers to buying local food products, in contrast to buying long-distance food items. Several studies have revealed evidence of a strong relationship between locavorism and attitudes toward local foods. Thus, this study attempts to prove this relationship in Myanmar local food markets by proposing these hypotheses.

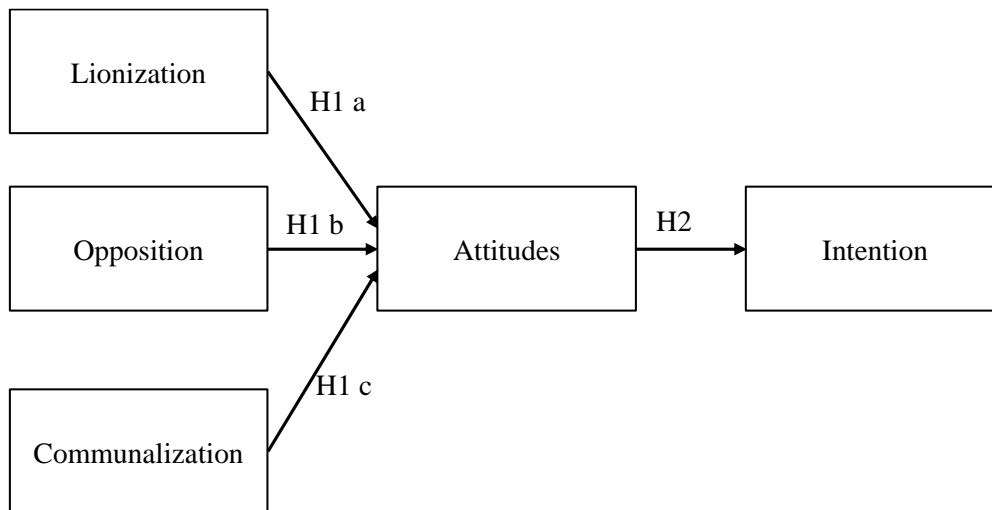
- H1a lionization has a positive and significant effect on attitudes toward local food products.
- H1b Opposition positively and significantly influences attitudes toward local food products.
- H1c Communalization positively and significantly contributes to attitudes about local food consumption.

### **Attitudes and Purchase Intentions**

Purchase intentions can be defined as part of motivated facts about a tendency to buy a product under certain situations ([Esvandiari et al., 2023](#)). Study on relationship between attitudes toward and intentions to local food are becoming popular in those days. Numerous studies have already proved a strong relationship between attitudes toward and purchase intentions regarding food consumption. Among these studies, the work of [Zepeda and Deal \(2009\)](#) produced the attitude - behavior - context known as alphabet theory which explains the people belief are normally influenced by demographic factors and are continuously updated by information-seeking behavior, which is dominant in the context of attitudes and intentions research area. After reviewing this theory, this study assumed that values are mainly determined by beliefs (perception on local food) that shape consumers' behavior (intention to purchase). Thus, this research proposed the second research hypothesis by aligning it with the literature.

- H2 attitudes have a positive and significant influence on the purchase intention for local food products.

After a constructive review of anterior food consumption and locavorism literature, the flow conceptual framework designed with fix the Myanmar food consumption habits. The major attributes of locavorism extracted from [Reich et al. \(2018\)](#) - lionization, opposition, and communalization. The integral aspects of attitudes and purchase intention were extracted from Alphbert theory. The conceptual framework of this study is presented in Figure (1).



**Figure 1.** Conceptual Framework of the Study  
Source: Own Compilation (2024)

## RESEARCH METHOD

### Sample Size

To determine the required sample size, this study used the [Cochran \(1942\)](#) infinite sample formula because of the specific population was absolutely above five million in the study area. According to the [Cochran \(1942\)](#), if the specific population is five billion or more, the researcher can assume that this population is infinite. In this study, the z score value was 1.81 because the margin of error or standard error was 7%. The output of this sample formula was 167 as the required sample size for this study. The convenience sampling method used in this study. For specifically, data collector stood in front of the famous shopping mall, supermarket, and shopping center, namely, GMP shopping center, City Mart, Ocean super center, Market place, Sein gay Har shopping center at Yangon, conducted the survey on shoppers with convincing ways to gain the required sample size within the recognized survey period.

