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# A Study on Promoting Consumer Purchase Motivation for Local Food Market Activation\*

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## Abstract

**Purpose:** This study aims to analyze the impact of local food brand equity on consumers' purchase motivation, with a focus on the mediating effects of perceived value and consumer attitude. **Research design, data and methodology:** To achieve this, a survey was conducted with consumers who visited local food stores, and 487 valid samples were analyzed. The research model included brand equity as the independent variable, perceived value and consumer attitude as mediating variables, and purchase motivation as the dependent variable. Through regression analysis and serial multiple mediation analysis using SPSS 24.0 and Process Macro. **Results:** The results revealed that brand equity positively influences purchase motivation, with brand awareness and perceived quality playing significant roles. Additionally, both perceived value and consumer attitude were found to have strong mediating effects between brand equity and purchase motivation. **Conclusions:** These findings suggest that local food brand equity is a critical factor in increasing consumer purchase motivation, and perceived value and consumer attitude are key mediators in this process. This study provides strategic insights for local food brand management, emphasizing the importance of enhancing brand equity, perceived value, and consumer attitudes to better engage consumers and drive market growth.

**Keywords:** Local food, Brand equity, Purchase motivation, Perceived value, Consumer attitude.

**JEL Classification Code:** D12, M31, R11, Q13.

## 1. Introduction<sup>1</sup>

Free trade is expanding worldwide, showing a continuous decline in food self-sufficiency rates across various countries. South Korea is no exception; its grain self-sufficiency rate fell from 80.5% in 1970 to 21% in 2019 (Agrinet, 2021). The self-sufficiency rates for wheat and soybeans are merely 0.5% and 6.6%, respectively, making South Korea the 7th largest grain importer globally.

Low food self-sufficiency rates are likely to raise food security issues. If factors such as climate change, population growth, and political instability merge, it could trigger a

severe food shortage crisis, possibly leading to conflicts both between and within countries (Hong et al., 2010; Park & Na, 2014).

Additionally, as the mass distribution and consumption of agricultural products have increased, the exposure to food-related risks, such as the distribution of unverified hazardous foods, has intensified, thereby increasing consumer anxiety and mistrust about food safety (Choi & Lim, 2023). Problems continue to arise, such as freshness degradation due to long-distance transport, artificial chemical treatments, environmental pollution from long hauls, and genetically modified organisms (GMOs) (Phillips,

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2006). Despite these problems, domestic consumers are still unconsciously accepting the global food system and its image by naturally consuming global foods.

Recent circumstances have brought significant changes to consumer food consumption trends. According to recent reports, consumers are increasingly favoring functional foods that are good for health, organic foods, and natural foods (Farminsight, 2023; FOODICON, 2022). For instance, as of 2022, 47% of domestic consumers consider health and nutrition as important purchasing factors, and 36% prefer eco-friendly foods (FOODICON, 2022). There is also a marked increase in interest in convenience, personalized foods, vegan and plant-based products, local foods, and traditional cuisines.

Considering these issues and trends, local foods are becoming a crucial alternative for food security and providing safe food options. Local foods, produced regionally without the need for long-distance transportation, guarantee freshness and safety and contribute to environmental protection and the activation of local economies (Kim et al., 2013; Lee & Park, 2014).

This study aims to examine the impact of local food brand assets on consumer purchase motivation to provide healthy food options and enhance food security as a solution. It also seeks to verify the roles of perceived value and consumer attitudes in this process.

The results of this research will offer crucial clues for expanding studies related to local food brand assets. Additionally, it is expected to provide information to local food producers on which aspects of brand assets they should focus on to strengthen consumer perception. The study will also propose ways to enhance the value of local foods and maintain positive consumer attitudes. These findings can be utilized by governments, local authorities, and producers interested in activating local foods to make strategic decisions and improve public perception of local foods.

## 2. Literature Review

### 2.1. Local Food Brand Equity

Brand equity signifies the value generated from a brand owned by a company (Aaker, 2009). Keller (1993) defines brand equity as the differential response that consumers have towards a brand. Buil et al. (2013) argue that brand equity consists of four sub-factors: brand awareness, brand image, perceived quality, and brand loyalty.

