

## Trusted Informer to Increase Fresh Cow Milk Consumption

Nova Sillia<sup>a,\*</sup>, James Hellyward<sup>b</sup>, Jafrinur<sup>b</sup>, Melinda Noer<sup>a</sup>

<sup>a</sup> Faculty of Agriculture, Andalas University, Padang, West Sumatera, Indonesia

<sup>b</sup> Faculty of Animal Husbandry, Andalas University, Padang, West Sumatera, Indonesia

Corresponding author: \*novasillia21@gmail.com

**Abstract**— Trusted informer for local products such as fresh cow milk is needed to support local livestock agribusiness. Consumer trust to the informer is critical to increasing consumer knowledge and consumption. Information obtained from a trusted source has more influence the consumption. No previous research has been found that revealed the trusted informer by each consumer segment with different characterism. Consumers with different characterisms use different information sources, too. Therefore, it is crucial to reveal the trusted informer characterism to increase milk consumption. This study aims to explore the trusted informer characterism base on consumer segmentation. Data was collected by filling out the questionnaires. Consumer segmentation used K-Means Cluster analysis and descriptive analysis to analyze trusted informer characterism by each consumer segment. The result of the study found that there are three consumer segments, namely real active segment, passive segment, and hidden active segment. Trusted informer characterism by the real active segment involves formal and non-formal institutions and has good personalities and relationships with consumers. Trusted informer characterism by the passive segment has good communication skills, good knowledge and experience about fresh cow milk, and expertise in the health and education sectors. Meanwhile, the trusted informer characterism by the hidden active segment has good communication skills, has good knowledge and experience about fresh cow milk, and pleasing personalities and relationships with consumers.

**Keywords**— Fresh cow milk; consumer segmentation; trusted informer.

*Manuscript received 19 Jun. 2021; revised 11 Oct. 2021; accepted 13 Dec. 2021. Date of publication 30 Jun. 2022.  
IJASEIT is licensed under a Creative Commons Attribution-Share Alike 4.0 International License.*



### I. INTRODUCTION

Information sources can influence and change consumer behavior and knowledge [1]–[4]. Information obtained from a trusted source can influence consumption [5]. Thus, it is very crucial to involve trusted informers to increase consumption. Previous research has explained that consumers obtain information from many sources [6]. However, information obtained from an informer is more reliable than a company promotion [7]–[10]. Previous research also explains some trusted information sources of red meat and plant-based alternatives [6], food safety [11], new food technology [12], e-commerce products [13], and food product labels [14]. However, few studies explain the trusted informer characterism, especially local products such as fresh cow milk without labels. In contrast, food product labels can provide consumers with product information [14].

Fresh cow milk consumption is crucial in supporting the development of local livestock agribusiness [15]. Increased consumption of fresh cow milk can increase the income of farmers, the majority of whom are smallholder farmers [16].

The high demand for fresh cow milk can create jobs in production and marketing [17]. In addition, the increase in the consumption of fresh cow milk also affects food security because it can support efforts to improve nutrition and public health [18].

Increased consumption of fresh cow milk is done through various efforts such as counseling or campaigning. During this time, the informers involved in the campaign or counseling are done more to the one-for-all approach. For example, involved health workers or nutritionists in every counseling or campaigning. In contrast, consumers have a characteristic diversity of demography and psychography. Consumer heterogeneity needs campaigning and counseling with a targeted approach [18]. Added by Żakowska-Biemans et al. [19], consumers with different characterisms also used different information sources. Consumers with different characterisms can be segmented. Consumer segmentation makes it easier to understand consumers [20], [21]. Therefore, it is crucial to segment the consumers and select a trusted informer that suits the consumers who are targeted by the counseling and campaigns.

The study aims to segment the fresh cow milk consumers, then describe the characteristics of consumers and trusted informers by each consumer segment. This finding is crucial because it can be a reference in selecting the right trusted informer in counseling and campaigns to increase the consumption of fresh cow milk.

## II. MATERIAL AND METHOD

The respondents were consumers who had consumed fresh cow milk for at least the past six months. Research is conducted on convenience sales outlets. The sampling method used was the accidental sampling method. The research data was obtained by filling out questionnaires by 240 consumers. The first step to explain the trusted informer characteristics of each consumer segment was consumer segmentation. Consumer segmentation is based on demography, consumption, and psychography characterism, using K-Means Cluster analysis.

