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Original Research Article

Consumption of Local Foods: Unpremeditated, Abetted, or Deliberate? A Case of Nairobi and Machakos (Kenya)

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Abstract: Locavores is a term often using to describe a person who diet consists only or principally of locally grown or produced food. There are numerous definitions of "local food," but the concept is primarily based on distance. Many people prefer to buy food locally, beginning in their own community and progressing to the region, province, country, and so on. Consumption of local food products is defined as products manufactured in a given geographical space using methods, tools, and unique materials to that space. This research focuses on local food products and the objective of this study is to identify the various types of local food selections in Kenya, additionally, assessing the factors that influence them. The research problem was to identify the measurements of the population's growing interest in its products and determine whether it's unpremeditated option, abetted by external stimuli or reasoned choice. The investigation was conducted on an exploratory study with twenty semi-structured interviews, and we used the quantitative research with 860 respondents. The individual motivations have a positive effect on reasoned choices; marketing stimuli, on the other hand, only have an effect on assisted and spontaneously option. Collective motivations have no effect on rational decision. Individual motivations trump reasoned choice, indicating that socially responsible consumption linked to well-being is the most developed.

Keywords: Consumption, local foods, abetted, deliberate or unpremeditation.

INTRODUCTION

Inflation is and has been a highly debated economic phenomenon. Even the term "inflation" has different meanings depending on the context. Many economists, business people, and politicians believe that moderate inflation is necessary to drive consumption, assuming that higher levels of spending are necessary for economic growth**.** According to Maignan, (2020), The economic slump and inflation in the markets impose a restriction on households' budget, hence a rationalization of resources devoted to consumption expenditure. Also, consumers are faced with the challenge of consuming their time which imposes according to a desire to eat well which is based on the concept of ethics of consumption, (Birlouez, 2020).

This concept is a socially consuming pant responsible. The desire to eat well induces a posture, an eating behavior based on selection and consumption of healthier foods. In Kenya, it is noted the appearance of more visible specialized stores offering raw local food products, or transformed. Also, do most department stores not include in their assortment local food products in all its forms. The food industry is trying to facilitate the distribution, especially in department stores, and the consumption of products by canning, vacuum packing and freezing. The existing condition presupposes a transposition of the desire to eat well in action, therefore an increasingly growing interest in local products and organic local products, the needs, desires and tastes of consumers are constantly evolution. But a look at these brands and its department stores shows how little crowds in these brands as well as in the departments of local products of the big stores. Interviews with visitors to these places show that the latter like to consume local products, but prefer to carry out most of their purchases in the markets and on the street than in these stores. In a such a context, it is imperative to determine the purchasing behavior of consumers of local products in supermarkets, by the qualification of their decision, (Observation, September, 2022).

According to Abid (2020) in their research on the motivation to buy local products in the different distribution channels. distributions led to the conclusion that the only significant difference between the motivation's consumers of local products on the

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conventional circuit (department stores at and food markets such as supermarkets and grocery stores) and those in indirect circuit is of an economic nature, as an example the price.

For labeled or certified products, the willingness to pay is widely expressed. Consumers are willing to pay a higher amount to acquire them. Consumers in Benin of labeled products or no, emphasize the high cost of these products. To guide department stores in their choice strategies, determination of motivations, contextual brakes that guide the consumers in their choice becomes an imperative, as well as the identification of the population which is interested in local products offered in supermarkets, by responding to the following questions: What are the different types of motivations that induce purchasing behavior for local products? This research was conducted according to the following plan: a literature review, followed by research methodology, presentation of results, discussions, contributions from the research and finally the conclusion.

1. LITERATURE REVIEW

This valuation focuses on the concepts discussed in this article. These are food products premises and the behaviors of consumer's choice. At the beginning we wanted to discuss the local products and the individual choice for consumption of the local products, which effect that motivation have on their reasoned option. Is it true that the collective motivations have no effect on rational decision?

1.1. Local foods manufacture

According to the louis-bonduelle-foundation, (2019), «The notion of local products is variously approached by numerous studies. Local evokes either the determination of a restricted purchasing zone around the place of consumption, or consumption limited to a region or a country. It also refers to the traceability of products which seems more important than the proximity of production. In a world that calls for more and more transparency on the part of companies and clarity on products, the possibility of knowing the origin and history of the foodstuff is essential and a guarantee of safety, even close. Finally, it highlights the preservation of production conditions: the desire to consume products grown in the countries of origin, in natural manner». An association of these different points of view makes it possible to define a local product as a product, cultivate and or transform and consumption in a restricted geographical space limited to a region or a country, in the compliance with production conditions. The local terrestrial differs from local products which refer to production from a given geographical territory, according to methods and expertise derived from the culture and specific resources, (Bonnal 2019).

The current consumer trend which is ″Eat well″ is based on the consumption local. Today, considerable efforts are being made in the food industry to facilitate the distribution and consumption of these products, therefore the accompaniment of ″Eating well″ through "the canning of food products, their vacuum packing or still their freezing" What are the behaviors of choice of these products?