Yoo et al. (2000) define brand equity as a multidimensional concept that includes brand loyalty, brand awareness, perceived quality, and brand associations. Cobb-Walgren et al. (1995) view brand equity as an overall evaluation of the brand by consumers, consisting of

elements such as brand awareness, brand image, and perceived quality. Kim et al. (2013) define local food brand equity in terms of consumer awareness, image, and associations with local food brands, noting that it significantly impacts origin effect and loyalty. Lee & Park (2014) confirm that local food brand equity significantly affects consumer satisfaction and loyalty, defining it as the positive image and attitude consumers hold towards specific local food brands. In addition, many previous studies (Shim & Seo, 2016; Shin & Kim, 2010; Yoo & Donthu, 2001) have classified local food brand equity as a concept composed of four dimensions: perceived quality, brand awareness, brand image, and brand loyalty. Similarly, Lee & Park (2014) and Niu et al. (2022) also categorized local food brand equity into three aspects following the classification by Cobb-Walgren et al. (1995): brand awareness, brand image, and perceived quality.

This study classifies local food brand equity into three factors: brand awareness, brand image, and perceived quality, based on previous research including Cobb-Walgren et al. (1995). Brand awareness refers to the extent to which consumers remember and recognize a specific brand (Aaker, 2009). High brand awareness provides consumers with a familiar and favorable image, thereby increasing the likelihood of purchase (Keller, 1993). In the context of local food, brand awareness indicates how well consumers recognize specific local food brands, which has been shown to positively affect consumer attitudes and purchase intentions (Han et al., 2016; Kim et al., 2013). Brand image represents the overall impression and perception formed in the consumer's mind about the brand (Keller, 1993), and a favorable brand image increases the likelihood of purchase. In local food, the brand image reflects the overall perception and feelings consumers have towards specific local food brands, which significantly impacts consumer satisfaction and loyalty (Lee & Park, 2014; Kim et al., 2013). Perceived quality refers to the level at which consumers perceive the overall quality or excellence of a specific brand (Aaker, 2009), and higher perceived quality increases purchase likelihood. In local food, perceived quality reflects how consumers evaluate the quality or excellence of specific local food brands, positively influencing consumer satisfaction and purchase intentions (Han et al., 2015; Kim et al., 2023).

Based on prior studies such as Aaker (2009), Baker et al. (2004), and Keller (1993), this research defines local food brand equity as the total perceived value consumers attribute to food brands produced in specific regions, composed of three elements such as brand awareness, brand image, and perceived quality.

## 2.2. Perceived Value

Value is a subjective assessment individuals assign to an object, which is a crucial concept for predicting consumer purchasing behavior (Zeithaml, 1988). Perceived value is the outcome of a comprehensive evaluation by consumers of the benefits and costs associated with purchasing a product or service. Zeithaml (1988) explains that higher perceived value increases consumer purchase intent and satisfaction. Narus and Anderson (1994) define perceived value as the net profit derived from the product value minus all costs incurred. Sweeney and Soutar (2001) categorize perceived value into emotional, social, and functional values, while Mathwick et al. (2002) divide it into the values of enjoyment, aesthetic appeal, consumer return on investment, and excellence of service. Williams and Soutar (2009) categorize perceived value into four dimensions such as emotional value, social value, quality/performance value, and price/value for money. Similarly, Chen et al. (2016) identify functional, emotional, and social values as the core constructs that constitute perceived value. These multidimensional frameworks underline the comprehensive nature of perceived value in understanding consumer decision-making processes. Jung et al. (2012) define the perceived value of local food in terms of health, safety, economy, convenience, and environment, reporting that these values positively influence the purchase intentions of local food consumers. Lee and Song (2013) define the perceived value of local food in terms of the product's usefulness, cost-effectiveness, environmental impact, and social aspects, noting that high perceived value positively affects consumer satisfaction and intention to repurchase. Hong (2018) views the perceived value of local food as having a significant impact on attitudes towards local food and purchase satisfaction, classifying it into dimensions like health, safety, freshness, environmental impact, and convenience.

