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Addressing marketing issues for community supported agriculture using community-based social marketing

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Abstract

More ranchers are satisfying shoppers' needs for privately developed food by selling their horticultural items through local area upheld agribusiness (CSAs). CSAs experience a high yearly steady loss pace of their investors. The scientists regulated an internet based review to investors of three [state] CSAs to distinguish their inspirations, their mentalities and values toward the climate, and their degree of local area connection. Investors wanted new food items liberated from pesticides and want to help nearby local area individuals who develop food. For ecological mentalities, investors accepted people misuse the climate and the equilibrium of nature is sensitive and effortlessly resentful. Communicators and ranchers could utilize the data to foster local area based social promoting efforts that enroll new people to join a CSA and hold existing investors. Extra exploration was expected to recognize extra factors that impact [state] investors, like eating practices, social capital, furthermore segment attributes.

Keywords: Community supported agriculture, motivations, environmental attitudes, community attachment, community based social marketing, survey

Introduction

More ranchers are selling rural items straightforwardly to purchasers through ranchers' business sectors, side of the road stands, and local area upheld farming (CSAs) ^[1]. CSAs are a sort of direct-to-purchaser agrarian undertaking where a rancher makes the administration choices, however investors vow support by buying either a full offer or half portion of a piece of the items reaped on the ranch ^[2]. The offer cost can take care of working expenses, charges, protection, lodging, or the rancher's work ^[2]. In years with appalling yields or helpless climate, investors get restricted produce while the rancher still gets a living compensation. In years with great yields, investors get more produce, and the rancher gets a superior living pay. Investors might get their portion at the homestead, while other CSAs convey offers to a unified area, a ranchers' market, or the home ^[3]. Most CSAs offer an assortment of vegetables, natural products, and spices; some CSAs additionally give partakes in eggs, meat, milk, prepared products, fiber, honey, beeswax, and kindling ^[2]. US shoppers have shown their advantage in neighborhood food sources by buying produce through a CSA ^[4-10]. Data on who purchases neighborhood food what's more their inspirations would assist ranchers with working on their advertising endeavors ^[1]. Numerous ranchers have likened promoting with selling their items rather than having an unmistakable comprehension of shoppers' needs and needs ^[11]. Advertising to customers' needs and needs is viewed as the main variable that decides the achievement of an elective agribusiness venture like a CSA. New investor enlistment and maintenance has been quite difficult for CSAs ^[12, 13]. More CSA administrators in the 2014 season revealed that small investor enrollment was more difficult for CSAs in the upper east and southeast of the United States. In comparison to CSAs in rural areas, metropolitan CSAs also had higher enrollment issues ^[14]. Buyers' motivations for entering a CSA, amount of local area connections, and use of communication channels to build a local area centred social marketing effort for enrolling participants to enter a CSA and keeping existing investors have received little to no research. Reasons to Join a Community Supported Agriculture (CSA) Fishbein has established links between a person's beliefs about an object's attributes and the evolution of the person's overall mentality toward the item ^[15]. His work has given proof that a singular's mentality toward an article is decidedly related with the singular's goals to utilize the item ^[16]. Attitudinal qualities were factors for disclosing shoppers' inspiration to join a CSA in the United States ^[4, 7, 9, 10].

