



Tropentag, September 15-17, 2021, hybrid conference

“Towards shifting paradigms in agriculture
for a healthy and sustainable future”

Consumer Behaviour of Regional Cheese from Family Farmers: a Theoretical Model and a Measurement Scale

REJANE CARMO REZENDE DIAS¹, JOSE ELENILSON CRUZ²

¹*Federal University of Goiás (UFG) / State University of Goiás (UEG), Postgraduate Program in Agribusiness (UFG) / Senador Canedo University Unit (UEG), Brazil*

²*Federal Institute of Education, Science and Technology of Brasília (IFB), Campus Gama, Brazil*

Abstract

Brazil is a country with a big production of cow's milk: every region, estate, and city of this huge country produces it. The production of cow's milk in Brazil is relevant in the social and economic context as it constitutes one of the main sources of income for the Brazilian family farmer. However, most family farmers are vulnerable to the competitive market of raw milk, have low income, and a certain specialisation of this production. Therefore, the production of regional cheese from the cow's milk can be an alternative for these family farms to increase their income, mitigate the effects of the drop in the price of raw milk and improve economic stability. The consumption of regional cheese is highly relevant for contributing to more sustainable food chains and for favouring family farmers. Thus, knowing the consumer of regional cheese becomes essential to fill the lack of information about the potential of this product. Despite the importance of knowing the consumer of regional cheese, there is insufficient evidence in scientific research of consumer behavioural effects of specific regional food and more specifically in consumer behavioural effects of regional cheese. So, this work aims to present a theoretical model with research propositions and a measurement scale for the study of behaviour consumers of regional cheese. After the literature review and theoretical validation, the result obtained was a theoretical model with seven research propositions and a scale that measures the effects that cognitive attitudes, affective attitudes, personal norms, subjective norms, perceived behavioural control and perceived risk have on the intention of purchasing regional cheese consumers. This result will be useful for future empirical studies that wish to understand the influence of consumer behaviour on the intention to buy regional cheese and thus contribute with relevant information about this consumer for family farmers to promote and sell their regional cheese.

Keywords: Consumer behaviour, family farmers, regional cheese