In contrast to multidimensional perspectives, several researchers have adopted a unidimensional approach to perceived value. Zeithaml (1988) conceptualized perceived value as the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. Similarly, Dodds et al. (1991) treated perceived value as a single overarching construct in their investigation of the relationship between price, quality, and value. These studies highlight that a unidimensional perspective can effectively capture the general essence of perceived value in contexts where segmentation into specific dimensions is less critical.

This study defines the perceived value of local food, based on prior research, as a multidimensional concept that represents the comprehensive evaluation by consumers of the various benefits and costs derived from purchasing local

food.

## 2.3. Consumer Attitude

Attitude refers to an individual's consistent evaluation and behavioral tendencies towards an object (Ajzen, 1991). Consumer attitude reflects the overall evaluation and behavior consumers exhibit towards specific products or services. Recent reports indicate that interest and preference for local food among domestic consumers have significantly increased (FOODICON, 2022). As of 2022, around 40% of domestic consumers frequently purchase local food, with a growing emphasis on selecting local food based on health and environmental considerations. The preference for local food has further strengthened, especially after COVID-19 (Farminsight, 2023). Jung et al. (2012) defined consumer attitudes towards local food in terms of trust, preference, and satisfaction, concluding that positive attitudes significantly impact consumer satisfaction. Chun et al. (2022) viewed consumer attitudes as consisting of favorable evaluations, purchase preferences, and positive emotions towards local food, finding that these attitudes significantly influence purchase intentions. Han et al. (2016) examined the effects of service quality at local food stores on customer satisfaction and revisit intentions, defining consumer attitudes as a combination of positive perceptions, preferences, and satisfaction. Oh and Hong (2017) defined attitudes as consistent favorable or unfavorable responses towards local food, noting that attitude plays a crucial mediating role in the relationship between knowledge of local food and purchase intentions.

Therefore, this study defines consumer attitudes towards local food as the favorable or unfavorable responses consumers have. It is particularly noteworthy that consumers are increasingly forming positive attitudes towards local food, considering factors such as health, environment, and local economy.

## 2.4. Purchase Motivation

Motivation refers to the psychological factors that initiate and direct individual behavior (Schiffman & Kanuk, 2010), and purchasing motivation is the psychological force that drives consumers to buy products or services.

Local food purchasing motivation consists of various factors such as health, freshness, safety, support for the local economy, and environmental protection. According to Pacheco-Blanco and Bastante-Ceca (2016), social motivation for local food positively affects consumer participation and customer satisfaction. Baek and Kim (2013) categorize local food purchasing motivation into social motives, environmental motives, economic motives, and convenience motives, noting that these motives

significantly impact local food purchases. Lee and Park (2014) report that economic and convenience motives positively affect repurchase intentions, while hedonic motives negatively affect them. Park et al. (2022) structure local food purchasing motivation into social, environmental, health-seeking, and economic motives, and find that social, environmental, and economic motives positively influence satisfaction, although health-seeking motives do not have a significant impact. With the recent shift in food consumption trends towards values such as health, safety, and the environment, it is important to focus on consumer motivation for local food. Local food offers numerous benefits, including freshness, safety, health enhancement, environmental protection, and stimulation of the local economy (Chun et al., 2022; Kim et al., 2013; Lee & Song, 2013). Consequently, this study defines the psychological force driving consumers to purchase local food as local food purchasing motivation, particularly emphasizing that benefits such as health, freshness, safety, environmental protection, and support for the local economy are key factors.