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One of the significant inspirations connected with quality attributes in food, like new, natural, and occasional. Fifteen individuals from a CSA in the upper east demonstrated that having natural, new, scrumptious, occasional produce developed by a neighbourhood rancher was the most well-known justification for joining the CSA [7]. Practically all respondents from the Roxbury Farm CSA announced that getting new vegetables (almost 100%) and eating natural vegetables (93%) were either vital or on the other hand significant in their inspiration for joining the CSA [9]. Respondents additionally demonstrated they joined the Roxbury Farm CSA on the grounds that they needed to consume occasional vegetables. Also, individuals from eight CSAs in the Twin Cities area of Minnesota showed accessibility of natural food varieties, longing for new produce, and want to eat vegetables in season as inspirations [4]. Individuals from two CSAs, situated in Ithaca, New York, positioned newness as the main characteristic considered in their choice to join a CSA, trailed by privately developed and naturally developed [5]. The two most normal inspirations for joining the From the Group Up CSA in Maryland were needing privately developed produce (86%) and natural produce (84%) [8]. Research has shown that wellbeing concerns in like manner awaken customers to join CSA. When get some data about the benefits of joining, CSA investors in Missoula, Montana, said it was essential to help their wellbeing [6]. Investors of the Redwood Roots Farm CSA in Humboldt County were worried about quality nourishment for them and society at large. Restricted examination has been directed to inspect the relationship of natural concern and nearby food creation. Explicit natural issues propelling purchasers were soil disintegration, petroleum derivative reliance, pesticide tainting, and exhaustion of wetlands, grasslands, and untamed life environment. Hassanein announced that 82% of CSA investors in Missoula, Montana, said supporting endeavors to safeguard the climate was an advantage acquired from their participation. Natural worries for individuals from eight CSAs in the Twin Cities area of Minnesota included worry for a solid climate, information on how and where their food was developed, and their longing to decrease bundling. Also, specialists have uncovered a connection between inspirations to join a CSA and general natural mentalities, utilizing the modified New Ecological Paradigm (NEP) scale. The reconsidered NEP had genuinely critical associations with respondents' powerful urge to diminish bundling of food items, for food liberated from pesticides, to help feasible horticulture rehearses, and for food items that are not hereditarily designed. Local area Based Social Marketing Community-based social advertising (CBSM) is a methodology for encouraging practical conduct in horticulture [20]. CBSM is established on the conviction that individual contact at the local area level is the best way to deal with change practical practices, for example, eating privately developed food from a CSA. This approach includes (1) choosing a supportable conduct, (2) distinguishing boundaries and advantages to playing out the maintainable conduct, (3) planning systems that utilizes conduct change instruments that address the hindrances and advantages, (4) steering the methodologies with a little section of a local area, and (5) carrying out the feasible conduct on a more extensive scale and assessing the conduct change whenever it has been embraced locally. Communicators should initially perceive the obstructions

and advantages to playing out an economical conduct, comprehend these hindrances vary among local area occupants, and find what spurs local area inhabitants to participate in maintainable practices [20]. Communicators utilize these instruments to foster a methodology to eliminate the boundaries and improve the advantages of playing out the manageable conduct: responsibility, accepted practices, social dissemination, prompts, and correspondence. Responsibility starts by requesting people to intentionally consent to a little ask for and afterward circling back to the bigger solicitation. Responsibility for doing a maintainable conduct ought to be looked for by people inspired by the conduct. At the point when potential communicators should assist the people with review themselves as naturally concerned [20]. Accepted practices can impact a singular's capacity to take part in an economical conduct [20]. People are bound to be impacted by the conduct of the individuals who are like themselves. Interpersonal organizations (casual and formal) can expand people's participation for accomplishing a commonly helpful conduct, foster solid standards of OK conduct, pass their assumptions on to each other, lay out notorieties for keeping guarantees, assemble trust, and work with correspondence/stream of data [21]. Casual informal communities incorporate family, companions, and neighbors. Formal organizations incorporate connections shaped through work, establishments, or associational participations, for example, business gatherings, monetary gatherings, youth gatherings, strict gatherings, social affiliations, parent gatherings, school councils, sports gatherings, administration bunch, proficient affiliations, and worker's guilds [21, 22]. Social dissemination, or the dispersion of developments, is a cycle by which discussions with believed people, who are seen as like themselves, impact reception of reasonable practices. Interpersonal organizations are a significant part for deciding social dispersion, particularly family, companions, and partners. Prompts are a compelling conduct change apparatus since they remind people to play out the practical conduct [20]. Either a visual or hear-able brief fills in as a suggestion to take part in an economical conduct that people as of now perform. These prompts are not intended to expand a singular's information or change their conduct. Communicators should join the utilization of prompts with responsibility systems and normal practices to urge people to follow up on the prompts. Correspondence is an instrument of CBSM used to catch the consideration of the ideal interest group to start conduct change [20]. Correspondence endeavors incorporate the utilization of messages, dependable sources, individual contact, displaying, and local area pioneers. Convincing messages impact people's perspectives and practices [20, 23]. In any case, communicators need to know the target group's perspectives, convictions, and practices prior to creating influential messages. These messages should be custom-made to the various sections of the local area to be viable. Also, compelling messages need data that is clear, concrete, and customized. Clear data is bound to be reviewed sometime in the not too distant future in light of the fact that the data contrasts other data. How the data is outlined is additionally significant. Most manageable practices can be outlined emphatically or contrarily. Negative motives to participate in manageable tasks or disasters as a consequence of inaction are much more effective than

