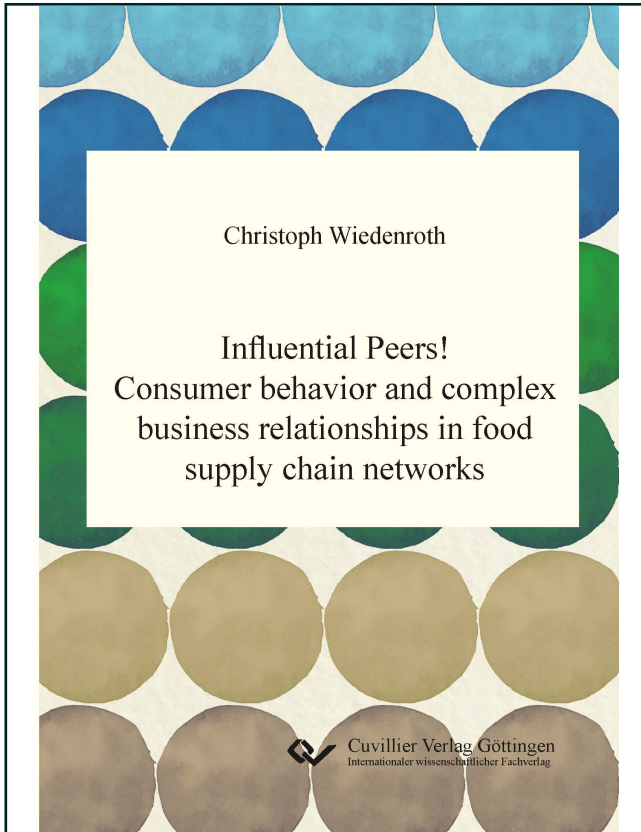




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**Influential Peers! Consumer behavior and complex business relationships in food supply chain networks**



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## Table of contents

|   |           |
|---|-----------|
| List of Tables.....   | ix        |
| List of Figures .....   | xi        |
| List of Acronyms .....  | xii       |
| <b>1 General introduction .....</b>   | <b>1</b>  |
| 1.1 Background – Food supply chain networks .....   | 4         |
| 1.2 Part I – Food consumption and farm dynamics within the German agri-food system of fruits and vegetables.....  | 5         |
| 1.3 Part II – Social and technical innovations in food consumption.....   | 6         |
| 1.4 Part III – Farmers’ complex business interactions in food supply chain networks.....  | 8         |
| 1.5 Outline of the dissertation .....   | 11        |
| References .....  | 12        |
| <b>Part I – Food consumption and farm dynamics within the German agri-food system of fruits and vegetables .....</b>  | <b>19</b> |
| <b>2 Study I.I: The German fruit and vegetable market in the year 2019 .....</b>  | <b>19</b> |
| 2.1 Der Gartenbau vor neuen Herausforderungen .....   | 20        |
| 2.2 Der Markt für Obst.....   | 21        |
| 2.3 Der Markt für Gemüse .....  | 28        |
| 2.4 Verbrauchertrends, Wertschöpfungskettenstrukturen und neue Managementherausforderungen im deutschen Gartenbau .....   | 31        |
| 2.5 Fazit und Ausblick .....  | 36        |
| Author statements .....   | 38        |
| References .....  | 39        |
| <b>3 Study I.II: The German fruit and vegetable market in the year 2020.....</b>  | <b>44</b> |
| 3.1 Der Gartenbau vor neuen Herausforderungen .....   | 45        |
| 3.2 Der Markt für Obst.....   | 47        |
| 3.3 Der Markt für Gemüse .....  | 53        |
| 3.4 Einfluss der Corona-Pandemie auf das Verbraucherverhalten in Deutschland: Das Beispiel Frischobst.....  | 58        |
| 3.5 Fazit und Ausblick .....  | 64        |
| Authors statements .....  | 65        |
| References .....  | 66        |
| <b>Part II – Social and technical innovations in food consumption.....</b>  | <b>73</b> |
| <b>4 Study II.I: How does consumers’ knowledge and confusion influence purchasing behavior of fruit products with a social sustainability label in high income countries? .....</b> | <b>73</b> |
| 4.1 Introduction.....   | 74        |
| 4.2 Conceptual framework.....   | 76        |

|          |   |            |
|----------|---|------------|
| 4.2.1    | The concept of consumer’s comprehension .....   | 76         |
| 4.2.2    | Consumer’s ethical judgement, trust and SL purchasing intent .....  | 78         |
| 4.3      | Data collection and analysis .....  | 81         |
| 4.4      | Results .....   | 82         |
| 4.4.1    | Descriptive statistics .....  | 82         |
| 4.4.2    | PLS-SEM quality-parameters and hypotheses testing .....   | 84         |
| 4.5      | Discussion .....  | 85         |
| 4.6      | Conclusion .....  | 88         |
|          | Authors statements .....  | 90         |
|          | References .....  | 91         |
|          | Appendix .....  | 96         |
| <b>5</b> | <b>Study II.II: Who are the superfoods? New healthy luxury food products and social media marketing potential in Germany.....</b>                                 | <b>99</b>  |
| 5.1      | Introduction .....  | 100        |
| 5.2      | Case and conceptual background.....   | 102        |
| 5.2.1    | Superfoods – The case of blueberries in Germany.....  | 102        |
| 5.2.2    | Exploratory research concept .....  | 103        |
| 5.3      | Material and methods.....   | 104        |
| 5.3.1    | Study design.....   | 104        |
| 5.3.2    | Statistical analysis .....  | 107        |
| 5.4      | Results .....   | 108        |
| 5.4.1    | Sample description .....  | 108        |
| 5.4.2    | Factor analysis.....  | 109        |
| 5.4.3    | Cluster analysis .....  | 112        |
| 5.5      | Discussion .....  | 119        |
| 5.6      | Conclusion, limitations, and further research.....  | 123        |
|          | Authors statements .....  | 125        |
|          | References .....  | 126        |
| <b>6</b> | <b>Study II.III: Can new healthy luxury food products accelerate short food supply chain formation via social media marketing in high-income countries? .....</b> | <b>131</b> |
| 6.1      | Introduction.....   | 132        |
| 6.2      | Theoretical background.....   | 134        |
| 6.2.1    | Food quality guidance model .....   | 134        |
| 6.2.2    | Media richness theory .....   | 135        |
| 6.3      | Conceptual framework.....   | 136        |
| 6.3.1    | Media .....   | 136        |