### Questionnaire Design

This study used a structural questionnaire to collect the required data. There were two parts to the questionnaire. The questions in the first section focused on respondents' demographic profiles, such as gender, age, education, and monthly income. If the study wants to explore the attitudes, perceptions, opinions, and other emotions for social aspects, it normally uses the five-point Likert-Scale question type ([Dewi & Barkah, 2024](#)). Five-point Likert scale question type was used in the second part of the structure question cover to analyze the attributes of the conceptual frameworks and provide evidence for the proposed hypotheses. This research measured locavorism with 11 items developed by [Reich et al \(2018\)](#). [Miniard and Cohen \(1981\)](#) developed four measurement items for attitudes toward local food. All of these scale items for locavorism were tested by [Annie-Pier Mercie et al](#) in their works for validity or not ([Mercier, 2022](#)). This research evaluated intention to purchase local foods with three items adapted from [Reich et al. \(2018\)](#) and [Reich et al. \(2018\)](#).

### Data Analysis techniques

Reliability analysis, correlation tests, and multiple linear regression analysis were the major statistical tools for exporting the research findings. All data were analyzed using IBM SPSS software, exercising 95% confidence level and 5% margin of error. After transforming the collected data from

excel to SPSS software, we conducted reliability analysis by adjusting the Cronbach's alpha value, tested the relationship between the dependent and independent variables, and constructed the regression model.

## FINDINGS AND DISCUSSION

This section comprises three parts: a descriptive analysis of the demographic information of the respondents, reliability analysis, and hypothesis testing. The first part is the descriptive analysis of the demographic profile of the respondents.

### Descriptive Analysis

A total of 167 respondents participated in this study. Table 1 highlight the demographic information of the 167 respondents who participated in the survey process.

**Table 1.** Demographic Profile of Respondents

No.	Category	Frequency	Percentage (%)
<b>1</b>	<b>Gender</b>		
	Male	64	38
	Female	103	62
<b>2</b>	<b>Generation</b>		
	Baby Boomers (Born 1946 -1964)	23	14
	Generation X (Born 1965 - 1980)	38	23
	Millennials (Born 1981 - 1996)	50	30
	Gen Z (Born 1997 -2010)	56	33
<b>3</b>	<b>Occupation</b>		
	Self-Employ	40	23
	Private Sector	53	32
	Government Staff	13	7
	Non-Government Staff	10	5
	Freelance Employ	51	30
<b>4</b>	<b>Permanent Resident Area</b>		
	Rural	73	45
	Urban	85	50
	Sub urban	9	5
	<b>Total</b>	<b>167</b>	<b>100</b>

Source : Survey Data (2024)

According to the survey result, the respondent's gender size is larger than that of male respondents in the gender section. Most respondents are of the millennial generation, and 53% of respondents work in the private sector. Most respondents live in urban areas. Table (2) highlighted the respondents' perceptions of localism attributes, attitudes toward, and purchase intentions of local foods products. This description of this section is based on the results of numerical descriptive measurement items with a five-point Likert scale.

**Table 2.** Respondents' Perceptions of Locavorism, Attitudes, and Purchase Intentions

No.	Variables	Question Code	Measurement Items	Mean Value	Std. Deviation	Cronbach Alpha Value
1	Lionization	Lio 1	Locally produced foods just taste better.	3.62	.826	.755
		Lio 2	there is obvious taste difference between a locally produced food and one that was shipped from somewhere else	3.15	.903	
		Lio 3	Locally produced foods are more nutritious than foods that have been shipped from somewhere else	3.15	.830	
		Lio 4	Locally produced products are more safety than other else.	3.00	.946	
			Overall Mean	3.23		
2	Opposition	Opp 1	I don't trust foods that have been produced by large, multinational corporations.	2.63	.920	.711
		Opp 2	Large, global food systems are destined to fail.	3.23	.924	
		Opp 3	I would go out of my way to avoid buying food from a foreign made food products.	2.63	.972	
		Opp 4	I feel uneasy eating something unless I know exactly where it was produced.	3.29	.922	
			Overall Mean	2.94		
3	Communalization	Com 1	Buying locally produced foods supports sustainable farming practices.	4.25	.936	.874