encouraging vibes, according to studies ^[20]. Words supplied by personal contact from trustworthy sources have a stronger impact on people's mindsets and actions than messages delivered via correspondence ^[20]. This study covers a knowledge gap on the elements that influence [region] clients' choice to follow a CSA, including incentives, natural values and attitudes, and local relationships. The quantitative data collection was guided by the following exploration questions: 1. What encourages friends to join a CSA? 2. What were the investors' underlying mentalities? 3. To the what degree do CSA investors' networks have such a local area connection? 4. What is the relationship between investors' decision to join a CSA of their use of communication channels to learn about food options? Procedures and Materials The tool used in this study was essential for a wider graphic, aggregate environmental scanning that looked into to the marketing channels of numerous CSA owners as well as the elements that impact their funders' decisions to start a CSA in [state]. As a technique of better understanding the exploration issue, our aggregate contextual inquiry used a blended strategies plan to collect and break down subjective and quantitative examination information simultaneously but separately ^[24]. From the Global Harvest website, the specialist identified 120 CSA owners in [state] for the statistical information collection. Neighborhood Harvest maintains the most comprehensive and easily accessible database of CSAs in the U. S. ^[25]. 64 postings lacked dynamic phone numbers or had CSA programmes that had expired. These appear to be a group that is still out of reach. The review population was made up of the remaining 62 [region] CSAs from the data base. Three of a 62 CSA owners agreed to partake in the research. CSA 1, which is located near [city], has about 50 investors. CSA 2 has 83 investors and is located in a rural area of [city]. Only 39 of the CSA 2 investors had working email addresses, despite the fact that 82 of those investors possessed email addresses. CSA 3 is located in a rural location near [city]. The information gathered from three segments of the researcher developed survey was utilized in setting up this original copy. One part of the survey utilized things from past instruments ^[4, 19, 26] to show how firmly investors concurred or deviated (1=strongly differ to 5=strongly concur) with 17 explanations about their inspirations for joining a CSA. The scientist utilized the reexamined New Ecological Paradigm Scale ^[27] to gauge investors' degree of concurrence with seven articulations estimating their mentalities and values toward the climate on a 5-point Likert scale (1=strongly differ to 5=strongly concur). Respondents evaluated their degree of association with eight kinds of nearby gatherings by giving the quantity of such gatherings they had a place with or chipped in with, going from zero to 10. Classes of nearby gatherings were shaped utilizing inquiries from past instruments estimating social capital ^[28, 29]. Strict or profound gatherings included holy places, mosques, sanctuaries, casual strict gatherings, and strict review gatherings. Social gatherings alluded to ethnic-based gatherings, expressions, music, theater, celebrations, film, and dance. Youth associations included games groups, scouts, FFA, 4-H, Boys and Girls Clubs, and school exercises/clubs. Guardians' affiliations included PTA, PTO, and other school backing or administration gatherings, including self-teach. Respondents were requested their level from contribution in grown-up sports groups or clubs. An expert affiliation connected with