1.2. Choice behaviors of local products

These choices can be unpremeditated, assisted or reasoned.

Unpremeditated choice is the unplanned purchase of an unusual processed local product, discovered in a point of sale, to feed his curiosity or to carry out a test. The choice of local products is assisted when it is induced by marketing actions carried out by actors in the food chain, distributors, etc. These are actions, on the product, its presentation, the attractiveness of the product, the packaging of the product; its conservation, the preserves food products, their vacuum packing or even their freezing, etc.; communication, advertising, promotion etc.; distribution, referencing, highlighting of products, prices etc. What drives consumers to adopt these behaviors of choice of local products?

It's reasoned when the choice is made according to the individual and personal motivations of the consumer, his well-being, taste, freshness, superior quality, wholesomeness, naturalness etc.; health, therefore the reduction of health risks and the motivations of an economic nature which highlight the right of the consumer to consume the products at fair prices, etc.

1.3. Purchasing motivations and choice behaviors of local products

The study of purchasing and consumption behavior and specifically that of motivations and barriers it remains a field of research appreciated by researchers, companies and public actors, especially the motivations. Local products, raw as products use different distribution channels. They are marketed through direct expeditions which do not admit any intermediary between the producer and the consumer, the short way, with a single intermediary. Whatever the journey taken, the reasons mentioned justifying the choice of local products and their expedition are multiple and multifaceted.

According to Chambers (2008) & Defra, (2008), highlight the role of the perception of norms, freshness and taste, the importance given to supporting the local community and the environmental advantages perceived in the choice of local products induce favorable behavior towards local products. Thus, Merle, (2016) do not refute previous results. They enrich it and propose two main groups of motivations: Individual and collective motivations. Individual motivations relate to

advantages specific to the consumer linked to the organoleptic characteristics of the products, namely: taste, freshness, superior quality, wholesomeness, naturalness, etc.; health, therefore the reduction of health risks and the economic motivations that put in relief of the consumer's right to consume products at fair prices.

The collectives' motivations reflect the militant nature of consuming and buying local products. They include support for producers and the local economy (Aube & Marquis, 2012); (Hempel & Hamm, 2016), which is for the consumer, the expression of his values that (Merle & Piotrowski, 2012) call the ethical motivation to consume local products. In speaking of ethics, (Birlouez, 2020) goes further and introduces the concept of food ethics which revolves around five key dimensions, namely:

The ethics of the body which is the strong search for well-being (health, form, slimness, performance, worship of the body, beauty, etc.) through the consumption of foods considered healthier such as only raw (unprocessed), fresh, organic or "natural" foods or products and diets " without" (sugar, saturated fats, gluten, lactose, additives, meat, etc.). Light products and superfoods; Animal ethics, animal protection: sensitivity to suffering, health, refusal to animal suffering, the negative impacts of livestock on the environment as well as the global food security issues. The ethics of nature, of the link between food and sustainable development lead to an increased demand for organic products, raw or processed local products with the minimum of chemicals, greenhouse gas emissions, packaging, etc. The ethics of solidarity highlights the well-being of farmers and other workers in the sectors food, their income, wages, working conditions push many consumers to consume locally.

This "awareness" leads a growing number of people to favor the local as well as than fair trade products. The ethics of transparency: More than ever, our fellow citizens worried want to know what they eat: composition of products, geographical origin ingredients, place of manufacture, production methods. This poses the problem of traceability as mentioned by Halawany-Darson, (2020). It has therefore become an essential element in ensuring the quality and safety of production and the reliability of labeling and labels, and for restoring consumer trust while ensuring compliance and authenticity of a product.

It emerges from all of the above, apart from the specific motivations for consuming locally, there is a motivation induced by a desire for responsible consumption through research well-being of individual and others. The purchasing and consumption behavior of local products is not only induced through motivations, there are also brakes, inhibitions to favorable behavior. Most research remains silent on the obstacles to the consumption of local products. Consuming locally presupposes choices that vary according to the impulses that drive purchases.

1.4. Theoretical foundation of the research

Our research focused on the motivations that induce choice behaviors as well as the theory of planned behavior justifies our research.

The theory of Planned Behavior: The Theory of Planned Behavior (hereinafter TPB) is an extension of the theory of action, (Fishbein & Ajzen, 1975). The principle of that actions is completely under voluntary control and a person's behavior depends on his intention to perform a behavior. Intention represents the personal commitment of a person to engage in this behavior. Theory of action suggests that the behavioral intention of a person depends on his attitude to behavior and subjective norms. Attitude refers to a person's overall assessment of their behavior, while the subjective norms represent his perception of the importance that others people attach to his conduct. The borderline personality disorder has been used to predict various environmental behaviors, ranging from general environmental behavior (Kaiser & Shimoda, 1999) to a behavior specific such as the choice of travel mode (Bamberg, 2003); (De Groot & Steg, 2007); (Wall, 2007), waste composting (Taylor & Todd, 1997), the choice consumption and recycling (Boldero, 1995; Mannetti, 2004).