The variables used to analyze the consumer demography characterism are gender, age, marital status, education, occupation, and economics [22], [23]. Consumer psychography characterisms are activity, interest, and opinion variables. Activity variables are doing the new things (A1), doing the new things even if there is a cost (A2), doing the practical things (A3), and doing the things because of the majority (A4). Interest variables include interest to try the new things (I1), interest in being other's attention (I2), interest in some things modern and trending (I3), be careful in choosing (I4), interest in easy to get (I5), interest to the low price (I6), interest to the product benefits (I7), interest to the benefit than price (I8). Opinion variables are opinion that price belongs to the quality (O1), an opinion that product has good benefits (O2), opinion that all products have the same benefit (O3), opinion that product is practical (O4), consume because of a trend (O5), consume because of the product benefit (O6).

After obtaining consumer segmentation, it was continued by analyzing the trusted informer characteristics by each consumer segment. These characteristics are derived from variables that are considered important by consumers. The important variable is the variable that has an average value above 2.5. The measurement scale used is a 4-level Likert scale [24]; strongly disagree, disagree, agree, and strongly agree.

The consumer trust variables include ability, benevolence, integrity, and relationship [22]. Ability variable consists of persuasion ability (Ab1), explanation ability (Ab2), education ability (Ab3), knowledge (Ab4), experience (Ab5), involvement at formal institutions (Ab6), position at formal institutions (Ab7), involvement at non-formal institutions (Ab8), position at non-formal institutions (Ab9), occupation and expertise (Ab10). Benevolence variables consist of personalities (B1), attention and empathy (B2), and acceptance (B3). Integrity variables consist of consumption behavior (In1), involvement in dairy farming agribusiness (In2), physical and health conditions (In3). Relationship variables consist of the relationship between consumer and informer (R1), the quality of the relationship between consumer and informer (R2), and the involvement of consumer and informer in the same institution (R3).

## III. RESULT AND DISCUSSION

The result of the study found that there were three consumer segments. Each segment has its own consumer and trusted informer characterism.

### A. Fresh Cow Milk Consumer Segmentation

Three consumer segments can be formed based on K-Means Cluster analysis of consumer demography and psychography characterism. They are the real active segment, the passive segment, and the hidden active segment. Seven variables form the segments. They are (A1), do the new things even if there is a cost (A2), interest to try the new things (I1), interest to being others attention (I2), interest to somethings modern and trending (I3), opinion that product has good benefits (O2), consume because of a trend (O5).

The real active and the hidden active segments are agreed and are interest in doing the new things, while the passive segment disagrees and does not interest in doing the new things. However, the real active segment is interested in being the attention, while the passive and hidden active segments are not. In addition, the real active and the hidden active segments are interested in some things modern and trending, while the passive segment is not.

The real active and the hidden active segments agree and are interested in doing new things, while the passive segment does not. However, the real active segment is interested in being the attention, while the passive and the hidden active segments are not. In addition, the real active and the hidden active segments are interesting to something modern and trending, while the passive segment is not.

The real active segment has a relatively high level of narcissism compared to the other two segments. When linked to previous research on narcissism and consumption [25], it is explained that narcissism positively influences conspicuous consumption. While fresh cow milk is not conspicuous consumption, therefore narcissism in the real active segment is not followed by high levels of fresh cow milk consumption. The passive and hidden active segments consider the product benefit and the price. The real active and hidden active segments do not consider the price in consuming, while the passive segment considers the price.

Besides the psychography characterism, consumer segments that formed also have demography characterism and consumption level. The relationship between consumer segment with demography characterism and consumption can be seen in Table 1. The majority of the real active and the passive segments are female, while most of the hidden active segment is male. The real active and the hidden active segments majority are between 19 – 24 years old, while passive segments majority is between 25 -35 years old. The majority of the real active and the hidden active segments are single, while the passive segment majority is married. The real active and the passive segments are consumers with middle-low economics levels, while the hidden active segment is consumers with middle-up economics levels. When it comes to psychography characterism, the hidden active segment does not consider the price. This is though the relationship with the economics level of this segment is middle up.