exchange, ranch, business, specialists, legal counselors, instructors, veterans, and trade guilds. A help bunch included Lions Club, Rotary International, Kiwanis, lady's club, graduated class gatherings, and school brotherhood or sorority. Political gatherings were viewed as political activity gatherings, political clubs, or party councils. A board of specialists involved personnel and graduate understudies in agrarian instruction and interchanges laid out face and content legitimacy of the instrument. In the wake of utilizing the board's remarks to change the survey, the instrument was submitted for endorsement by [the university's] Institutional Review Board. Before controlling the survey to the review's example, the specialist led a pilot test with investors of two CSAs to lay out unwavering quality of the scientist created poll. The Cronbach's α esteem from the pilot test was 0.90 for the inspirations to join scale. The scale estimating ecological mentalities had a Cronbach's α of 0.81. The scientist gathered information through a web-based review to individuals from three CSAs in [state] utilizing Survey MonkeyTM. The analyst made the messages and online overview that the CSA proprietors shipped off their investors. As the primary contact, CSA proprietors sent a pre-notice email to their investors mentioning help with finishing the poll. CSA proprietors sent an email with the connection to the internet-based study as the subsequent contact. CSA proprietors sent a third email to thank their investors for reacting to the survey and remind other people who had not. A sum of 85 web-based overviews were returned for a reaction pace of 41%. The specialist brought the information into SPSS[®] 18.0 for WindowsTM PC. The scientist took care of non-reaction rate to the web-based study by utilizing the Fisher's precise test ^[30]. No critical contrasts were found among right on time and late respondents for nationality, work circumstance, conjugal status, possession course of action, and the quantity of kids under 18 residing in their families. Elucidating measurements depicted investors' inspirations for joining a CSA and ecological perspectives. Spearman's rho connection coefficients demonstrated connections between explicit data channels and the inspirations to join a CSA build. The outcomes introduced in this study are total of the three CSAs.

Conversation Findings from this study have possible ramifications for creating advertising rehearses for CSAs situated in [state] networks. The data was coordinated by the parts McKenzie-Mohr ^[20] remembered for a local area based social promoting (CBSM) crusade, explicitly involving the distinguished advantages in their messages, recognizing accepted practices, looking for responsibility, and composing compelling messages. Distinguishing boundaries and advantages of joining a csa Food Routes Network, a public non-benefit association supporting nearby, local area based food frameworks in the United States, recommended advertising effort thoughts get from customers' mentalities and conduct toward eating privately developed food ^[31]. Communicators ought to allude to investors' inspirations for joining to all the more actually focus on the kind of buyer who might probably join a CSA. A considerable lot of the inspirations for joining a CSA in [state] connected with food quality attributes and ecological worries, especially the craving to decrease bundling on food items, to utilize maintainable agrarian practices, to eat non-hereditarily designed food items, and to eat food items liberated from pesticides. Investors in this study wanted privately

developed, new food, upheld neighborhood local area individuals who developed food, and upheld their local area's nearby economy. CSA investors from three CSAs in Illinois and three CSAs in New Hampshire showed their inspirations for joining utilizing a similar 17-thing build from this study^[19]. Respondents from those CSAs in Illinois and New Hampshire likewise wanted new food, for food liberated from pesticides, for privately developed food items, to help nearby local area individuals who develop food, and to help their local area's neighborhood economy^[19]. Overview reactions from investors of two CSAs in Ithaca, New York, positioned newness as the main inspiration and privately developed as the second most significant inspiration for joining a CSA^[5]. The inspirations concerning food quality characteristics new, naturally developed produce-were likewise essential to CSA investors in the Northeast^[7]. Additionally, close to 100% of the respondents from the Roxbury Farm CSA showed that getting new vegetables was either vital or significant^[9]. Concerns about developing informal networks through the CSA and inspirations based on a specific medical issue were less important motivations for establishing all CSAs in [state], Illinois, or Hampshire^[19] than food quality qualities. Participants from the 3 [state] CSAs expressed unbiased agreement with the desire to meet new people who care about where their food is coming from. Investors in [State] CSAs disagree that certain health reasons/conditions necessitated this type of food. Similarly, CSA participants in Illinois and Hampshire agreed that they asked to meet new people who care about where their food is made from and that certain health reasons/conditions necessitated this type of food^[19].