### 3. Research Methods and Materials

#### 3.1. Research model and hypothesis

##### 3.1.1. Direct Effect Hypothesis

A search on platforms such as Google Scholar did not reveal any previous studies showing a direct effect of local food brand equity on purchase motivation. However, studies that investigate how motivation influences brand equity (Chae et al., 2015; Choi & Choi, 2009; Park, 2024; Park et al., 2020; Park & Lee, 2019; Wang & Lee, 2018) aim to verify the impact of consumer motivation on the formation of brand equity. This study, however, focuses on identifying which factors within the established brand equity of local food, as perceived by consumers, enhance purchase motivation, making its academic significance different. A review of related studies revealed that Erdem and Swait (2001) found that the brand equity (or value) perceived by consumers' forms trust that stimulates purchase motivation, while Jiang et al. (2017) reported that travel motivation mediates the relationship between brand equity and behavioral intentions. Additionally, Rambocas et al. (2018) found that brand equity strongly influences four behavioral intentions: repeat purchase intention, willingness to pay a premium price, switching intention, and willingness to provide positive word-of-mouth. Furthermore, several studies (Liu & Chou, 2016; Tran et al., 2024; Zhang et al., 2021) suggest a positive relationship between brand equity and motivation. These findings indicate that brand equity factors can contribute to enhancing purchase motivation

**H1.** Local food brand equity will have a positive (+) effect on purchase motivation.

**H1-1.** Local food brand awareness will have a positive (+) effect on purchase motivation.

**H1-2.** Local food brand image will have a positive (+) effect on purchase motivation.

**H1-3.** Perceived quality of local food will have a positive (+) effect on purchase motivation.

##### 3.1.2. Mediation Effect & Serial Multiple Mediation Effect Hypothesis

According to previous studies, the sub-factors of local food brand equity show a significant mediating effect of perceived value and consumer attitude on purchase motivation. Lee and Song (2013) confirmed that the perceived value of local food has a positive impact on consumer satisfaction and repurchase intention. This suggests that brand equity may indirectly influence purchase motivation through perceived value. Hong (2018) found that consumers' perceived value of local food has a significant mediating effect on attitude and purchase satisfaction. This indicates that perceived value can mediate the relationship between brand equity and purchase motivation. Chun et al. (2022) also reported that perceived value has a significant mediating effect in the relationship between consumer interest in local food and purchase attitude and purchase intention. This shows that perceived value can mediate the relationship between brand equity and purchase motivation.

Additionally, consumer attitude has also been found to mediate the relationship between local food brand equity and purchase motivation. Jung et al. (2012) found that consumers' positive attitudes toward local food have a significant mediating effect on satisfaction, suggesting that consumer attitudes can mediate the relationship between brand equity and purchase motivation. Chun et al. (2022) reported that consumer attitudes toward local food mediate the impact on purchase intention. Han et al. (2016) also confirmed the significant mediating effect of consumer attitude in the relationship between service quality at local food stores and customer satisfaction and revisit intention. This shows that consumer attitude can mediate the relationship between brand equity and purchase motivation.

Expanding on the findings from previous studies, a serial multiple mediator model, where perceived value and consumer attitude have sequential mediating effects, can be considered. This suggests that brand equity can influence consumer attitude through perceived value, which in turn affects purchase motivation. Therefore, the following hypotheses were established:

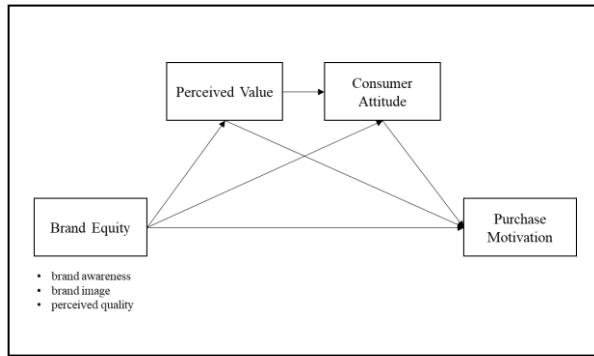
**H2:** Consumers' perceived value of local food will mediate the relationship between brand equity and purchase motivation.

**H3:** Consumers' attitudes toward local food will mediate the relationship between brand equity and purchase motivation.

**H4:** Consumers' perceived value and attitude toward local food will sequentially mediate the relationship between brand equity and purchase motivation.

**3.1.3. Research Model**

The structured research model, which includes the hypotheses presented above, is shown in <Figure 1>.



**Figure 1:** Research Model

**3.2. Data Collection**

This study utilized data from 487 adult consumers, aged 20 and above, who had visited the N-Mart local food store, collected over eight days in February 2023 by Han (2023) with the researcher's approval. The demographic characteristics of the collected sample are presented in <Table 1>.