2. RESEARCH METHODOLOGY

To determine the purchasing behavior of local food products, a methodology mixed was adopted. The inductive method based on the narrative of consumer experiences and the hypothetico-deductive method.

The study focuses on the Kenyan population in general and those who frequent department in provisions, mini-markets and specialized stores in particular. The cities concerned by the study are that of Nairobi & Machakos which have the largest general stores and brands specializing in the distribution of local products.

2.1. The qualitative methodology

This methodology is justified by the fact of investigate from consumers the definition of local products, the products they consider to be local and according to the challenges experienced the motivations to buy these products, the frequencies of purchase in different places such as, markets, streets, convenience supply, specialty stores. This study allowed us to confirm the observations and compare the motivations present in the literature with those contextual, emergent. Thus, semi-structured interviews of 20 to 25 min, were conducted after thirty-eight (38) individuals in two specialized stores, and in three supermarkets offering local product lines. The redundancy threshold was reached from the thirty-eight persons. The information

collected was transcribed and content analyzed to measure the extent of buying behavior for local products in these stores and other results obtained, a quantitative study was conducted.

2.2. Quantitative methodology

The interviews revealed that the population was satisfied to the consumption of foods produced locally but displays two characteristics in terms of the choice of place of purchase. Each prefer to make their purchases in traditional markets or in the streets, neighborhoods and others, in department stores, convenience stores and specialty stores. Quantitative methodology was adopted to confirm these results, measure the extent of the phenomenon and bring out the motivations and behaviors for choosing the products corresponding to the second category of people. It thus, helps to check whether the results from the information analyzed and collected from individuals who had dealer food products premises in supermarkets, mini-markets and specialized stores do or do not comply with those found in the majority of previous studies.

Therefore, the study focuses on the Nairobian (Kenyan) population who frequents supermarkets, supermarkets and specialty stores in towns of capital city of Nairobi and Machakos. This selection is justified by the fact that these cities abound in a greater number of distribution stores and the largest stores in Kenya, as well as stores specializing in the distribution of local products. The sample selection was made directly in three specialized stores and four supermarkets, with customers in purchasing situations, and in administrations. The low number of specialized stores of supermarkets, is justified by the refusal of acceptance of the leaders to carry out the collection of information in their structure. So, we went to the administrations to have a reasonable sample size. The sampling method adopted is the method of convenience (non-probabilistic method). At the administrative level is not part of the sample than those who consume local products and who visit supermarkets and specialty stores.

The questionnaire contains questions that cover the following fields. The definition of local products, the motivations, behavior of choice and the brakes, the personal characteristics of the respondents. The information collected was processed using the SPSS software "Statistical Package for Social Sciences", in version 21.0. In order to measure the variables, we calculated the synthetic indices of presence from the averages calculated from the answers given to the items by each individual. This unweighted index, which is thus calculated, indicates the degree of perceived presence of the different variables by the respondents. This study measures the influence of motivations for choice behaviors. To this end, the content analysis of the data qualitative (resulting from semi-direct interviews) has enriched the analysis and interpretation quantitative results. Descriptive statistics tools (frequency distribution, mean, variance, standard deviation) completed the correlation and regression analysis. The hypotheses were validated by the Bootstrap method through the smartPLS3 software.

3. DISCUSSION OF FINDINGS

This section presents the results and discussions of the qualitative and quantitative data collected:

1.1. Summary of the results of the interviews and discussions

Table 1: Summary of the interviews (verbatims)

Subject	Content of responses
Local products	[……] Everything produced with materials from Kenya…..
	[……] Agri-food, […...] Products made by us….
	[……] Produced here in the country by artisans, or local workers
	[……] Produced and harvested in Kenya….
	[……] Produced, processed locally….

Subject	Content of responses
Local products, and local organic products	[…...] Organic is better it's followed a lot of procedural steps until it reaches final product, is better…...
	[…..] Products without chemical substances, natural products organic farming without the use of chemical inputs, I like it…..
	[…..] What is organic is natural and I like it so much….
	[…...] It's when it's less fatty. I like natural, without transformation….
	[…..] I don't know the difference between organic and local one ……
Consumption of local products	[…..] I consume local products …..
	[…..] I consume but not everything. I have prohibitions, totems or ritual products….
	[…..] I like to consume local products as it's not transformed…...
Local products purchased and organic	Food products, fruits, vegetables, cereals, spices,
	medicinal leaves, food products,
	Many from respondents approved to frequently use these purchased local products and

Subject	Content of responses
	organic…...
Premises supply	[…..] Among the producers themselves…. […..] Everywhere, among ladies' local sellers, in the neighborhood, at the market. In the supermarkets, it is already too selected…... [……] In supermarkets they look less natural… [……] Supermarkets …... [……] In specialty stores……