Accepted practices one method for estimating accepted practices is to get some information about their qualities held in light of the fact that the reactions give a feeling of standards held by a local area or a gathering^[32]. The inspirations people have for joining a CSA can address their accepted practices. CSA proprietors could manage an internet based study to investors to decide their investors' inspirations for joining then, at that point, share that data through the favored data channels to assist investors with understanding their standards. Respondents' concurrence with the seven assertions from the New Ecological Paradigm Scale develop could clarify that these people were acquiring attention to the material impacts an industrialized nation has on the climate^[33]. These [state] CSA investors shared a comparable ecological worry as the purchasers in rustic and metropolitan areas of England while settling on food decision choices^[34]. Weatherell *et al.*^[34] clarified that buyers with an expanded attention to and worry for ordinary industrialized frameworks and their effect on the climate were keen on purchasing nearby food varieties or participating in maintainable food frameworks. Ecological concern may be connected with buyers purchasing natural food and privately developed food^[35]. These buyers may have thoughts that neighborhood food frameworks are naturally reasonable^[36, 37]. It was prescribed to make showcasing systems for neighborhood food sources in view of ecological mindfulness. Responsibility Trust was a significant trademark that could affect obligation to embracing feasible conduct, for example, joining a CSA^[20]. McKenzie-Mohr^[20] clarified that common ecological mentalities and concern elevated obligation to a supportable conduct in light of the fact that the investors had normal

qualities and standards. A way for possible investors to construct trust and obligation to a CSA was by having the CSA proprietor assist expected investors with review themselves as naturally concerned^[20]. A CSA proprietor could utilize the natural mentality proclamations to fabricate trust. This trust could assist likely investors with confiding in one another and the CSA proprietor, permitting them to cooperate and uphold a nearby food development locally. Respondents differ that associations made with other CSA investors would be valuable assuming a significant issue faces their networks. Two of the [state] CSAs offer a set number of occasions at the CSA ranch, while one CSA doesn't give any friendly chances to its investors. Since investors can get their portion at the CSA ranch or a drop-off area, they have less association with one another and less chance to construct trust and an interpersonal organization. The restricted contact and absence of trust among investors could keep proprietors from holding investors in their CSAs. The consequences of this study demonstrate that numerous respondents had a place with proficient affiliations, social gatherings, or strict or profound gatherings. CSA proprietors may track down new investors from these nearby associations, use inclusion in these neighborhood associations to distinguish normal practices and practices of investors. The fourth exploration question decided the connections between the utilization of 11 data sources and the summated normal of the inspirations to join a CSA develop. Critical connections existed for inspirations to join a CSA and print distributions, email, introductions at nearby associations, regular postal mail, and helpful augmentation. Using leaflets, CSAs teach purchasers at ranchers' business sectors about CSA enrollment and select new investors. A pamphlet, alongside other print distributions, is a data source that can contain messages that stress the main inspirations for joining a CSA. Each of the three CSAs utilized email to speak with current investors about week after week get of the offer, things in the week after week produce offer, plans, and updates about the ranch. In the current review, CSA proprietors principally utilized email and their sites to speak with their present investors. While email was a successful data channel for existing investors, respondents to the investor overview seldom utilized email to look for food decision data. It appears to be that CSA proprietors may have to utilize other data channels to CSA proprietors could convey introductions to neighborhood associations about the explanations behind joining a CSA, and consequently, extend and make new interpersonal organizations for selecting possible investors. Expansion was a data source with a huge relationship with the inspirations to join a CSA develop. An Extension specialist may advance the nearby food development and participation in a CSA to occupants in the district assuming CSA proprietors presented themselves and welcomed the specialist to the CSA ranch. Augmentation specialists could lead projects or studios at the CSA homesteads or offer data with inhabitants. Data sources give informal communication open doors the CSA proprietor and among investors. As indicated by Hinrichs^[38], the making of social connections is essential to the arrangement and support of neighborhood food frameworks. Data sources can assist inhabitants with finding CSAs in their space, enlist expected investors, and improve connections among current investors. Assuming these data channels convey about the particular inspirations for joining a CSA, they can help develop and fortify CSAs.