**Table 1:** Demographic characteristics

Characteristics	Division	Frequency	%
Gender	Male	126	25.9
	Female	361	74.1
Marital status	Married	387	79.5
	Single	100	20.5
Age	20s	30	6.2
	30s	83	17.0
	40s	138	28.3
	50s	173	35.5
	Over 60s	63	12.9
Level of Education	Lower High school	203	41.7
	College	93	19.1
	University	176	36.1
	Graduate School	15	3.1
Job	Employee	152	31.2
	Personal Business	82	16.8
	Student	11	2.3
	Service Business	75	15.4
	Professional	42	8.6
	Housewife	86	17.7

	Etc.	39	8.0
Earnings (Won)	Less than 1.99M	30	6.2
	2~3.99M	219	45.0
	4~5.99M	156	32.0
	6~7.99M	52	10.7
	More than 8M	30	6.2

**3.3. Measurement Scale**

Local food brand equity was measured using the scales developed by Keller (1993) and Lee and Park (2014). Brand awareness was assessed with four items, such as “I have heard of local food,” brand image with four items, such as “Local food has a unique personality,” and perceived quality with four items, such as “Local food products are generally of good quality,” for a total of 12 items, all measured on a 5-point Likert scale. Perceived value was measured by modifying the scale from Sweeney and Soutar (2001), with four items such as “I think the price of local food is reasonable” and “Local food is safe to eat,” using a 5-point Likert scale. Consumer attitude was assessed using the scales from Oh and Hong (2017), Chun et al. (2022), and Hong (2018), with four items such as “I like local food,” measured on a 5-point Likert scale. Purchase motivation was measured by modifying the scales from Baek & Kim (2013) and Lee and Park (2014), with four items such as “Local food helps support producers and local farms,” using a 5-point Likert scale.

**4. Empirical Analysis**

**4.1. Reliability and Validity**

To validate the constructs, a confirmatory factor analysis was conducted. As the standardized factor loadings for all factors exceeded 0.5, construct validity was confirmed. Additionally, the average variance extracted (AVE) for each variable was above 0.5, indicating that convergent validity was also established. For reliability testing, Cronbach's  $\alpha$  coefficient was used to assess internal consistency. The Cronbach's  $\alpha$  coefficient for all variables exceeded 0.7, confirming that reliability was achieved.

**Table 2:** Results of Reliability and Validity Testing

Variables	Construct Reliability	AVE	Cronbach's $\alpha$	Item
Brand awareness	0.929	0.766	0.869	4
Brand Image	0.896	0.684	0.846	4
Perceived Quality	0.947	0.816	0.912	4
Perceived Value	0.931	0.773	0.894	4
Consumer Attitude	0.923	0.752	0.880	4

Purchase Motivation	0.944	0.810	0.902	4
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## 4.2. Correlation Analysis Results

To examine the relationships and directions between the variables and to assess the possibility of causal analysis, a correlation analysis was conducted. The results showed that each variable had a positive (+) relationship with the others. The analysis results are presented in <Appendix 1>.

## 4.3. Hypothesis Testing

First, to test the direct effect hypotheses, a simple regression analysis was conducted while controlling for gender, age, marital status, education level, occupation, and income level. The analysis showed that brand image ( $\beta = .424$ ,  $p < .001$ ), brand awareness ( $\beta = .526$ ,  $p < .001$ ), and perceived quality ( $\beta = .505$ ,  $p < .001$ ) each positively influenced purchase motivation. Therefore, all sub-hypotheses of <Hypothesis 1> were supported. Although not initially hypothesized, a multiple regression analysis was performed to determine which sub-factors of brand equity had a stronger effect on purchase motivation. The results showed that brand awareness ( $\beta = .259$ ,  $p < .001$ ), perceived quality ( $\beta = .249$ ,  $p < .001$ ), and brand image ( $\beta = .147$ ,  $p < .01$ ) had positive effects in that order.