Subject	Contents of respondents
The motivations to purchase local foods products,	[…….] The more local products we take, the less poisoned we are……. […….] Promote products from me…. It's good for the health…. [……] it's natural, I know the components of our products, we know what we eat…... [….] I know how it's made, I'm sure it's made without addition artificial. It is good for the health… [……] I learned eating habits. I am a farmer's son…….
The motivations to purchase within mini-supermarkets stores	[…..] In terms of these local products, it is conservation, because if not stored in the best conditions, it will distort the products, the juice should be stored in a certain temperature…. […..] Packaging is easy, it's to store in suitcases for travel especially abroad…... [……] Easy to know the composition of the product, to ensure the traceability of the product through the information on the packaging……
Reasons for buying in shops organic specialized and not	[….....] the specialized stores have laboratories to control the products……

Source: Results from interviews (2022).

3.1. Research design and study hypotheses

The existing literature on the motivations for buying local food products and the results of the qualitative study makes it possible to build the following research model:

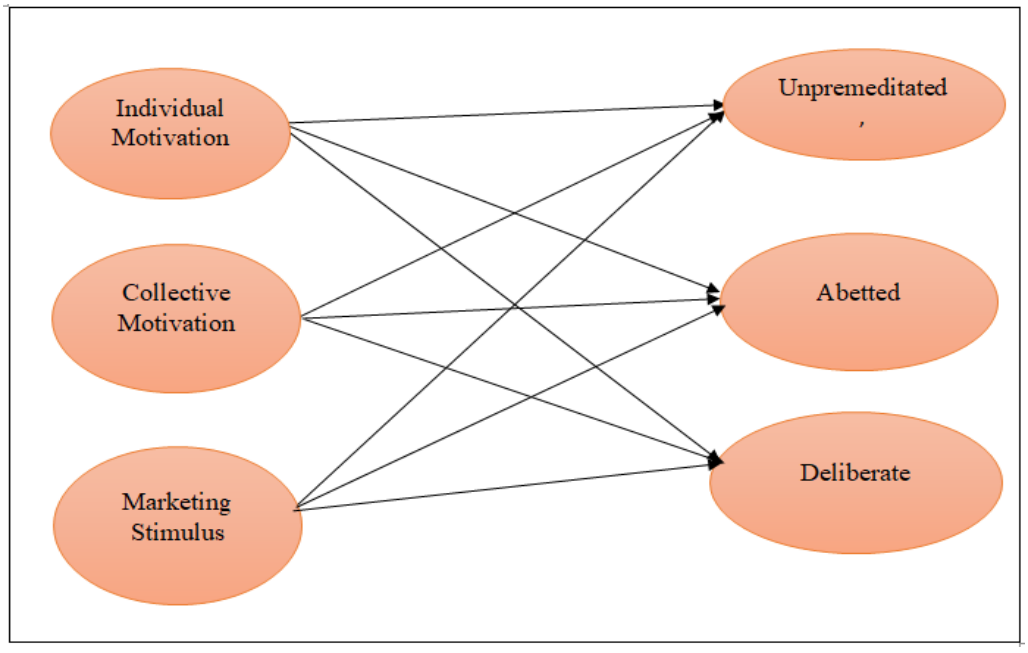

Figure 1: Research model
Source: Literature and interview results, 2022

In order to operationalize the different results from the qualitative study, the following hypotheses were formulated:

H1: Individual motivations positively and significantly influence the behavior of reasoned choice of consumers of local food products,

H2: Individual motivations positively and significantly influence the abetted option behavior of consumers of local food products,
H3: Individual motivations positively and significantly influence the unpremeditated option behavior of consumers of local food products,
H4: Collective motivations positively and significantly influence behavior reasoned consumer choice of local food products,
H5: collective motivations positively and significantly influence behavior a consumer abetted choice of local food products
H6: collective motivations positively and significantly influence behavior unpremeditated consumer choice of local food products
H7: marketing stimuli positively and significantly influence the behavior of reasoned choice of consumers of local food products
H8: marketing stimuli positively and significantly influence the behavior of abetted consumer choice of local food products
H9: marketing stimuli positively and significantly influence the behavior of unpremeditated choice of local food consumers,

3.1.1. Analysis of quantitative results
3.1.2. Analyze descriptive

Table 2: Descriptive statistics

Details	Categories	Numbers	Percentage	Valid Percentage	Cumulative Percentage
Age	18 - 35	364	36,4	36,4	42,3
	36 - 55	290	29,0	29,0	33,7
	56- above	206	20,6	20,6	23,9
	Total	860	100,0	100,0	100,0
Education level	Primary	161	16.1	16,1	18,7
	Secondary	532	53.2	53,2	61,8
	University	167	16.7	16,7	19,4
	Total	860	100,0	100,0	100,0
Income level	25.000-50.000	341	34,1	34,1	39,6
	51000-150.000	261	26,1	26,1	30,3
	151000-250.000	258	25,8	25,8	30
	Total	860	100,0	100,0	100,0
Sex	Female	587	58,7	58,7	68,2
	Male	273	27,3	27,3	31,7
	Total	860	100,0	100,0	100,0