Correspondence Persuasively composed messages have the expectation of affecting a singular's mentalities and additionally practices ^[20]. While enlisting likely investors, a local area based social promoting effort may have to convince expected investors to take on an alternate way of life. A decent method for catching potential investors' consideration was through enlistment messages that zeroed in on investors' inspirations for joining, realizing that potential investors might share these equivalent inspirations. CSA investors wanted new food items, to help nearby local area individuals who develop food, food liberated from pesticides, to help manageable farming practices, and for privately developed food items. CSA proprietors should keep on underscoring the properties of the homestead, like privately developed, natural, and new since those were inspirations for joining a CSA. These inspirations have as of now energized enrollment from their investors, so messages about the inspirations for joining a CSA could tempt comparative people to join. Food Routes Network suggested expanding utilization of privately developed items by expanding attention to where to observe privately developed food, conveying messages concerning why buying privately developed items is significant, and eliminating hindrances toward purchasing privately developed items ^[31]. Customers were more steady of purchasing nearby items in the wake of learning the advantages of supporting their networks and neighborhood economy, and supporting neighborhood ranchers ^[34]. Besides, messages need to relate back to customers' qualities and mentalities toward privately developed items. Weatherell *et al.* ^[34] suggested making promoting techniques for nearby food varieties in light of the ecological advantages. Proposals for Future Research Results from this study gave open doors to future exploration.

Conclusion and Future Research

The motivations for joining a CSA were recently examined in a survey of CSA investors in Illinois and Hampshire. On the pilot test, the 17 items had a Cronbach's alpha of .90, which is regarded satisfactory. However, more research is needed to see if there are any other reasons for shareholders to participate. In addition, more investigation is necessary to test and develop the architecture of motives to join. If the motives to join construct includes subscales, quantitative study with a higher sample size would reveal them. An exploratory approach would be used to see whether of the 17 questions create a construct that may be used in future questionnaires. The number of elements in the construct would likewise be reduced to a more manageable size using exploratory factor analysis. Current shareholders have been polled or interviewed for most of the preceding study to learn about their motives and environmental opinions. Conducting a larger study that gathers data from general public in one community, numerous localities, or an area of the U. S. would be a good next step. This research looked at three elements that influence whether or not people join a CSA: incentives, environmental views, and community affiliation. Other elements that influence a person's decision to join a CSA could be discovered by researchers. A study could indicate the demographic and socioeconomic traits that the three [state] CSAs' shareholders have in common. According to studies on CSA participation in the United States, many owners share similar characteristics such as gender, ethnicity, and educational attainment. Different

attributes uncovered in these investigations included age, family structure, number of kids in family, pay, political connection, length or residency, and area of residency. While planning a CBSM crusade, CSA proprietors should be aware of the crowd keen on joining. CSA proprietors could all the more productively contribute their time and showcasing endeavours by knowing the segment qualities of people keen on joining a CSA. An analysis of CSA financial donors in Illinois and Hampshire was conducted. On the pilot test, the 17 items had a Cronbach's alpha of .90, which is regarded adequate. Regardless, more research should be done to see if accepting financial donors have other reasons for participating. In addition, more research is needed to test and evaluate the incentives for joining create. If the motives to join create have subscales, factor analysis with a larger model size would reveal them. An exploratory portion evaluation would determine which of the 17 elements structure a format enabling additional survey use. The exploratory part examination would moreover decrease the number of things in the creation to a more sensible size. A huge piece of the past assessment has inspected or chatted with current financial backers to track down their motivations and normal mindsets. A supportive resulting stage is immediate a more broad audit that assembles data from the general public in one neighbourhood, organization, or area of the United States. This study focuses on three factors that influence whether or not someone joins a CSA: incentives, biological perspectives, and neighbourhood. Researchers identified several factors that influence a person's willingness to enter a CSA. An audit could reveal the organizational and monetary qualities that the three [state] CSAs' financial supporters have in common. According to studies on CSA assistance in the United States, various financial donors share certain characteristics such as direction, temperament, and level of preparedness. Age, household composition, number of young members of the family, pay, governmental collaboration, length of residency, and location of residency were among the features discovered in these investigations. While arranging a CBSM campaign, CSA owners should be comfortable with the group excited about joining. CSA owners would, even more, be able to capably contribute their time and exhibiting tries by realizing the portion ascribes of individuals excited about joining a CSA.

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