TABLE I  
THE RELATIONSHIP BETWEEN CONSUMER SEGMENTS WITH DEMOGRAPHY AND CONSUMPTION CHARACTERISTICS

Demography and Consumption Level	Consumer Segment		
	Real Active (%)	Passive (%)	Hidden Active (%)
gender			
• male	20.42	8.33	21.25
• female	21.25	14.58	14.17
age			
• 14 s/d 15 years old	4.17	0	0.83
• 16 s/d 18 years old	3.75	0	3.33
• 19 s/d 24 years old	23.75	2.08	23.33
• 25 s/d 35 years old	8.75	10.00	7.50
• 36 s/d 50 years old	0.83	7.92	0
• >50 years old	0.42	2.92	0.42
marital status			
• single	37.08	5.00	32.50
• married	4.58	16.67	2.92
• widow/widower	0	1.25	0
education			
• elementary school	3.33	1.25	0.83
• junior high school	1.67	1.67	1.25
• senior high school	22.50	11.25	25.42
• diploma degree	2.08	1.25	0.42
• bachelor degree	11.67	7.08	5.83
• master degree	0.42	0.42	1.67
occupation			
• housewife	1.67	2.50	1.25
• student	24.17	3.75	25.42
• entrepreneur	11.67	13.75	5.83
• government employees non health and education	2.50	1.25	2.50
• health and education worker	1.67	1.67	0.42
economic level			
• low	17.92	7.08	2.92
• middle	18.75	12.50	22.92
• up	5.00	3.33	9.58
consumption level			
2-3 x a week (less amount)	35.42	0.00	32.08
4 - 6 x a week (sufficient amount)	5.83	2.92	3.33
1 x a day (ideal amount)	0.42	15.42	0.00
> 1 x a day (more than ideal amount)	0.00	4.58	0.00

Meanwhile, the real active segment does not consider the price, even the middle-low economic level. There is a relation with real active characterism who agree and are interested in doing the new thing and being the attention. So, the consideration for them is satisfaction in self-actualization. The real active segment is the largest (41.66%). This segment consists of males and females aged 19 - 24 years old, the single student with middle-low economics level. They consume fresh cow milk at least 2 - 3 times a week.

The passive segment consists of 22.92% of consumers. This segment is majority female, aged 25 - 35 years old, married, Senior High School graduation and bachelor degree, an entrepreneur with middle-low economics level. They consume fresh cow milk in ideal amounts, at least once a day. This segment is the consumer segment with the highest level of consumption.

When linked to previous research on meat consumption in Slovakia and Poland [26], it is clear that women also consume meat more often than men. Meanwhile, Slovak and Polish consumers aged between 19 - 24 years old consume more often than those aged > 24 years old. It is in contrast to consumers of fresh cow milk; consumers between the ages of

25 - 50 years old consume fresh cow milk in more ideal amounts than those under 25 years old. It happened because Slovak and Polish consumers reduced meat consumption to avoid diseases such as cholesterol. In comparison, consumers of fresh cow milk consume fresh cow milk in ideal amounts to maintain their health conditions.

The hidden active segment consists of 35.42% of consumers. They are males and females, aged 19 - 25 years old, the single student with middle-up economics level. They consume fresh cow milk at least 2 - 3 times a week. The passive segment is the actual segment because most consumers in this segment consume fresh cow milk at a high level of consumption. Verain et al. [18] claim that the actual segment consumes the highest. This segment can be the main target in expanding the fresh cow milk market.

Meanwhile, the real active and the hidden active segments are the potential segments because of the members. These segments can be alternative to expanding the fresh cow milk market because of the members. Funk et al. [20] claim that the potential segment is a segment with a large number of these members. The potential segments majority are students with middle-low economics levels that interest in doing new things.

The strategy of increasing fresh cow milk consumption must consider the low-price and product diversification and distribution channels that are attractive to the student consumer, such as diversification in flavor, packaging, design, and display of the fresh cow milk selling outlets.