Source: Results from our surveys 2022

The table indicated of the 860 respondents to our concern 58,7% were women while 27,3 were men. What showed in terms of consumption women are more involved than men. The study focused on people purchased local food products in supermarkets, specialized supply and neighborhood sellers, the findings showed that income level of the respondents is for the most part 25.000-50.000 Kenya shillings, which represent 34,1% more than other income brackets. The education level 53.2% respondent completed secondary school compared to 16.7% for university level and 16.1% for primary. The most respondents had 18 – 35 old years.

Table 3: Distribution of areas of purchase and income level

INCOME LEVEL						
Details	**Responses**	**Size**	**25.000-50.000**	**51000-150.000**	**151000-250.000**	**Total**
I buy local food from supermarkets and mini-supermarket	Not Sure	Number	32	36	45	113
		Percentage	28,3%	31,8%	39,8%	100%
	Indifferent	Number	102	57	79	238
		Percentage	42,8%	23,9%	33,1%	100%
	Sure	Number	207	168	134	509
		Percentage	40,6%	33%	26,3%	100%
	Total	Number	341	261	258	860
		Percentage	34,1%	26,1%	25,8%	100%

Source: Results from our surveys 2022

Table 4: Distribution areas of purchase according to income

INCOME LEVEL						
Details	**Responses**	**Size**	**25.000-50.000**	**51000-150.000**	**151000-250.000**	**Total**
I buy local foods in specialized shops	Not Sure	Number	101	56	37	194
		Percentage	52%	28,8%	19%	100%
	Indifferent	Number	91	21	43	155
		Percentage	58,7%	13,5%	27,7%	100%
	Sure	Number	149	184	178	511
		Percentage	29,1%	30%	34,8%	100%
	Total	Number	341	261	258	860
		Percentage	34,1%	26,1%	25,8%	100%

Source: Results from our surveys 2022

According to the findings in the above table of distribution area of purchase and income level, several respondents who bought local foods from supermarket and mini-supermarkets had an income of 25.000-50.000, whereas respondents with an income of 51000-150.000 bought from supermarket were (26.1%), and finally 25,8% with an income of 151000-250.000 used the same place to buy local foods.

Table 4: Motivations and types of purchasing behavior adopted According to age

Statistics							
		Details	Categories	Percentage	Valid Percentage	Cumulative Percentage	Numbers
N	Valid	3	3	3	3	3	3
	Missing	0	0	0	0	0	0
Mean				28.6667	28.6667	33.3000	286.6667
Std. Deviation				7.90527	7.90527	9.20652	79.05273
Variance				62.493	62.493	84.760	6249.333
Minimum				20.60	20.60	23.90	206.00
Maximum				36.40	36.40	42.30	364.00

Source: Results from our surveys 2022

Table 5: Information According to Education level

Statistics							
		Details	Categories	Percentage	Valid Percentage	Cumulative Percentage	Numbers
N	Valid	3	3	3	3	3	3
	Missing	0	0	0	0	0	0
Mean				28.6667	28.6667	33.3000	286.6667
Std. Deviation				21.24861	21.24861	24.68421	212.48608
Variance				451.503	451.503	609.310	45150.333
Minimum				16.10	16.10	18.70	161.00
Maximum				53.20	53.20	61.80	532.00
Sum				86.00	86.00	99.90	860.00

Source: Results from our surveys 2022

Table 6: Informational based to income level

Statistics							
		Details	Categories	Percentage	Valid Percentage	Cumulative Percentage	Numbers
N	Valid	3	3	3	3	3	3
	Missing	0	0	0	0	0	0
Mean				28.6667	28.6667	33.3000	286.6667
Std. Deviation				4.70779	4.70779	5.45802	47.07795
Variance				22.163	22.163	29.790	2216.333
Minimum				25.80	25.80	30.00	258.00
Maximum				34.10	34.10	39.60	341.00
Sum				86.00	86.00	99.90	860.00

Source: Results from our surveys 2022

Table 7: Information based to sex

Statistics							
		Details	Categories	Percentage	Valid Percentage	Cumulative Percentage	Numbers
N	Valid	2	2	2	2	2	2
	Missing	0	0	0	0	0	0
Mean				43.0000	43.0000	49.9500	430.0000
Std. Deviation				22.20315	22.20315	25.80940	222.03153
Variance				492.980	492.980	666.125	49298.000
Minimum				27.30	27.30	31.70	273.00
Maximum				58.70	58.70	68.20	587.00
Sum				86.00	86.00	99.90	860.00