No.	Variables	Question Code	Measurement Items	Mean Value	Std. Deviation	Cronbach Alpha Value
		Com 2	Buying local foods helps build a more prosperous community.	4.33	.852	
		Com 3	I like to support local farmers whenever possible.	4.23	.844	
		Com 4	Supporting the local food economy is important to me.	4.06	.932	
			Overall Mean	4.21		
4	Attitude	Att 1	I think buying the local products encourage the local start-up business	4.38	.785	.928
		Att 2	I think buying the local products may develop the local community.	4.29	.818	
		Att 3	Buying local made products create job opportunities for local residence	4.33	.793	
			Overall Mean	4.33		
5	Purchase Intention	PI 1	I always make first priority when I buy food products.	3.76	.938	.875
		PI 2	I intend to buy local food product	3.78	.996	
		PI 3	I always make recommendation to my friend for purchase the local food products.	3.77	.937	
			Overall Mean	3.77		

Source: Survey Data (2024)

There are three constructive factors for locavorims namely lionization, opposition and communalization. Among these three factors, communalization has the highest mean value of 4.21, which indicates that respondents agreed with communalization statements. They express buying local food products that encourage community development in economic and social themes. According to Sylvierose Gesmundo, the mean value of 3.23 can be assumed as a moderately



agreeable status, that is, respondents have a moderate belief that Myanmar's local food is somewhat of quality rather than regionally made products because of the mean value of lionization is 3.23 (Gesmundo, 2023). The opposition is the lowest mean value that also describes the real market conditions in Myanmar as the least developed country.

Attitudes toward local food consumption is slightly significant in this study because its mean value was 4.33. Respondents believed that encouraging and enhancing local start-up businesses is the major concept for forming attitudes toward local food consumption. Respondents' attitude toward local food consumption embraced the development of local businesses in terms of economic.

Attitudes shape purchase intentions for local foods. Respondents paid close attention to local food consumption both to themselves and to the encouragement of friends. The overall mean value of purchase intention is 3.77, and respondents significantly agree with the measurement items of purchase intention.

There are 17 items for all the dependent and independent variables. According to the analysis of reliability, the Cronbach's alpha value of all items is above 0.7. The result of Cronbach alpha value described the highly internal consistency of measurement items under all variables and all questions items are reliable (Dewi & Barkah, 2024).

### Results of Hypotheses Testing and Discussion

To test the hypotheses, correlation analysis and multiple linear regression analysis were used as key tools in this study. This study applied correlation tests to analyze the relationship between dependent and independent variables. After conducting correlation analysis, multiple linear regression models were designed to determine the influence of independent variables on the dependent variable. Table (3) is the output of the correlation test for locavorism variables and attitudes toward local food consumption.

**Table 3.** Correlation Test 1

		<b>Lionization mean</b>	<b>Opposition mean</b>	<b>Communalization mean</b>	<b>Attitude mean</b>
Lionization mean	Pearson Correlation	1	.313**	.203*	.228**
	Sig. (2- tailed)		.000	.014	.006
	N	167	167	167	167
Opposition mean	Pearson Correlation	.313**	1	.246**	.191*
	Sig. (2- tailed)	.000		.003	.022
	N	167	167	167	167
Communalization mean	Pearson Correlation	.203*	.246**	1	.850**
	Sig. (2- tailed)	.014	.003		.000
	N	167	167	167	167
Attitude mean	Pearson Correlation	.228**	.191*	.850**	1
	Sig. (2- tailed)	.006	.022	.000	
	N	167	167	167	167

	<b>Lionization mean</b>	<b>Opposition mean</b>	<b>Communalization mean</b>	<b>Attitude mean</b>
N	167	167	167	167

Source: Survey Data (2024)

\*\*. The correlation is significant at the 0.01 level (2-tailed).

\*. The correlation was significant at the 0.05 level (2-tailed).