To test the mediating effects of perceived value and consumer attitude, as well as the serial mediation effects, Process Macro 4.0 was used, with Model 6 applied. This model includes one independent variable (brand equity), two mediating variables (perceived value, consumer attitude), and one dependent variable (purchase motivation). The results are as follows:

First, as shown in <Table 3>, brand equity explain

ed 54.81% ( $R^2 = .5481$ ) of perceived value, with a regression coefficient (B) of .8983 ( $p < .001$ ), indicating that brand equity has a highly significant positive effect on perceived value.

Furthermore, as shown in <Table 4>, the analysis of the effects of brand equity and perceived value on consumer attitude revealed that brand equity and perceived value explained 54.74% of the variance in consumer attitude. Both brand equity ( $B = .5396$ ,  $p < .001$ ) and perceived value ( $B = .3443$ ,  $p < .001$ ) had significant positive effects on consumer attitude.

Finally, the analysis of the effects of brand equity, perceived value, and consumer attitude on purchase motivation showed that the three variables explained 44.82% of the variance in purchase motivation. Brand equity ( $B = .1835$ ,  $p < .001$ ), perceived value ( $B = .1086$ ,  $p < .01$ ), and consumer attitude ( $B = .2687$ ,  $p < .001$ ) each had significant positive effects on purchase motivation.

The results are presented in <Table 5>.

The direct effect (B) of brand equity on purchase motivation was .1835 ( $p < .001$ ), showing a significant impact. The indirect effect (B) of perceived value between brand equity and purchase motivation was .0975 ( $p < .005$ ), and the indirect effect (B) of consumer attitude was .1450, both yielding significant results, leading to the acceptance of <Hypothesis 2> and <Hypothesis 3>. Additionally, the indirect effect (B) related to the serial mediation effect of perceived value and consumer attitude between brand equity and purchase motivation (Ind3) was also .0831 ( $p < .05$ ). The total indirect effect was .3256, indicating that the indirect effect of brand equity through perceived value and consumer attitude was substantial and significant. Therefore, the serial mediation effect hypothesis, <Hypothesis 4>, was also accepted.

**Table 3:** The Effect of Brand Equity on Perceived Value

Variable	Regression Coefficient (B)	Standard Error (SE)	T-value	p-value	Confidence Interval (LLCI, ULCI)
Constant	.2903	.1471	1.972	.049	[-.0011, .5794]
Brand Equity	.8983	.0370	24.255	.000	[.8255, .9711]

Note: Perceived value as a dependent variable

**Table 4:** The Effect of Brand Equity and Perceived Value on Consumer Attitude

Variable	Regression Coefficient (B)	Standard Error (SE)	T-value	p-value	Confidence Interval (LLCI, ULCI)
Constant	.5216	.1474	3.538	.000	[.2319, .8112]
Brand Equity	.5396	.0550	9.816	.000	[.4316, .6476]
Perceived Value	.3443	.0453	7.599	.000	[.2553, .4333]

Note: Consumer attitude as a dependent variable

**Table 5:** The Effect of Brand Equity and Perceived Value on Consumer Attitude

Variable	Regression Coefficient (B)	Standard Error (SE)	T-value	p-value	Confidence Interval (LLCI, ULCI)
Constant	1.8812	.1179	15.960	.000	[1.6496, 2.1128]
Brand Equity	.1835	.0475	3.862	.000	[.0902, .2769]
Perceived Value	.1086	.0378	2.869	.004	[.0342, .1829]
Consumer Attitude	.2687	.0359	7.488	.000	[.1982, .3392]

Note: Purchase motivation as a dependent variable

## 5. Results and Discussion

The purpose of this study is to gain an in-depth understanding of the motivations that lead consumers to choose local food, recognizing its potential as a vital food system that contributes to freshness, safety, and the revitalization of local economies. In particular, this study aims to analyze the impact of brand equity on consumer purchase motivation, identify key factors that enhance the competitiveness of local food, and examine the roles that perceived value and consumer attitude play in the relationship between brand equity and purchase motivation. The ultimate goal is to provide strategic insights for making local food brands more effective in reaching consumers. The results of the analysis are as follows.