Source: Results from our surveys 2022

Table 8: All of the types combined

Statistics							
		Details	Categories	Percentage	Valid Percentage	Cumulative Percentage	Numbers
N	Valid	11	11	11	11	11	11
	Missing	0	0	0	0	0	0
Mean				31.2727	31.2727	36.3273	312.7273
Std. Deviation				13.78942	13.78942	16.02336	137.89423
Variance				190.148	190.148	256.748	19014.818
Minimum				16.10	16.10	18.70	161.00
Maximum				58.70	58.70	68.20	587.00
Sum				344.00	344.00	399.60	3440.00

Source: Results from our surveys 2022

Table 9: Motivations and types of purchasing behavior adopted

		Mean	**Standard deviation**	**variance**	**Minimum**	**Maximum**
Motivation	Collective Motivation	36.32	16.00	256.75	18.70	68.20
	Individual Motivation	33.30	5.45	29.79	30.00	39.60
	Marketing Stimulus	49.95	25.81	666.13	31.70	68.20
Choice behavior	Unpremeditated	31.27	13.78	190.15	16.10	58.70
	Abetted	28.67	4.71	22.16	25.80	34.10
	Deliberate	31.27	13.78	190.15	16.10	58.70

Source: Results from our surveys 2022

3.1.3. Empirical data analysis

In this section, we present the results and analysis of our empirical study, which involves two important steps, exploratory factor analysis and factor analysis confirmatory. Regarding the empirical study, we refer to a sample of 860 respondents frequenting supermarkets, convenience stores and specialty stores in Nairobi and in Machakos, subject to a few stages at first. Thus, the analysis exploratory factorial analysis was carried out using SPSS 21 software in order to purify the items of our research model. Second, the factor analysis confirmatory carried out using the structural equation method and SMART software PLS 3 leads us to test the hypotheses of our study, and to validate our research model.

3.1.3.1. Exploratory factor analysis

This part presents the analysis of the results of our empirical study, which includes the three explanatory variables (individual motivation, collective motivation, marketing stimuli) and three variables to be explained (reasoned, assisted and spontaneous). We started with an exploratory factor analysis in our empirical study using SPSS 21 software, this which allowed us to carry out a purification on the items of each variable studied.

Table 10: The Individual Motivation Measurement Scale

Statistics				
		Individual Motivation	Collective Motivation	Marketing Stimuli
N	Valid	3	3	3
	Missing	0	0	0
Mean		39.8567	15.7533	317.5567
Std. Deviation		8.87055	10.18224	322.49843
Variance		78.687	103.678	104005.237
Minimum		33.30	5.45	29.79
Maximum		49.95	25.81	666.13

Source: Results from our surveys 2022

Table 11: Individual Motivation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	33.30	1	33.3	33.3	33.3
	36.32	1	33.3	33.3	66.7
	49.95	1	33.3	33.3	100.0
	Total	3	100.0	100.0	

Source: Results from our surveys 2022

Table 12: Collective Motivation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.45	1	33.3	33.3	33.3
	16.00	1	33.3	33.3	66.7
	25.81	1	33.3	33.3	100.0
	Total	3	100.0	100.0	

Source: Results from our surveys 2022

Table 13: Marketing Stimuli

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	29.79	1	33.3	33.3	33.3
	256.75	1	33.3	33.3	66.7
	666.13	1	33.3	33.3	100.0
	Total	3	100.0	100.0	