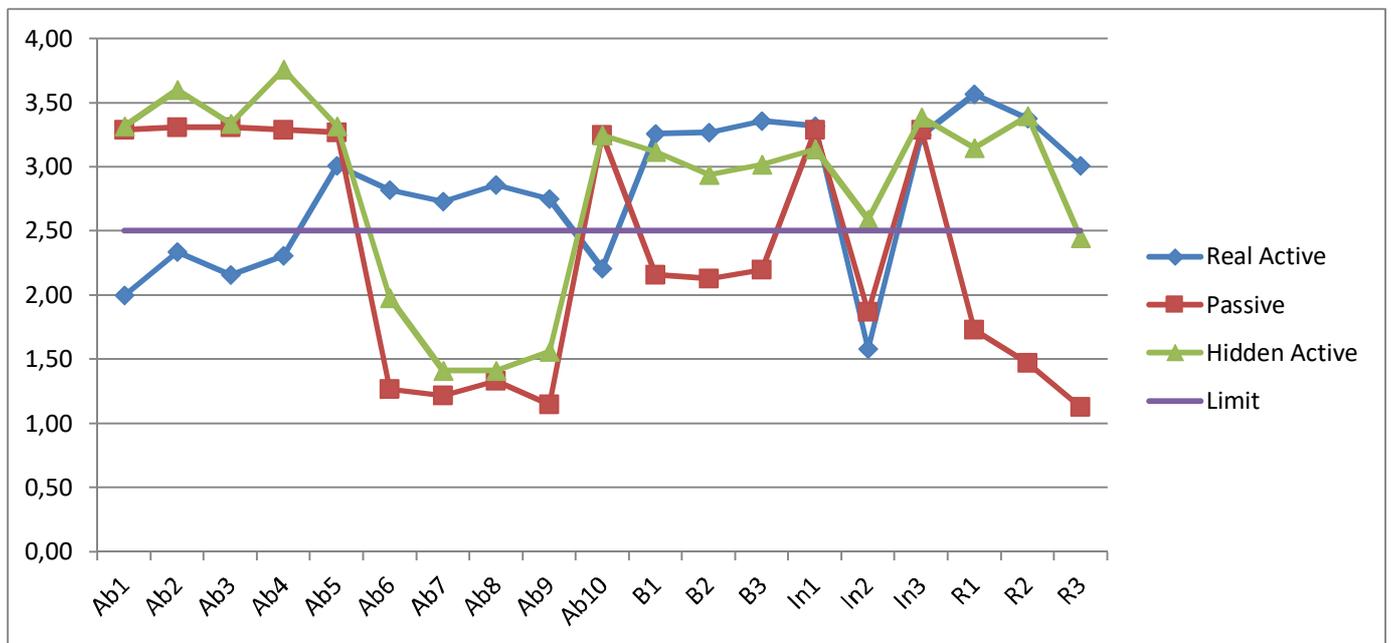
### B. Characteristics of Trusted Informer by Each Consumer Segment

Trusted informers by each consumer segment have different characteristics. The characteristics of trusted informers by each consumer segment are obtained from the average value of the variable: ability, benevolence, integrity, and relationship. The distribution of the average value of the variable: ability, benevolence, integrity, and relationship can be seen in Fig. 1.

In Fig. 1, several main variables score  $\geq 2.5$  in all segments, namely, Ab5, In1, In3. It explains that the trusted informer must have these main characteristics. The main characteristic that the trusted informer must possess is having good experience with fresh cow milk, consuming fresh cow milk regularly, and having good physical and health conditions.

However, several additional characteristics are different for each consumer segment. Additional characteristic for the real active segment is the ability, benevolence, and relationship variables. The ability variables are trusted informer must involve and has a position at formal and non-formal institutions. Benevolence variables are personality, caring, empathy, and acceptance. Relationship variables have a good relationship and involve the same institution with the consumers. Previous research has also shown that relationships and interactions can encourage trust [26].

The passive segment also prioritized ability variables. They are persuasion, explanation and education ability, knowledge and experience about fresh cow milk, and occupation and expertise. Previous research also explains that competence is one of the significant factors in building consumer trust [22]. In contrast, the hidden active segment prioritized the ability variables as the passive segment. Besides that, the hidden active segment also prioritized the benevolence and relationship variables.



Legend: Ability variable consists of persuasion ability (Ab1), explanation ability (Ab2), education ability (Ab3), knowledge (Ab4), experience (Ab5), involvement at formal institutions (Ab6), position at formal institutions (Ab7), involvement at non-formal institutions (Ab8), position at non-formal institutions (Ab9), occupation and expertise (Ab10). Benevolence variables consist of personalities (B1), attention and empathy (B2), and acceptance (B3). Integrity variables consist of consumption behavior (In1), involvement in dairy farming agribusiness (In2), physical and health conditions (In3). Relationship variables consist of the relationship between consumer and informer (R1), the quality of the relationship between consumer and informer (R2), and the involvement of consumer and informer in the same institution (R3).