|   |            |
|---|------------|
| 6.3.2 Observation .....   | 137        |
| 6.3.3 Psychographic characteristics .....   | 138        |
| 6.3.4 Socio-demographic characteristics.....  | 140        |
| 6.3.5 Product quality attributes .....  | 140        |
| 6.4 Data collection and analysis.....   | 141        |
| 6.5 Results.....  | 144        |
| 6.5.1 Descriptive statistics.....   | 144        |
| 6.5.2 PLS-SEM analysis: quality parameters of the measurement model .....   | 145        |
| 6.5.3 PLS-SEM analysis: hypothesis testing.....   | 145        |
| 6.6 Discussion .....  | 148        |
| 6.7 Conclusion .....  | 151        |
| Authors statements.....   | 153        |
| References.....   | 154        |
| Appendix .....  | 161        |
| <b>Part III – Farmers’ complex business interactions in food supply chain networks .....</b>  | <b>163</b> |
| <b>7 Study III.I: Integrating multiplex relationship dynamics into farmers’ strategic decisions within food supply chain networks. An introduction to the GRASPreneurial netchain framework. ....</b> | <b>163</b> |
| 7.1 Introduction.....   | 164        |
| 7.2 Integrating multiplex relationship dynamics and entrepreneurial theory.....   | 166        |
| 7.2.1 Entrepreneurial theory and GRASP framework.....   | 166        |
| 7.2.2 Personal relationship dynamics within farmers’ entrepreneurial decision process.....  | 166        |
| 7.3 Categorizing multiplex netchain interactions.....   | 170        |
| 7.3.1 The netchain approach and challenges of integrating multiplex relationship dynamics.....  | 170        |
| 7.3.2 Strategic netchain interactions .....   | 171        |
| 7.4 Defining social-network boundaries of the GRASPreneurial netchain framework.....  | 172        |
| 7.5 Conclusion .....  | 174        |
| Authors statements.....   | 175        |
| References.....   | 176        |
| <b>8 Study III.II: The influence of farmers’ multiplex relationship dynamics on strategic supply chain decisions.....</b>   | <b>180</b> |
| 8.1 Introduction.....   | 181        |
| 8.2 Conceptualization of the case under research .....  | 183        |
| 8.2.1 GRASPreneurial netchain approach.....   | 183        |
| 8.2.2 Case under research.....  | 184        |
| 8.2.3 GRASPreneurial netchain framework and case under research.....  | 185        |
| 8.3 Methodology .....   | 186        |

|   |            |
|---|------------|
| 8.3.1 Model description.....  | 186        |
| 8.3.2 Model application through sensitivity analysis.....                                       | 190        |
| 8.4 Results.....  | 191        |
| 8.5 Discussion.....   | 196        |
| 8.6 Conclusion.....   | 199        |
| 8.7 Supplemental information on model design and parametrization (ODD+D protocol).....          | 202        |
| 8.7.1 Overview.....   | 202        |
| 8.7.2 Design concepts.....  | 204        |
| 8.7.2.1 Theoretical background and individual decisions making.....                             | 204        |
| 8.7.2.2 Learning, individual sensing and individual prediction.....                             | 208        |
| 8.7.2.3 Interaction.....  | 208        |
| 8.7.2.4 Collectives.....  | 208        |
| 8.7.2.5 Heterogeneity.....  | 208        |
| 8.7.2.6 Stochasticity.....  | 208        |
| 8.7.2.7 Observation.....  | 209        |
| 8.7.3 Details.....  | 209        |
| 8.7.3.1 Implication details.....  | 209        |
| 8.7.3.2 Initialization.....   | 210        |
| 8.7.3.3 Input data.....   | 210        |
| 8.7.3.4 Submodels.....  | 210        |
| 8.7.3.5 Scenario analysis.....  | 210        |
| Authors statements.....   | 213        |
| References.....   | 214        |
| Appendix.....   | 218        |
| <b>9 General conclusion.....</b>  | <b>220</b> |
| 9.1 Main findings.....  | 220        |
| 9.2 Conceptual contributions.....   | 222        |
| 9.3 Implications to agri-food businesses, non-governmental organizations and policy makers..... | 225        |
| 9.4 Limitations and further research.....   | 228        |
| References.....   | 231        |
| <b>10 General appendix.....</b>   | <b>235</b> |
| Declarations.....   | 235        |
| Publications and research presentations.....  | 236        |
| Curriculum Vitae.....   | 237        |