Source: Results from our surveys 2022

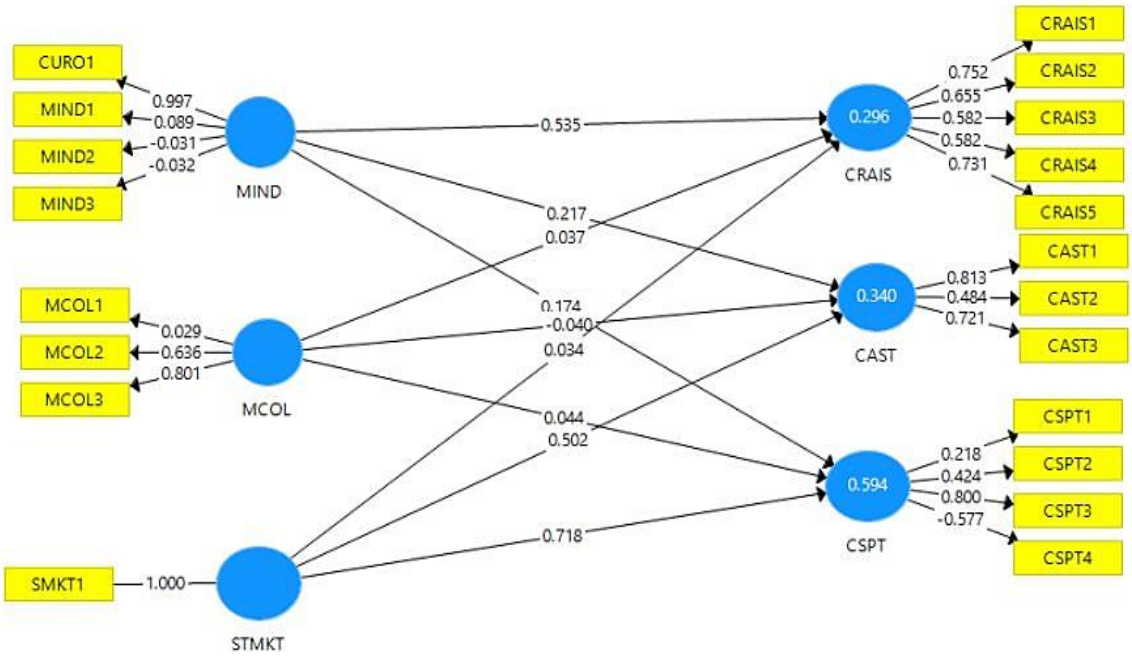

Figure 2: Conceptual Model Analysis
Source: Results from our surveys 2022

The validity of the measurement model has four elements: the Cronbach's alpha coefficient, Rho A, composite reliability and AVE. According to the table, we can see that all variables satisfied the accepted value at the level of cronbach's alpha, rho_A, composite and AVE reliability and exceeded 0.6 and met the accepted value or authors' recommendations (Hair *et al*., 2014); (Tenenhaus, 1999); (Tenenhaus *et al*., 2005). Convergent validity is asserted when each construct has an AVE greater than 0.5 (Hair *et al*., 2014); (Tenenhaus, 1999); (Tenenhaus *et al*., 2004). The results provided in the Table 10 show that the AVEs are 0.6 higher. This means that the validity convergent is demonstrated:

Table 14: Validity of the measurement model

	CAST	CRAIS	CSPT	MCOL	MIND	STMKT
CAST				-0.040	0.217	0.502
CRAIS				0.037	0.535	0.034
CSPT				0.044	0.174	0.718
MCOL						
MIND						
STMKT						

Source: Results from our surveys 2022

Multicollinearities of the variables in our research Discriminant validity is asserted when each element has a charge greater than 0.7 on its respective construction (Hair *et al.*, 2011), especially when the square root of all the constructs is superior to all other cross-correlations of mean variances extracted (AVE), and that no element is heavily loaded on another construct. The results also show that the values of the diagonal are greater than all the values of the lower part of the diagonal, which confirms the discriminant validity. It is also clear that the elements are strongly correlated with their construction corresponding and weakly correlated with the other constructs. This confirms the validity discriminant of the measurement scales (Tables 10 and 11).

Table 15: Discriminant validity

Statistics								
		DETAILS	CAST	CRAIS	CSPT	MCOL	MIND	STMKT
N	Valid	6	0	0	0	3	3	3
	Missing	0	6	6	6	3	3	3
Mean						.01367	.30867	.41800
Median						.03700	.21700	.50200
Mode						-.040[a]	.174[a]	.034[a]
Std. Deviation						.046608	.197186	.349651
Variance						.002	.039	.122
Minimum						-.040	.174	.034
Maximum						.044	.535	.718
a. Multiple modes exist. The smallest value is shown								

Source: Results from our surveys 2022

The presence of mean correlations above a threshold of 0.60 indicates absence of the existence multicollinearities that can affect the results of the regression (Jolibert & Jourdan, 2006). It should be noted that the marketing stimuli (STMKT) are measured by a single item each.

Table 16: Correlation matrix and square root of the AVE

	CAST	CRAIS	CSPT	MCOL	MIND
CAST1	0.813				
CAST2	0.484				
CAST3	0.721				
CRAIS1		0.752			
CRAIS2		0.655			
CRAIS3		0.582			
CRAIS4		0.582			
CRAIS5		0.731			
CSPT1			0.218		
CSPT2			0.424		
CSPT3			0.800		
CSPT4			-0.577		
MCOL1				0.029	
MCOL2				0.636	
MCOL3				0.801	
MIND1					0.089
MIND2					-0.031
MIND3					-0.032
CURO1					0.997

Source: Results from our surveys 2022

The values of the square root of the AVE shown diagonally in the table are acceptable. Thus, we found that all the reliability coefficients are satisfactory and are greater than and equal to 0.6. The principle of the independence of the explanatory variables must be respected (Evrard *et al*., 2003).

We present the Variance Inflation Factor (VIF), which must be less than 3 (Carricano & Poujol, 2008) or 4 (Evrard *et al*., 2003). The values of the square root of the AVE shown diagonally in the table are acceptable. Thus, we found that all the reliability coefficients are satisfactory and are greater than and equal to 0.6. The principle of the independence of the explanatory variables must be respected (Evrard *et al*., 2003). We present the Variance Inflation Factor (VIF), which must be less than 3 (Carricano & Poujol, 2008) or 4 (Evrard *et al*., 2003).

