



Consumer Motivations for Shopping at Farmers' Markets in Ontario

What is the issue?

Although the local food movement and 100 mile diet has generated significant interest and farmers markets are increasing in popularity, there is still relatively little information on the profile of the type of visitor looking for this type of experience nor what the primary pull factors are for frequenting them.

What did the researcher do?

The purpose of this research study was to look at consumer preferences and motivations for buying local and organic food at farmers' markets in Toronto. The objectives of this study were to determine the demographic profiles, primary motivations, potential barriers, benefits, and perceptions of consumers at farmers markets.

The researchers collected a total of 350 surveys at the two farmers' markets, St. Lawrence and Liberty Village during the month of October, 2014.

Why is this research Useful?

The study provides a better understanding and immense insight of the consumer preferences and the motivations for shopping at farmers' markets in Toronto, which will help in determining the changing demands of future farmers' markets. The researchers were able to distinguish consumer motivations and their differences between farmers' markets.

What were the outcomes?

Findings from this study outline that the top three important factors for consumers shopping at farmers' market were the quality of products, ability to support local communities, and the opportunity to buy locally sourced food. Also, shoppers who prefer locally grown food spends more than those who do not.

The psychographic profiles of St. Lawrence and Liberty Village farmers' markets were similar in most factors including higher than average education and high income. St Lawrence Market visitors ranged from 54 or older, whereas Liberty Village consisted of younger shoppers between the ages of 18 to 29.

About the Researcher

Jenny Mach, Minjee Park, Deric Thai and Sally Yu are all students of the Hospitality and Tourism Management Program at Ryerson University.

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