Fig. 1 The distribution of the average value of the ability, benevolence, and relationship variable

Generally, the differences between the segments are the real active segment, especially, prioritized the trusted informer benevolence and the relationship between consumer and the trusted informer. The passive segment prioritized the ability and expertise of the trusted informer in the health or education sector. The hidden active segment, especially, prioritized the trusted informer ability, benevolence, and relationship between consumer and the trusted informer.

Besides the trust characteristic, this research also analyzed the trusted informer demography characteristic and that relationship with the consumer demography characteristic. The trusted informer demography characteristic are gender, age, education, and occupation. Based on trusted informer demography and trust characteristic formulated trusted informer characteristic by each consumer segment. The trusted informer characteristic based on consumer segmentation can be seen in Fig. 2.

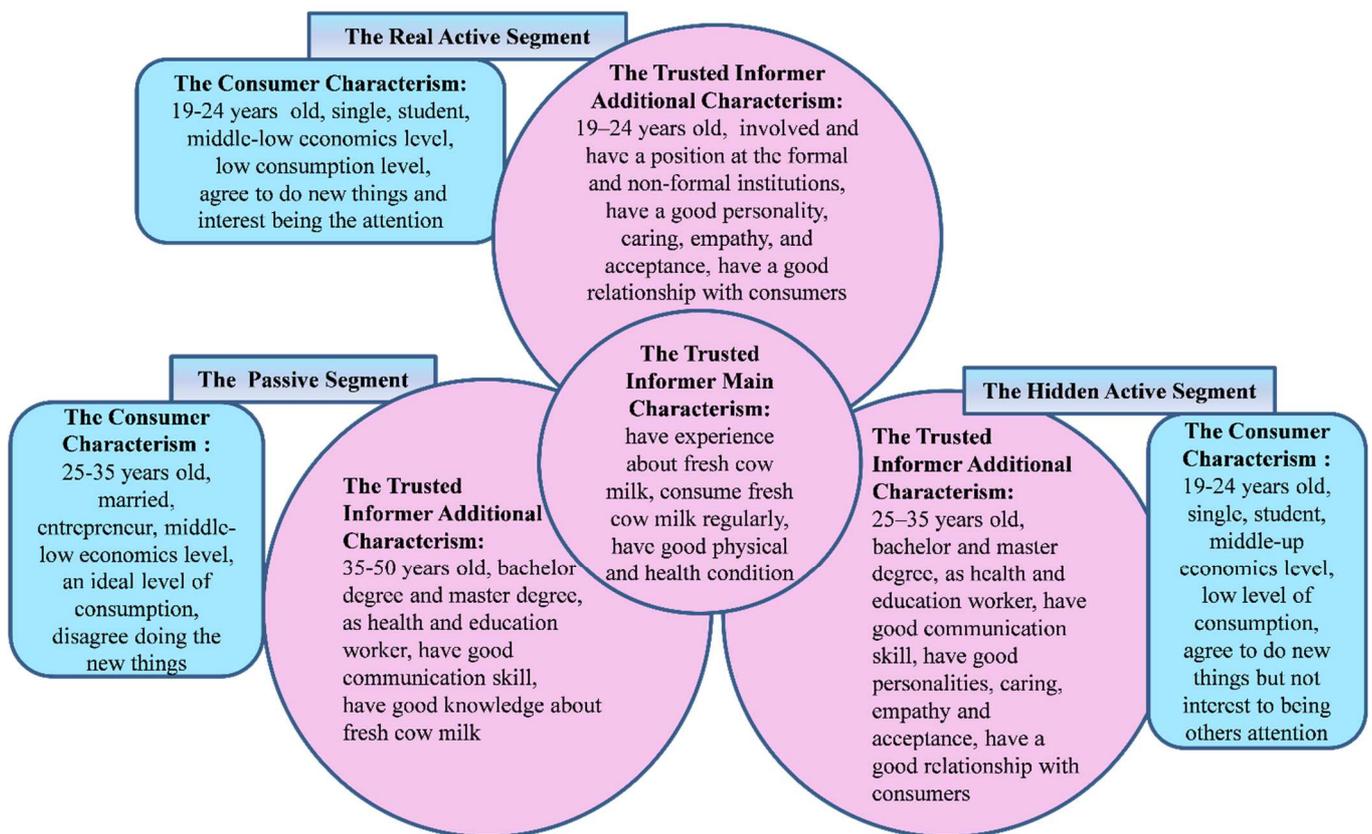


Fig. 2 The trusted informer characterism is based on consumer segmentation

The trusted informer gender of the real active and hidden active segments is the same amount between males and females. Meanwhile, the trusted informer of the passive segment majority is female. If it is related to the consumer gender in each segment, the result of the Chi-Square analysis is smaller than the level of significance (0.05). It means that there is a relationship between the consumer gender and the trusted informer gender. The real active and hidden active segments tend to trust the informer that the same gender with them. Meanwhile, the passive segment tends to trust the female informers.

The trusted informer of the real active ages 19 - 24 years old, the hidden active segments ages 25 - 35 years old. Meanwhile, the passive segment is between 35 - 50 years old. If it is related to the age of consumers in each segment, the Chi-Square analysis result is smaller than the significance level (0.05). It means that there is a relationship between trusted informer age and the consumer age. The real active segment tends to trust the informers of the same age as them. The passive and hidden active segments tend to trust the informers who are older than them.

The education of trusted informer of the real active segment is Senior High School graduate and bachelor degree. Meanwhile, the passive and the hidden active segments are bachelor degrees and master degrees. If it is related to the education of consumers in each segment, the Chi-Square analysis result is smaller than the significance level (0.05). It means a relationship between the trusted informer education and the consumer. The real active segment tend to trust the informers of the same level of education as them. The passive

and the hidden active segments tend to trust the informers with a higher level of education than them