Table 17: Combined statistics

		DETAILS	CAST	CRAIS	CSPT	MCOL	MIND	STMKT
N	Valid	6	0	0	0	3	3	3
	Missing	0	6	6	6	3	3	3
Mean						.01367	.30867	.41800
Median						.03700	.21700	.50200
Mode						-.040[a]	.174[a]	.034[a]
Std. Deviation						.046608	.197186	.349651
Variance						.002	.039	.122
Minimum						-.040	.174	.034
Maximum						.044	.535	.718
a. Multiple modes exist. The smallest value is shown								

Source: Results from our surveys 2022

Table 18: Frequency table

DETAILS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CAST	1	16.7	16.7	16.7
	CRAIS	1	16.7	16.7	33.3
	CSPT	1	16.7	16.7	50.0
	MCOL	1	16.7	16.7	66.7
	MIND	1	16.7	16.7	83.3
	STMKT	1	16.7	16.7	100.0
	Total	6	100.0	100.0	

Source: Results from our surveys 2022

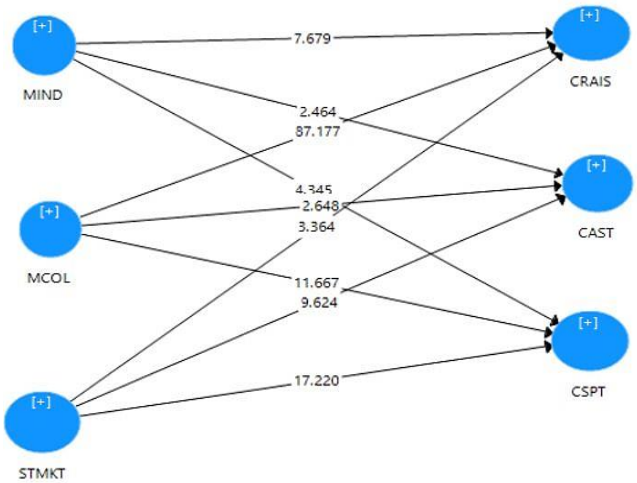

Figure 3: Adjusted structural model
Source: Results from our surveys 2022

The main empirical research results for all data show that the individual motivation has a significant positive effect on reasoned choice behaviors, abetted and unpremeditated (Coeff. = 0.950; 0.223 and 0.385; $p < 0.01$); that marketing stimuli have a significant positive effect on assisted and spontaneous choice

behaviors (Coeff. = 0.481 and 0.648; $p < 0.01$) and that collective motivation has a significant positive effect on the reasoned choice behavior, (Coeff. = -0.037; $p < 0.01$). Furthermore, the results show that collective motivation has a non-significant negative effect on choice behaviors abetted and unpremeditated (Coeff. = -0.001 and 0.027; $p > 0.05$) and that marketing stimuli have an effect non-significant negative on reasoned choice behaviors (Coeff. = -0.038; $p > 0.05$).

4. DISCUSSIONS AND RESEARCH CONTRIBUTIONS

4.1. DISCUSSION

The analysis of the results show that the collection motivation weakly affects the behavior reasoned choice of local food products, which means that the consumption social responsibility in Kenya is still embryonic in relation to the well-being of others. Individual motivations push consumers to have behaviors favorable to the purchase of local products linked to abetted choice (28.67); unpremeditated choice (31.27) and deliberate choice (31.27). But much more in reasoned choice.

The individual motivations, that's to say those which affect the organoleptic characteristics, the preservation of health, the encourage people to adopt choice behaviors favorable to the consumption of products local food products, consume local food products taking into account their well-being socially responsible consumption. Thus, the consumption axis socially responsible for well-being is more developed among consumers in Kenya. Marketing stimuli push consumers of local food products operated both assisted and spontaneous choices. In addition, consumers decry the presentation of local products, their prices in supermarkets but buy them for the conservation, innovation introduced in the product itself and for the well-being.

4.2. Theoretical contribution

This research makes it possible to set up a scale for measuring the individual motivations, collective motivations and marketing stimuli. It also highlights the different types of choice to which the purchases of local products correspond. But also brings out a new indicator of individual motivation which is curiosity.

4.3. Managerial contribution

To encourage consumers to take a better interest in local food manufacture supermarket managers must emphasize the healthy, natural character of the products local food. They must work to have a better presentation (packaging of its products) strengthen their conservation while practicing the right price. Through elsewhere managers must try to make their positions known to the public through communication emphasizing socially responsible consumption and the marketing innovations applied to local food products.

CONCLUSION

The consumption of local food is chosen in an assisted, unpremeditated way and deliberate. Thus, the unpremeditated choice of local food is induced by the stimuli marketing and to a lesser extent by individual motivations. The choice of local food products is supported when consumers are motivated by marketing stimuli and to a lesser extent by individual well-being. Them consumers of local food make abetted choices; deliberate and unpremeditated according to their motivations. This research has some limitations. in particular the research area and the limited number of specialized stores and supermarkets. Also, our research did not only take into account the level of education, nor the age. Other research could use the effect of socio-demographic variables on the relationship between motivation and purchasing behavior.

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