



# Consumer Behavior of regional cheese from family farmers: a theoretical model and a measurement scale

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## Introduction

The production of cow's milk in Brazil constitutes one of the main sources of income for the Brazilian family farmer (Figure 1).

However, most family farmers are vulnerable to the competitive market of raw milk and have low income.

The production of regional cheese from cow's milk can be an alternative for family farms.

There is insufficient evidence in scientific research of consumer behavioral effects of specific regional food and regional cheese.

This work aims to present a theoretical model and a measurement scale for the study of behavior consumers of regional cheese.

## Methods

### 1. Literature review:

The bibliographical research was carried out under the perspectives of the Theory of Planned Behavior and Theory of Perceived Risk.

The measurement items of each construct were adopted from scales already validated in previous works in English, were translated into Portuguese and adapted for Brazilian culture.

### 2. Theoretical validation:

The scale was sent to three researchers' specialists in the construction of consumption scales and a specialist in the regional food market to evaluate the items in the scale.

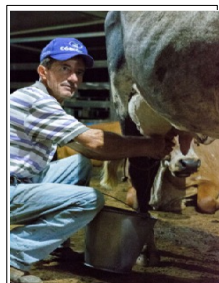


Figure 1: Family Farm from Brazil

## Bibliography

Choi, J., Lee, A., & Ok, C. (2013). The Effects of Consumers' Perceived Risk and Benefit on Attitude and Behavioral Intention: A Study of Street Food. *Journal of Travel and Tourism Marketing*, 30(3), 222–237.

Feldmann, C., & Hamm, U. (2015). Consumers' perceptions and preferences for local food: A review. *Food Quality and Preference*, 40(PA), 152–164.

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## Results

1. Theoretical model: with 7 research propositions that measures the effects on the intention of purchase regional cheese consumers (Figure 2).

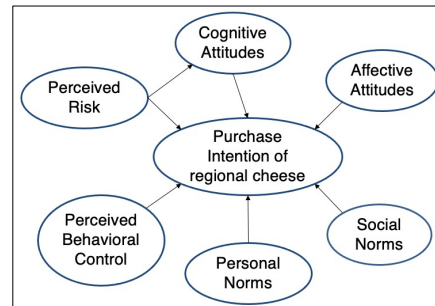


Figure 2: Theoretical model

2. Measurement scale: with 33 items from these constructs in Likert scale of 5 points.

Cognitive Attitudes (5 items)	I always buy regional cheese because it is handcrafted
Affective Attitudes (4 items)	I always have good memories of the past when I eat regional cheese
Social Norms (4 items)	I always buy regional cheese because it represents a tradition in my family
Personal Norms (4 items)	I always buy regional cheese to help local producers
Perceived Behavioral Control (5 items)	I always find the regional cheese when I want to buy
Purchase Intention of regional cheese (5 items)	I will definitely buy regional cheese again
Perceived risk (6 items)	I'm always concerned about the hygiene conditions in which the regional cheese was made

## Conclusions

Future empirical studies that wish to understand the influence of consumer behavior on the intention to buy regional cheese

Contribute with relevant information about this consumer for family farmers to promote and sell their regional cheese