The trusted informer gender of the real active and hidden active segments is the same amount between males and females. Meanwhile, the trusted informer of the passive segment majority is female. If it is related to the consumer gender in each segment, the result of the Chi-Square analysis is smaller than the level of significance (0.05). It means that there is a relationship between the consumer gender and the trusted informer gender. The real active and hidden active segments tend to trust the informer that the same gender with them. Meanwhile, the passive segment tends to trust the female informers.

The trusted informer of the real active ages 19 - 24 years old, the hidden active segments ages 25 - 35 years old. Meanwhile, the passive segment is between 35 - 50 years old. If it is related to the age of consumers in each segment, the Chi-Square analysis result is smaller than the significance level (0.05). It means that there is a relationship between trusted informer age and the consumer age. The real active segment tends to trust the informers of the same age as them. The passive and hidden active segments tend to trust the informers who are older than them.

The education of trusted informer of the real active segment is Senior High School graduate and bachelor degree. Meanwhile, the passive and the hidden active segments are bachelor degrees and master degrees. If it is related to the education of consumers in each segment, the Chi-Square analysis result is smaller than the significance level (0.05). It means a relationship between the trusted informer education

and the consumer. The real active segment tend to trust the informers of the same level of education as them. The passive and the hidden active segments tend to trust the informers with a higher level of education than them

The occupation of trusted informer of the real active segment is students. The passive and hidden active segments are health and education workers. If it is related to the occupation of consumers in each segment, the Chi-Square analysis result is smaller than the significance level (0.05). It means that there is a relationship between the trusted informer occupation and the consumer. The real active segment tends to trust the informer who has the same occupation as them. The passive and hidden active segments tend to trust the informer as a health and education worker.

The real active segment is a segment that agrees to do the new thing and interest to be other attention. It prioritizes personality factors and relationships in building trust with informers. The passive segment is a segment that does not like to do the new thing and does not interest to be other attention. It prioritizes the ability and reliability of trusted informers. In contrast, the hidden active segment is a segment that agrees to do the new thing but is not interested in other attention. It emphasizes the ability and relationship factors.