First, each sub-factor of brand equity was found to have a positive effect on purchase motivation. Brand awareness plays a crucial role in increasing purchase intention by making it easier for consumers to recognize specific local food products. This finding is consistent with the study by Han et al. (2016), which concluded that brand awareness positively influences purchase intention. Additionally, brand image contributes to promoting purchase decisions by forming a positive impression of local food in consumers' minds. This aligns with Kim et al. (2013), who found that a positive image of local food significantly affects consumer loyalty. Lastly, perceived quality serves as an important factor in enhancing consumers' trust in the quality of local food and increasing their willingness to purchase, which is in line with Zeithaml's (1988) findings.

Second, perceived value and consumer attitude were found to play important mediating roles between brand equity and purchase motivation. Specifically, brand equity was shown to enhance consumers' perceived value, which in turn increased purchase motivation. This result is consistent with the findings of Lee and Song (2013), who argued that perceived value positively affects consumer satisfaction and repurchase intention. Additionally, consumer attitude was found to have a positive mediating effect in the relationship between brand equity and purchase motivation. This aligns with the study by Jung et al. (2012), which showed that positive consumer attitudes significantly influence product

satisfaction and purchase intention.

Third, brand equity was confirmed to influence purchase motivation through the serial mediation effect of perceived value and consumer attitude. This suggests that brand equity enhances consumers' perceived value, which in turn forms positive consumer attitudes, ultimately leading to increased purchase motivation. This finding is consistent with Hong (2018), who demonstrated that perceived value and consumer attitude mediate product evaluation and purchase satisfaction. It also highlights the critical role brand equity plays in the process of shaping consumers' purchase motivation.

Based on these analysis results, the following strategies can be proposed to promote local food.

First, local media and social media should be actively utilized to enhance local food brand awareness. For example, sharing photos and recipes related to local food on social media platforms, engaging with followers, or using hashtags (#localfood #freshlocalfood) can encourage consumer participation.

Second, the quality management system for local food should be strengthened to continuously provide consumers with reliable quality. One method could be attaching QR codes to products, allowing consumers to easily access information about the cultivation process and producers.

Third, a marketing strategy is needed to establish the local food brand image as eco-friendly and fresh in the minds of consumers. Local governments or local food producers can create advertisements or promotional videos that convey the message that local food contributes to environmental protection, thereby raising consumer awareness.

Fourth, it is essential to clearly communicate that local food provides consumers with economic benefits and contributes to the local community, thereby enhancing perceived value. For instance, spreading the message that a portion of the revenue from local food purchases is used for local community development funds can make consumers aware of the economic and social value of local food.

Fifth, consumer education programs and promotional activities should be implemented to positively influence consumer attitudes and continually promote the benefits of local food. For example, local food-related education

programs can be conducted in local schools or communities, or events can be held at stores where consumers can directly experience local food.

Although this study proposed various measures to promote local food purchase motivation, there are several limitations that should be addressed in future research. First, the use of self-reported data through questionnaires may have introduced subjective perceptions and social desirability bias, potentially influencing the results. Second, the cross-sectional research design limits the ability to capture changes between variables over time or identify long-term causal relationships. Therefore, future research should employ longitudinal studies to analyze long-term changes. Third, the analysis of serial mediation effects only considered brand equity as a higher-level concept, which is another limitation. Future studies should analyze the serial mediation effects of each sub-factor of brand equity. Lastly, this study focused on consumers who visited local food stores, which may limit generalizability. Future research should include a broader range of regions and consumer groups. To overcome these limitations, future studies should adopt diverse methodological approaches and more detailed analyses to draw more comprehensive conclusions.

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## Appendix

### Appendix 1: Correlation Analysis Results (n=487)

Variables	1	2	3	4	5	6
1. Brand awareness	(.766)					
2. Brand Image	.595**	(.684)				
3. Perceived Quality	.737**	.464**	(.816)			
4. Perceived Value	.675**	.481**	.734**	(.773)		
5. Consumer Attitude	.636**	.556**	.612**	.676**	(.752)	
6. Purchase Motivation	.545**	.450**	.518**	.564**	.629**	(.810)
Mean	3.78	4.12	3.91	3.82	3.96	4.08
Standard Deviation	0.67	0.62	0.69	0.69	0.68	0.49

Note: \*\* p<.01, AVE values are presented in ( )