The result of the correlation test highlighted a positive strong relationship between locavorism attributes (lionization, opposition and communalization) and attitudes toward local food consumption at 1% and 5%, respectively. The correlation of dependent and independent variables allowed us to construct the multiple linear regression model to test the proposed hypotheses. Thus, the output of the multiple linear regression analysis showed in Table (4).

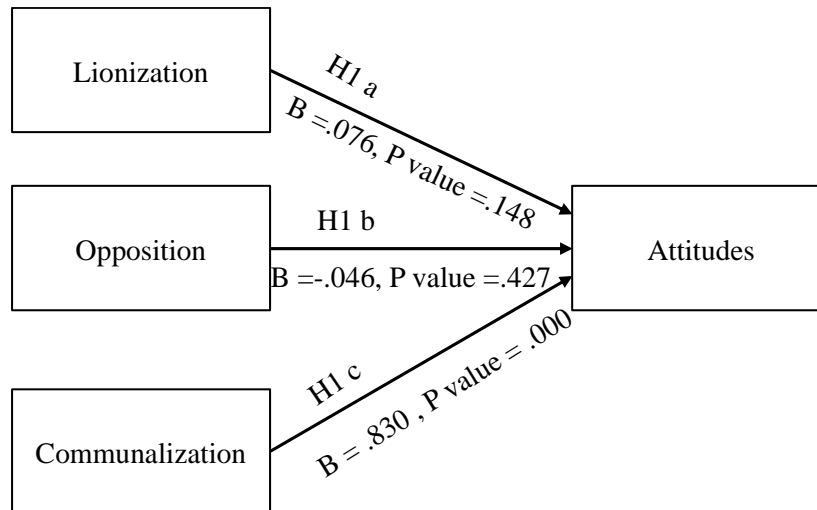
**Table 4.** Regression Model 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.723	.241		3.003	.003
Lionization mean	.076	.053	.068	1.453	.148
Opposition mean	-.046	.058	-.038	-.796	.427
Communalization mean	.830***	.045	.845	18.388	.000
R Square .727					
Adjusted R Square .721					
F Value 124.340***					

\*\*\* 1% significance level

The multiple linear regression model produced the output which communalization is just only significant effect on attitudes toward local food consumption. This is a positive effect. According to the statistical interpretations, communalization is rare and only significant independent factor for attitudes (dependent) at the 1% level. The B value of communalization is .830 that mean if the respondents add 1 more value on communalization form current value, the value of attitudes will increase .830 from the current value.

According to the result of this multiple linear regression analysis, this study accepts hypotheses 1 (c): communalization is positively significant effect on purchase intention for local foods. Hypotheses H1 (a) and H1 (b) are rejected in this study. The result of the regression analysis is shown as a diagram to make it more visible. The figure (2) of this study displayed the effect of locavorism on attitudes toward local food consumption.



**Figure 2.** Effect of Locavorism on Attitudes  
Source: Survey Data (2024)

The positively significant effect of communalization on attitudes stated by respondents as well as consumers strongly believe that purchasing local food brings numerous benefits to local start-up businesses. This study makes some discussions on this analytical finding that such kinds of consumers believe embraced local economy development in terms of both financial and non-financially. Today, consumers believed that consumption of local products was the main force to maintain the national identity economically despite the existence of growth acceleration of the globalization process.

This research proposed “the positive effect of attitudes on purchase intentions” as second research hypothesis. Table (5) described the output of the correlation analysis between attitudes and purchase intention.

**Table 5.** Correlation Test 2

		Attitude mean	Intention to Purchase mean
Attitude mean	Pearson Correlation	1	.538**
	Sig. (2-tailed)		.000
	N	167	167
Intention to Purchase mean	Pearson Correlation	.538**	1
	Sig. (2-tailed)	.000	
	N	167	167

Source: Survey Data (2024)

According to the results of the correlation analysis, there is a strong positive relationship between attitude and purchase intention. After reviewing the results of the correlation analysis, a multiple linear regression model was designed to test the second hypotheses. The results of this regression analysis are presented in Table (6).