#### IV. CONCLUSION

This research contributes to mapping trusted informers based on consumer segments. Fresh cow milk consumers have heterogeneous demography, consumption, and psychography characterism. Based on these characteristics, the fresh cow milk consumers can be segmented into three segments. They are the real active segment, the passive segment, and the hidden active segment. The real active segment is consumers aged 19-24 years old, who consume milk sufficiently, like to do new things, and become the attention of others. The passive segment is consumers aged 25-35 years old, who consume milk in ideal amounts, do not agree to do new things, and become the attention of others. While the hidden active segment is consumers aged 19-24 years old, consume milk sufficiently, agree to do new things but do not like to become the attention of others.

Each segment has its own trusted informer characterism. It can be used as a reference in selecting the informers involved in counseling and campaigns conducted to increase fresh cow milk consumption. The selection of informer involved is based on the characteristics of consumers who are targeted by counseling and campaigns. Generally, the trusted informer characterism prioritized by the real active segment is personality and relationship characterism. The trusted informer characterism prioritized by the passive segment is expertise in the field of health and education. In contrast, the hidden active segment prioritized the expertise and relationships characterism.

#### REFERENCES

- [1] M. Carrassón *et al.*, "Information impact on consumers' perceptions towards aquaculture: Dismantling the myth about feeds for farmed fish," *Aquaculture*, vol. 544, 2021, doi: 10.1016/j.aquaculture.2021.737137.
- [2] S. Kumar, S. Talwar, S. Krishnan, P. Kaur, and A. Dhir, "Purchasing natural personal care products in the era of fake news? The moderation effect of brand trust," *J. Retail. Consum. Serv.*, vol. 63, no. June, p. 102668, 2021, doi: 10.1016/j.jretconser.2021.102668.
- [3] E. Proto and D. Sgroi, "Biased beliefs and imperfect information," *J. Econ. Behav. Organ.*, vol. 136, pp. 186–202, 2017, doi: 10.1016/j.jebo.2017.01.020.
- [4] D. Fischer, J. Reinermann, G. Guillen, C. T. Desroches, S. Diddi, and P. J. Vergragt, "Sustainable consumption communication: A review of an emerging field of research," *J. Clean. Prod.*, vol. 300, p. 126880, 2021, doi: 10.1016/j.jclepro.2021.126880.
- [5] M. P. Hakim, L. D. A. Zanetta, J. M. de Oliveira, and D. T. da Cunha, "The mandatory labeling of genetically modified foods in Brazil: Consumer's knowledge, trust, and risk perception," *Food Res. Int.*, vol. 132, no. September 2019, p. 109053, 2020, doi: 10.1016/j.foodres.2020.109053.
- [6] A. Vainio, "How consumers of meat-based and plant-based diets attend to scientific and commercial information sources: Eating motives, the need for cognition and ability to evaluate information," *Appetite*, vol. 138, no. March, pp. 72–79, 2019, doi: 10.1016/j.appet.2019.03.017.
- [7] D. Borda, O. A. Mihalache, L. Dumitraşcu, D. Gaftianu, and A. I. Nicolau, "Romanian consumers' food safety knowledge, awareness on certified labelled food and trust in information sources," *Food Control*, vol. 120, 2021, doi: 10.1016/j.foodcont.2020.107544.
- [8] Y. Jarrar, A. O. Awobamise, and A. A. Aderibigbe, "Effectiveness of influencer marketing vs social media sponsored advertising," *Utop. y Prax. Latinoam.*, vol. 25, no. Extra12, pp. 40–54, 2020, doi: 10.5281/zenodo.4280084.
- [9] A. Pramestiar and R. Rahab, "The Effect of Electronic Word-of-Mouth in Social Media toward Consumer Purchase Decision with Brand Image as Moderating Variable," *J. Res. Manag.*, vol. 1, no. 1, pp. 1–6, 2018, doi: 10.32424/jorim.v1i1.14.
- [10] M. Flavi, D. Belanche, L. V. Casal, and S. Ib, "Journal of Retailing and Consumer Services Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer," *J. Retail. Consum. Serv.*, vol. 61, 2021, doi: 10.1016/j.jretconser.2021.102585.
- [11] M. S. Thomas and Y. Feng, "Consumer risk perception and trusted sources of food safety information during the COVID-19 pandemic," *Food Control*, vol. 130, no. June, p. 108279, 2021, doi: 10.1016/j.foodcont.2021.108279.
- [12] V. Buskens, "Spreading information and developing trust in social networks to accelerate diffusion of innovations," *Trends Food Sci. Technol.*, vol. 106, no. October, pp. 485–488, 2020, doi: 10.1016/j.tifs.2020.10.040.
- [13] S. H. Lee and H. Ro, "The impact of online reviews on attitude changes: The differential effects of review attributes and consumer knowledge," *Int. J. Hosp. Manag.*, vol. 56, pp. 1–9, 2016, doi: 10.1016/j.ijhm.2016.04.004.
- [14] C. D. D. Rupprecht, L. Fujiyoshi, S. R. McGreevy, and I. Tayasu, "Trust me? Consumer trust in expert information on food product labels," *Food Chem. Toxicol.*, vol. 137, no. September 2019, p. 111170, 2020, doi: 10.1016/j.fct.2020.111170.
- [15] A. C. Berge and T. Baars, "Raw milk producers with high levels of hygiene and safety," *Epidemiol. Infect.*, pp. 1–7, 2020, doi: 10.1017/S0950268820000060.
- [16] S. Nyokabi *et al.*, "Milk quality and hygiene: Knowledge, attitudes and practices of smallholder dairy farmers in central Kenya," *Food Control*, vol. 130, no. June, p. 108303, 2021, doi: 10.1016/j.foodcont.2021.108303.
- [17] J. M. Tricarico, E. Kebreab, and M. A. Wattiaux, "MILK Symposium review: Sustainability of dairy production and consumption in low-income countries with emphasis on productivity and environmental impact," *J. Dairy Sci.*, vol. 103, no. 11, pp. 9791–9802, 2020, doi: 10.3168/jds.2020-18269.
- [18] M. C. D. Verain, S. J. Sijtsema, D. Taufik, I. Raaijmakers, and M. J. Reinders, "Motive-based consumer segments and their fruit and vegetable consumption in several contexts," *Food Res. Int.*, vol. 127, no. October 2019, p. 108731, 2020, doi: 10.1016/j.foodres.2019.108731.
- [19] S. Żakowska-Biemans *et al.*, "Beef consumer segment profiles based on information source usage in Poland," *Meat Science*, vol. 124, pp. 105–113, 2017, doi: 10.1016/j.meatsci.2016.11.001.
- [20] A. Funk, B. Sütterlin, and M. Siegrist, "Consumer segmentation based on Stated environmentally-friendly behavior in the food domain," *Sustain. Prod. Consum.*, vol. 25, pp. 173–186, 2021, doi: 10.1016/j.spc.2020.08.010.
- [21] A. C. Grasso, Y. Hung, M. R. Olthof, I. A. Brouwer, and W. Verbeke, "Understanding meat consumption in later life: A segmentation of

- older consumers in the EU,” *Food Qual. Prefer.*, p. 104242, 2021, doi: 10.1016/j.foodqual.2021.104242.
- [22] S. Li, Y. Wang, G. M. L. Tacken, Y. Liu, and S. J. Sijtsema, “Consumer trust in the dairy value chain in China: The role of trustworthiness, the melamine scandal, and the media,” *J. Dairy Sci.*, vol. 104, no. 8, pp. 8554–8567, 2021, doi: 10.3168/jds.2020-19733.
- [23] I. Levy, K. Cohen-louck, and H. Bonny-noach, “Gender, employment, and continuous pandemic as predictors of alcohol and drug consumption during the COVID-19,” *Drug Alcohol Depend.*, vol. 228, no. September, p. 109029, 2021, doi: 10.1016/j.drugalcdep.2021.109029.
- [24] S. R. Jaeger, S. L. Chheang, and G. Ares, “Text highlighting as a new way of measuring consumers’ attitudes: A case study on vertical farming,” *Food Qual. Prefer.*, vol. 95, no. April 2021, p. 104356, 2022, doi: 10.1016/j.foodqual.2021.104356.
- [25] C. Zhu, R. Su, X. Zhang, and Y. Liu, “Heliyon Relation between narcissism and meaning in life: the role of conspicuous consumption,” *Heliyon*, vol. 7, no. August, p. e07885, 2021, doi: 10.1016/j.heliyon.2021.e07885.
- [26] V. Ferreira, E. Papaiconomou, and A. Tercen, “ScienceDirect Unpeel the layers of trust! A comparative analysis of crowdfunding .