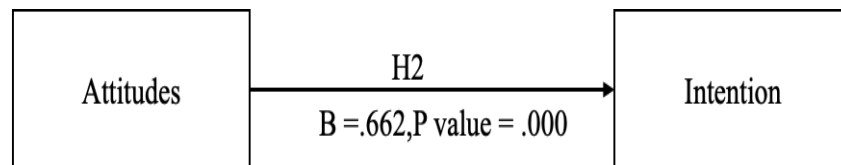
**Table 6.** Regression Model 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.895	.383		2.335	.021
	Attitude mean	.662	.087	.538	7.609	.000

R Square.590  
Adjusted R Square .585  
F value 57.900\*\*\*

Source: Survey Data (2024)

This regression analysis output shows that attitude has a positive significant effect on purchase intention at the 1% level. The B-value is .662. If the value of attitudes increases the value of purchase intention from the current value to.662. The result diagram of attitudes toward and purchase intention is shown in Figure (3).



**Figure 3.** Effect of Attitudes on Purchase Intention  
Source : Survey Data (2024)

The second hypothesis of this study is the positively significant effect of attitudes on purchase intention. According to the results of the data analysis, the second research hypothesis is supported. These research findings highlight consumers' attitudes that stimulate their purchase intentions for local food products. Respondents strongly believed that purchasing local food products contributes to local community development. Thus, this study concludes that consumers have positive attitudes toward purchasing local foods as well as strong locavorism.

## CONCLUSIONS

Locavorism is a new consumer ideology. Despite its ideology becoming dominant in the consumer market, this concept has some limitations. This study focuses on locavorism through the lens of consumers' attitudes and purchase intentions. To provide practical suggestions and implications, a survey method was employed in this study. After conducting the empirical analysis on the collected data, there were some suggestions for both academic and practical fields.

## Theoretical Implications

This study explored locavorism using the L-O-C framework developed by Reich et al. (2018). The empirical results were consistent with the theoretical predictions. Previous literature on local food consumption has yet to provide a theory-driven framework to link the psychological structure of locavorism, so this study proposes a tripartite L-O-C framework to understand locavores' disposition toward local food and then validates this framework empirically. In particular, prior research conceptualizes ideology as a precursor to food preference (Varman & Belk, 2009). This study suggest that the preference for local food itself may be an ideology. In addition, movement of

locavore is becoming a partial part of sustainable development because it contributes well to the local community from an economic perspective. According to the definitions for sustainable development that encompass economic growth, social equity, and environmental preservation defined by the United Nations Brundtland report (Khalil et al., 2023). Therefore, the findings of this study can add to sustainable development practices from local economy perspectives.

### **Implications for practical application**

The ideology of locavorism may assist marketing practitioners in their segmentation and targeting efforts. In addition, the scale dimensions should inspire renewed understanding of locavores among firms that seek to appeal to a market that is expected to double in coming years. Moreover, the practitioners should utilize digital marketing strategies to promote the locavore taste for young consumers because of it, Facebook, and other social media platforms well engage and demonstrate marketing messages such as brand awareness for youth consumers (Ndini & Agustini, 2024). The tripartite structure of our locavorism scale also may guide local food marketers' promotional appeals. When they arrange this promotional appeals, they should not miss out the forces of today's information ages. Interactions between individuals to share emotions, thoughts, and attitudes through digital platforms are the driving force for constructing the society value (de Luna, 2023). Rather than emphasizing environmental benefits or morality, our research suggests that appeals should focus on the core elements of locavorism. For example, because community support is an essential dimension, advertising local food's connection to the local economy and support for local farmers may be particularly effective.

### **LIMITATION AND FURTHER RESEARCH**

This study was conducted both quantitatively and qualitatively. However, this study has some limitations. A total of 167 respondents participated in this study. Actually, this sample size is small. Thus, further studies should extend the required sample size. This study used the L-O-C framework to test locavore movement and purchase intention. Further studies should consider other literature to construct the locavores concept. This study focuses on the Myanmar market. The next studies should focus on other Southeast Asia (SEA) markets for applying the locavorism concept.

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